Analysis of Acceptance of the Yes Application Using Tram at Pt. Indosat Ooredoo Hutchison in Sumatera

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Abstract

The impact of information technology extends beyond organizational levels, bringing about significant changes in business structures and methods, including those of telecommunication service providers such as PT. Indosat Ooredoo Hutchison in Indonesia. The digital transformation implemented by PT. Indosat aims to enhance efficiency for its employees through the utilization of the YES app, which provides information on the company's performance in the sales domain. However, regional offices indicate a lack of readiness and optimization in utilizing this technology. This study endeavors to empirically assess the reception of the YES application at PT. Indosat Ooredoo Hutchison using the Technology Readiness Acceptance Model (TRAM). The study employs Structural Equation Modeling (SEM) to analyze the data collected from questionnaires distributed to 95 PT. Indosat employees residing in Sumatra. The research findings reveal that optimism and innovation do not significantly influence Use Intention. Conversely, inconvenience has a positive and significant impact on Use Intention, while inconvenience has a negative influence on intention to use through the mediation of user convenience. Insecurity positively influences Use Intention, whereas user convenience has a negative impact on Use Intention.

Keywords: application, intention use, acceptance of TRAM

1. Introduction

The digital technology revolution has transformed every aspect of life, including economics, politics, and bureaucracy, compelling organizations worldwide to adapt to the rapid pace of the digital era. Particularly in the field of information technology, the digital industry revolution has shifted the workforce from manual to automated processes (Budiman in Maharani & Yusda, 2022), altering communication culture and swiftly changing societal behaviors towards media. The impact of information technology is not confined to organizational levels; it brings about significant changes in business structures and methods. This necessitates the adoption of new methods for communication and collaboration in on-site work, utilizing technology and digital data to enhance business processes and user convenience (Putri & Hariyanti, 2022). Despite the transformative potential of technology, many companies have yet to fully integrate it into their operations. Kumar et al. (2021) attribute this slow adoption to a lack of understanding of the benefits of IT in supporting existing business processes. Therefore, the effective utilization of technology is crucial, especially for telecommunications service providers, as it enhances operational efficiency in network management, power sourcing, monitoring/supervision, and service delivery.

Various rapidly evolving technological trends, such as automation and artificial intelligence, have further amplified the potential for digital transformation. Automation, for instance, streamlines reporting processes through integrated systems (Nurrosyidah, 2021). PT. Indosat Ooredoo Hutchison is one company committed to embracing technological advancements in its business development. As a telecommunications service provider in Indonesia with 62.9 million customers in 2021 and 164 outlets, PT. Indosat Ooredoo is dedicated not only to providing optimal services for customers but also to enhancing management efficiency and environmental sustainability. The digital transformation implemented by PT. Indosat includes the utilization of the YES app, an application that provides performance reports on upcoming sales activities, team performance tracking, feedback management, complaint resolution, and communication. The usage data of the YES app reveals that the Sumatra region has the lowest utilization level, with an index percentage of 77%, ranking as the second-lowest in the KPI

Score at 92.5%. This indicates that employees in the Sumatra region have not fully optimized their readiness to embrace technology, particularly in digital transformation. The suboptimal effectiveness and efficiency in using the YES application highlight the importance of individual readiness to use information systems (Larasati, Widyawan, & Santosa, 2017). Therefore, understanding user readiness becomes essential in implementing information systems.

