

ABSTRACT

Online food and beverage ordering through mobile order applications continues to grow alongside technological advancements. Lakeside Caffe at Telkom University has provided a mobile order application to enhance customer experience, but its adoption rate remains low. This study aims to analyze the factors influencing the adoption of the Lakeside Caffe mobile order application using the Technology Acceptance Model (TAM), expanded with the variables of trust, personal competence, and Intention To Adopt.

The research employs a quantitative approach through a questionnaire-based survey distributed to Telkom University students. The collected data is analyzed using Structural Equation Modeling (SEM) to identify relationships between research variables. The study's findings are expected to provide insights into the factors influencing the adoption of mobile order technology and offer strategic recommendations for Lakeside Caffe's management to increase the application's adoption rate.

Keywords: *technology adoption, Technology Acceptance Model (TAM), mobile order application, trust, personal competence, Intention To Adopt.*