

ABSTRACT

This study examines the readiness of the Telkom University campus environment for implementing online delivery services, focusing on the perspectives of dormitory students, non-dormitory students, and campus staff. The research employs the Technology Readiness and Acceptance Model (TRAM) to examine how optimism, innovativeness, discomfort, and insecurity influence users' perceived usefulness (PU), perceived ease of use (PEOU), and intention to use (ITU) delivery applications. A quantitative approach was used, with data collected from 392 respondents through structured questionnaires. The analysis was conducted using Structural Equation Modelling (SEM) to test the relationships among the constructs. The findings reveal that optimism and innovativeness have a positive and significant effect on PU and PEOU, while discomfort and insecurity show negative impacts. Furthermore, both PU and PEOU significantly influence ITU. Model accuracy is supported by the R Square values, with PU showing the strongest explanatory power, R Square value 0.642, followed by R Square of PEOU, a value 0.577, and R Square of ITU, a value 0.472, indicating that these key constructs are well-accounted for by the proposed psychological predictors. The adjusted R² values remain stable, confirming the robustness of the model. These results suggest that improving digital literacy and trust in technology among campus communities can enhance the adoption of online delivery services. The study provides practical insights for universities aiming to develop infrastructure and policies aligned with students' and staff's needs in increasingly digital campus ecosystems.

Keywords: *Technology Readiness, Delivery Services, TRAM, Technology Acceptance, Telkom University.*