

ABSTRACT

This study aims to analyze the influence of the Technology Acceptance Model (TAM) and government support on digital literacy intention among Generation Z in Indonesia. As digital natives, Generation Z has great potential to support digital transformation; however, their digital literacy level still needs improvement. This research focuses on the perceived usefulness, ease of use, and external support influencing digital literacy intention using the Partial Least Squares Structural Equation Modeling (SEM) approach.

The methodology includes designing a Likert-scale-based questionnaire distributed to Generation Z respondents. Data collection was conducted online, targeting a minimum of 200 respondents. The collected data was processed using PLS-SEM to examine the relationships among variables, including validity and reliability of the research indicators. The testing steps included measurement model analysis and structural model analysis to evaluate direct and indirect effects among variables.

The results of the study indicate that Optimism significantly influences Perceived Usefulness (PU) ($\beta = 0.326$; $p = 0.000$) and Perceived Ease of Use (PEOU) ($\beta = 0.288$; $p = 0.000$), while Innovation significantly affects PU ($\beta = 0.426$; $p = 0.000$) and PEOU ($\beta = 0.384$; $p = 0.000$). Additionally, PU and PEOU significantly influence Attitude ($\beta = 0.250$; $p = 0.000$) and Intention to Use ($\beta = 0.279$; $p = 0.000$), which in turn affects digital literacy ($\beta = 0.219$; $p = 0.000$). On the other hand, factors such as Discomfort, Insecurity, and Government Support did not show a significant effect on digital literacy ($p > 0.05$). These findings conclude that improving digital literacy is more effectively achieved through strengthening perceptions of usefulness, ease of use, and positive attitudes toward technology, rather than through external interventions like government programs.

Keywords: *Generation Z, digital literacy, government support, Technology Acceptance Model, Partial Least Squares Structural Equation Modeling(SEM).*