

## ABSTRACT

### ANALYSIS THE LEVEL OF ACCEPTANCE OF TALENTA APPLICATION USING THE UTAUT 2 MODEL (CASE STUDY PT. BASIRIH INDUSTRIAL )

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*The use of information technology in managing human resources is very important in the era of the industrial revolution 4.0. PT Basirih Industrial, a plywood industry company, applies Talenta application as a personnel management solution. This application is efficient in optimizing employee potential through features such as employee attendance, leave request, shift exchange, payroll calculation, and various other operational activities. PT Basirih Industrial involves employees in the use of Talenta application in their work environment. However, the use of Talenta application in PT. Basirih Industrial has many constraints. Users face problems such as server downs, lack of responsiveness, problematic features, and errors in determining employee location and attendance. The research was conducted to identify the factors that influence the acceptance of the Talenta application. The research method used is UTAUT 2, which involves the factors of performance expectancy, effort expectancy, social influence, facilitating conditions, motivation, hedonic, price value and habit on behavioral intention and use behavior. Data was collected through a questionnaire survey distributed to employees of PT Basirih Industrial with a final result of 210 respondents. The data was analyzed using SmartPLS by testing the measurement model, structural model, and hypothesis testing. The results showed that the effect of accepting the Talenta application at PT Basirih Industrial based on the factors of performance expectancy, social influence, habit, price value moderates gender on behavioral intention, and habit, behavioral intention on use behavior.*

**Keywords :** *Acceptance Level, SmartPLS, Talenta, Unified Theory of Acceptance and Use of Technology*