

ABSTRACT

Blockchain and smart contracts are cutting-edge technologies that offer security, efficiency, and transaction effectiveness without requiring the involvement of numerous third parties for authorization, as their role is automated. Several factors are involved in predicting the blockchain adoption model by customers, such as trialability, security, complexity, innovativeness, cost, facilitating conditions, market dynamics, regulatory support, and partner readiness. This study aims to verify and analyze the readiness model influencing the adoption of blockchain technology at PT. Soko Rindam Utama. Data collection was conducted by distributing questionnaires to 115 respondents using a saturated sampling technique, which were then analyzed using SEM-PLS. The results of this study indicate that external factors such as market dynamics, regulatory support, and partner readiness have a greater influence on the intention to adopt blockchain technology compared to internal factors. In particular, regulatory support is highlighted due to its emphasis on legal certainty and user data protection.

Keywords: adoption, blockchain, readiness model, and smart contracts.