Numerous studies have addressed user readiness in implementing information systems (Noprianto, 2016). The Technology Readiness Acceptance Model (TRAM) is one method used to investigate user acceptance of information systems (Kim & Chiu, 2019). TRAM builds on the readiness and acceptance models of technology, particularly in applications, providing a robust method for measuring technology adoption in situations where organizational objectives do not drive adoption (Lin et al. in Afiana et al., 2022). Ruchita Singh in Afiana et al., 2022) emphasizes the frequent use of the integration of TR and TAM by researchers to understand the crucial role of user readiness and acceptance of various existing technologies. In this case, TRAM is chosen as the evaluation tool because it is specially designed to test the acceptance of information technology, focusing on users' perceptions of convenience and their intentions to use technology. TRAM employs the Technology Readiness (TR) construct, which includes optimism, innovativeness, discomfort, and security, to measure the extent of users' readiness to adopt technology (Afiana et al., 2022) in the working environment of PT. Indosat, TRAM is considered more appropriate than other models like the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). While TAM focuses on perceived convenience, perceived usefulness, attitude, behaviour intensity, and actual use, UTAUT encompasses a wider range of constructs, including performance expectancy (Venkatesh et al. in Mahande & Jasruddin, 2020), effort expectancy, social influence, and facilitating conditions. Given the focus on the use of the YES application in the work environment, TRAM is deemed more relevant as it concentrates on aspects directly related to user readiness for technology in a work context. For instance, TRAM is more suited to evaluating the mandatory use of the YES app, which is not solely based on intention but also the users' readiness for technology. Therefore, TRAM is considered a more appropriate model to support this study in measuring readiness and acceptance of technology within the company.

However, technological readiness is crucial for users to adopt technology easily (Tahar et al., 2020). Silva et al. (2022), in an empirical study on the continuity of readiness to use a Food Delivery application using the TRAM method, found that the perceived ease of use positively influences technological readiness. Meanwhile, Cruz-Cárdenas et al. (2021) stated that several factors might influence user interest in using technology and among the four technological readiness constructs—optimism, innovativeness, discomfort, and insecurity—optimism, innovativeness, discomfort, and insecurity significantly influence perceived ease of use. The Consumer's Buying Process involves three main stages: need recognition, information search, and evaluation of alternatives. The intention to use a product, the final stage, is influenced by a positive perception and attitude towards the product (Arimbawa et al., 2017). Use Intention is defined by the desire to use a system and the preference for using it online (Davis in Kendarto, 2019).

Ease of use refers to the ease and minimal effort required to operate a system (Ven and Davis in Pribadi & Kusdibyo, 2018). It reduces the cognitive load and time needed for learning and utilizing information systems (Rijatullah et al., 2020). Positive convenience perceptions positively influence usage intentions (Rahman & Dewantara, 2017; Aritonang & Arisman, 2017). Technology readiness, the inclination to adopt new technology, is analyzed through the Technology Readiness and Acceptance Model (TRAM) (Parasuraman in Pratiwi, Indriani, & Sugiarto, 2018). TRAM integrates personal perspectives per,ceived utility, and ease of use (Aripradono, 2021). Optimism and innovativeness positively influence the intention to use technology, while inconvenience and insecurity have negative impacts (Auliandri & Arimbi, 2021; Aisyah, 2020; Heryanta, 2019).

Innovation, as a positive attitude towards adopting new technologies, significantly influences the intention to use technology (Aisyah, 2020). The relationship between innovativeness and intention to use is a crucial aspect of understanding the adoption of new technologies or products. Innovativeness, often associated with individuals' or organizations' willingness to embrace novel ideas and approaches, plays a pivotal role in shaping the intention to use innovative solutions. When individuals or entities exhibit a higher degree of innovativeness, they are more likely to be open to and interested in adopting new technologies. This positive correlation suggests that a forward-thinking and innovative mindset fosters a greater inclination to explore and utilize cutting-edge tools or products.

Consequently, businesses and developers aiming to promote the adoption of their innovations should consider targeting individuals or organizations with a predisposition for embracing novel concepts, as this can positively influence their intention to use the innovative offerings. High innovativeness correlates with being an early

adopter of new technologies. Inconvenience, a negative feeling associated with concerns about technology use, and insecurity, the feeling of inadequacy in technological abilities, negatively impact the intention to use technology (Auliandri & Arimbi, 2021). Researchers can formulate hypotheses based on these observations (Ismiati & Andayani, 2022; Faizani & Indriyanti, 2021). This aligns with the findings of Chiu & Cho (2021), who revealed that technological readiness, classified into four indicators—optimism, innovativeness, discomfort, and insecurity—positively influences perceived ease of use. Given the background provided, the researcher is interested in empirically testing the acceptance of the YES application using the TRAM model at PT. Indosat Ooredoo Hutchison. This study is expected to be valuable for the telecommunications industry, particularly cellular operators in Indonesia, as they confront challenges and opportunities in facing and harnessing digital transformation. Companies or business entities can benefit directly from the convenience of digital transformation. Additionally, this research can serve as a reference for future studies.

