

## ABSTRACT

# ***ANALYSIS OF THE INFLUENCE OF USER ACCEPTANCE FACTORS ON ACADEMIC INFORMATION SYSTEMS USING THE UTAUT METHOD (UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY) (CASE STUDY: IT TELKOM PURWOKERTO)***

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*Digital transformation involves the process of transitioning organizational behavior from manual methods to digital methods. One of them is the utilization of information systems. Information systems utilize databases to facilitate the storage of information, resulting in increased speed, ease, efficiency, and relevance of work. ITTP, the Telkom Institute of Technology Purwokerto, is a university that utilizes academic information systems to manage its educational activities. Nevertheless, there are still challenges associated with the utilization of academic information systems. Users encounter issues such as frequent disruptions, difficulties in accessing, and demands for supplementary services or functionalities. This study employed the UTAUT research methodology, which incorporates components such as Performance Expectancy, Effort Expectancy, Social influence, and Facilitating conditions to uncover factors and variables that impact user acceptability and satisfaction. This study aims to assess the degree of customer satisfaction and identify the elements that impact it. This research utilizes the academic information system, known as iGracias. 371 respondent data was received from a survey performed in the ITTP setting among students. The process of analyzing data will be conducted via the SmartPLS software. According to the t-statistic test, all variables have a significant value over 1.96, indicating that all correlations between variables are statistically significant. According to the five UTAUT components, the Social Influence variable has the most significant impact, specifically with SI > BI.*

**Keywords:** *Acceptance and Use Level, academic information system, UTAUT (Unified Theory of Acceptance and Use Technology), Smartpls*