2. Method

The Method section describes in detail how the study was conducted, including conceptual and operational definitions of the variables used in the study; different types of studies will rely on different methodologies; however, a complete description of the methods used enables the reader to evaluate the appropriateness of your methods and the reliability and the validity of your results, It also permits experienced investigators to replicate the study, If your manuscript is an update of an ongoing or earlier study and the method has been published in detail elsewhere, you may refer the reader to that source and simply give a brief synopsis of the method in this section.

2.1 Identify Subsections

This section refers to the broader structure of the research plan and suggests that the subsequent sections will be focused on different aspects or elements of the study.

2.2 Participant (Subject) Characteristics

This subsection typically involves providing details about the individuals or entities participating in the study. In this case, the study focuses on PT Indosat employees residing in Sumatra. However, the specific characteristics of these participants need to be explicitly detailed in the provided text.

2.3 Sampling Procedures

In this study, the general population encompasses PT Indosat employees residing in Sumatra, totalling 95 individuals. The target population, on the other hand, is the specific focus of the research inquiry, representing the subset from which conclusions can be drawn. To extract data, the research employs a sample, defined as a subset of the population serving as the source of data. The sampling technique utilized is saturated sampling, where all members of the population are included as the sample due to the relatively small population size. Consequently, the sample for this study comprises all 95 PT Indosat employees who reside in Sumatra.

2.3.1 Sample Size

The population in this context refers to the entire general region comprising objects or subjects possessing specific qualities and characteristics determined by the researcher for the purpose of the study. The distribution within the population is conducted in a broad manner, distinguishing between the general population and the target population. In this study, the general population encompasses PT Indosat employees residing in Sumatra, totaling 95 individuals. The target population, on the other hand, is the specific focus of the research inquiry, representing the subset from which conclusions can be drawn. To extract data, the research employs a sample, defined as a subset of the population serving as the source of data. The sampling technique utilized is saturated sampling, where all members of the population are included as the sample due to the relatively small population size. Consequently, the sample for this study comprises all 95 PT Indosat employees who reside in Sumatra.

2.3.2 Measures

In this study, data collection involves the use of two primary tools: questionnaire techniques and documentation techniques. Primary data are gathered by distributing questionnaires to respondents, specifically targeting PT Indosat employees residing in Sumatra. The questionnaire acts as a direct data source, aiming to capture the perspectives and responses of the respondents related to the studied phenomenon. The measurement method employed in this questionnaire study utilizes the Likert scale to assess the attitudes, opinions, and perceptions of respondents toward the social phenomenon. The Likert scale consists of five levels of assessment, ranging from "Strongly Agree" to "Strongly Disagree," each marked according to the predetermined Likert scale table. This measurement scale provides the basis for generating potentially quantitative data, facilitating a more systematic

analysis of the variables under investigation. Additionally, secondary data from various sources such as books, online journals, articles, and relevant news are incorporated to support and complement the primary research findings. As for operations variables used in research, this is as follows.

Table 1. Variable operational study

Name Variable	Definition	Dimensions	Measurement Scale
Variable Dependent (Y:Use Intention)	The intention to use a product increases with a positive perception and attitude towards it (Arimbawa et al., 2017)	Desire Use System Desire For Use System Frequently	*Likert*
Variable Independent (X :Technology readiness	An individual's inclination to adopt new technology to achieve positive outcomes in their professional endeavours and daily life (Parasuraman in Pratiwi, Indriani, & Sugiarto, 2018).	*Optimism* (X1) *Innovativenes* (X2) *Discomfort* (X3) *Insecurity* (X4)	*Likert*
Variable (Z:Ease to Use)	An individual's confidence that operating a specific system is easy and requires minimal effort (Ven and Davis in Pribadi & Kusdibyo, 2018).	Easy Learned Controllable Clear and Easy Understood Flexible Easy For Become Skilled / Proficient Evaluation Convenience	*Likert*

2.3.3 Research Design

This study employs a systematic, planned, and structured quantitative research design from its inception to the finalization of the research plan. The approach utilized focuses on specific populations or samples, with data collection facilitated through the use of research instruments. The analysis of the gathered data follows a quantitative/statistical nature, aiming primarily to test pre-established hypotheses. Consequently, the research is strategically designed to enhance comprehension through a quantitative approach to the phenomenon under investigation within the population or sample of PT Indosat employees residing in Sumatra. Based on the hypothesis from the background in the introduction that has been compiled above the framework in the study. This can be seen in the picture below.
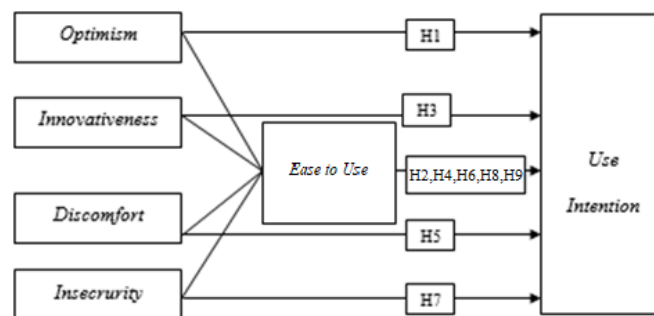

Figure 1. Framework Think

Source. Nugroho & Andryzal Fajar (2017); Andayani & Ono (2022); Auliandri & Arimbi (2021).

The hypothesis used is as follows:

H1: Optimism has an effect on Use Intention on the YES Mobile application

H2: Optimism towards Use Intention Through Convenience Use of the YES Mobile Application

H3: Innovativeness has an effect regarding Use Intention on the YES Mobile application

H4: Innovativeness on Use Intention Through Convenience Use of the YES Mobile Application

H5: Discomfort has an effect towards Use Intention on YES Mobile application

H6: Discomfort towards Use Intention Through Convenience Use of the YES Mobile Application

H7: Insecurity has an effect regarding Use Intention on the YES Mobile application

H8: Insecurity towards Use Intention Through Convenience Use of the YES Mobile Application

H9: Convenience Use can influential positive significance on Use Intention

2.3.4 Data Analysis

Data analysis involves the process of organizing and categorizing data into patterns and descriptive units to identify themes and formulate hypotheses, as recommended by Moleong (2014). In this study, the analysis of data utilizes both descriptive statistical analysis and Structural Equation Modeling (SEM). Partial Least Squares (PLS) is employed as a method for Deep Structural Equation Modeling, offering higher flexibility compared to other SEM techniques. SEM provides a higher level of flexibility in linking research theory and data, enabling path analysis with latent variables. The analysis techniques in this study using the PLS technique comprise two stages:

1. The first stage involves conducting tests on the measurement model, specifically validity and reliability tests for each indicator.

2. The second stage involves conducting a purposeful structural model test to determine the presence or absence of influences or correlations between variables/constructs being measured, utilizing the t-test within PLS.

3. Results

3.1 Test Measurement Model Outer Model

The outer model, often referred to as the outer relation or measurement model, typically describes how each indicator within a block relates to its latent variable (Ghozali, 2020). In this study, the outer model is assessed through tests of convergent validity, discriminant validity, and composite reliability. The results of the outer model tests in this study are outlined as follows.

3.1.1 Convergent Validity and Composite Ratability

Covergent validity is a measurement model with reflexive indicators assessed based on the correlation between *item score*s or *component scores* with *construct scores.* In research This is a *convergent* test *validity* is carried out with use *loading factor* limit value of 0.7.

Table 2 Outer Loading Factor

Question	Optimi sm (X1)	Innovativeness (X2)	Discomfrot X3	Insecurity X4	Use Intention (Y)	Convenience User (Z)
OP1	0.860					
OP2	0.762					
OP3	0.856					
OP4	0.773					
IN1		0.850				
IN2		0.827				
IN3		0.775				
IN4		0.812				
DS1			0.793			
DS2			0.820			
DS3			0.757			
DS4			0.754			
IS1				0.890		
IS2				0.918		
IS3				0.829		
UI1					0.826	
UI2					0.897	
UI3					0.864	

UI4	0.843	
KP2		0.720
KP3		0.769
KP4		0.756
KP5		0.750
KP6		0.770

Source. PLS *Output Results,* 2023.

*C*onvergent validity evaluation via *outer loading factor* on each indicator constructs contained in each variable through *the loading factors* presented in table 2, it is known that every indicator construct own mark above 0.70, so declared valid, results *outer loading factor* second can be found in the following image:

3.1.2 Discriminant Validity Test

Discriminant validity from the measurement model with reflexive indicator assessed based on crossloading measurement with construct. Internal discriminant validity test study This is seen based on mark *average variance extracted* (AVE) with criteria of > 0.50. The results of *the discriminant validity* test can be seen in the table under this:

Table 3. Discriminant validity test results

Variable	Cronbach's alpha	Average extracted AVE)
Optimi sm (X1)	0.832	0.662
Innovativeness (X2)	0.836	0.667
Discomfrot X3	0.793	0.610
Insecurity X4	0.853	0.774
Use Intention (Y)	0.880	0.736
Convenience User (Z)	0.812	0.567

Source. PLS Output Results, 2023.

Discriminant validity test in table 3 is seen based on the average value extracted (AVE) throughout the variable study big, from 0.5. Additionally, on testing *Composite reliability* that measures something construct can evaluated with more *cronbachs alpha* big from 0.7. Table 3 shows that mark all over Cronbach's alpha throughout variable study more big from 0.7. So that can conclude that variable study *optimism* (X1), *innovativeness* (X2), *disagreement* (X3), *insecurity* (X4), *Use Intention* (Y) and convenience user (Z) is declared valid and reliable.

3.2 Structural Model (Inner Model)

The *inner model,* which is usually also called inner relations, *structural model, and substantive theory*, describes the connection between latent variables based on *substantive theory. Inner model* study This includes the R *square test* and t- statistical significance test. *Inner model* test results in study This can outlined as following :

3.2.1 R-Square Test

The R- *square test* is intended to measure level variation change from variable independent to variable dependent. R-*square value* own criteria if the R- *square* value is 0.02, then shows influence small, a value of 0.15 indicates influence moderate, and a value of 0.35 indicates influence large at the structural level. The R- *square* test results can be seen in the table under this:

Table 4. R-Square test results

Question	R-Square	Adjusted R-Square
Convenience User (Z)	0.613	0.596
Use Intention (Y)	0.829	0.822

Source. PLS *Output Results,* 2023.

R-square test results on variables convenience user (Z) is obtained R- *square* value of 0.613. This thing shows that variable *optimism, innovativeness, disagreement* and *insecurity* have a great influence in predicting variable convenience users (Z) of 61.3%. Variable *Use Intention* (Y) is obtained R- *square* value of 0.829. This thing

shows that variable *optimism, innovativeness, disagreement, insecurity,* and ease of user have a great influence in predicting variable *Use Intention* (Y) was 82.9%.

3.2.2 T-Statistic Significance Test

T-*statistical* significance test was carried out for now influence between variable exogenous against endogenous partial. The t- *statistical* significance test was carried out with use level significance by 5% as well compare t-*statistic* value with t- table. T- table value obtained based on formula df *degree of freedom*, namely df= n -k = 95 - 6 = 89, then the ttable value is 1.98698. The results of the t- *statistical* significance test can be explained as follows:

Table 5. T-Statistic significance test results

Hypothesis	Influence of Variables	Coefficient	T statistics	P-values	Interpretation
H1	*Optimism* (X1 → use intention (Y)	-0.080	1,153	0.252	Not Significant
H2	*optimism* (X1) → ease user (Z) → use intention (Y)	-0.05	1.19	0.237	Not Significant
H3	*innovativeness* X2) → *use intention (Y)*	-0.037	0.684	0.496	Not Significant
H4	*innovativeness (X2) → ease user (Z) → use intention (Y)*	-0.014	0.461	0.646	Not Significant
H5	*discomfort* (X3) → use intention (Y)	0.255	4.104	0	Significant
H6	*discomfrot* (X3) → ease user (Z) → use intention (Y)	-0.126	2,634	0.01	Significant
H7	*insecurity* (X4 → use intention (Y)	0.808	16,128	0	Significant
H8	*insecurity* (X4) → ease user (Z) → use intention (Y)	-0.072	1,564	0.121	Not Significant
H9	convenience user Z) → use intention (Y)	-0.266	2,696	0.008	Significant

Source. PLS *Output Results,* 2023.

Table 5 presents the results of the t-statistical significance tests using the t-statistic value and p-value to determine whether the study hypotheses are accepted or rejected. A hypothesis is accepted if the p-value is smaller than the significance level (α) of 0.05. Upon analyzing the results, the first hypothesis (H1) stating that optimism (X1) has a significant effect on Use Intention (Y) is rejected. The coefficient is -0.080, and the p-value is 0.252, indicating that optimism does not significantly influence Use Intention. Similarly, the second hypothesis (H2) suggesting that optimism (X1) affects Use Intention (Y) through user convenience (Z) is also rejected. The coefficient is -0.05, and the p-value is 0.237, indicating no significant influence. Hypotheses three (H3) and four (H4) related to innovativeness (X2) are also rejected, signifying that innovation does not significantly influence Use Intention, either directly or through user convenience. However, an interesting result emerges from the fifth hypothesis (H5), which posits that discomfort (X3) has a significant positive effect on Use Intention (Y). The coefficient is 0.255, and the p-value is 0, indicating that discomfort can increase Use Intention. Conversely, the sixth hypothesis (H6) demonstrates that discomfort significantly and negatively influences Use Intention through user convenience (Z). The coefficient is -0.126, and the p-value is 0.01. The seventh hypothesis (H7) states that insecurity (X4) significantly influences Use Intention (Y), and this hypothesis is accepted with a coefficient of 0.808 and a p-value of 0. Similar results are observed in the ninth hypothesis (H9), indicating that user convenience (Z) significantly and negatively influences Use Intention (Y). The coefficient is -0.266, and the p-value is 0.008. Therefore, it can be concluded that insecurity positively influences Use Intention, while user convenience negatively influences it. Conversely, the other hypotheses do not show a significant influence in the context of this study.

4. Discussion

This study utilizes the Technology Readiness and Acceptance Model (TRAM) to analyze the readiness and acceptance of users toward the YES mobile application at PT. Indosat Tbk. TRAM integrates the Technology Readiness (TR) variable in the reception of new technology. The research results are as follows:

1. Optimism: There is no direct effect on Use Intention for the application. The influence is observed through the perception of ease of use, indicating that optimism influences Use Intention when the technology is considered easy to use.

2. Innovativeness: Innovativeness does not deliver a significant influence on user intention. The level of technological innovation does not directly impact the user's desire to use it, regardless of how easy the technology is to use.

3. Discomfort: Discomfort is influential on Use Intention for using applications, especially through the ease of use. Users are more inclined to continue using technology if they feel comfortable and do not

experience a high level of discomfort.

4. Insecurity: There is no effect on Use Intention through ease of use. The level of insecurity during technology use does not significantly influence the user's desire to continue using technology, especially if ease of use is also considered.

This study emphasizes the importance of using TRAM to assist PT. Indosat in understanding employee responses and adoption of technology, particularly the YES mobile application. With this understanding, the company can design more targeted and effective training programs, enhance employee productivity and efficiency, as well as derive long-term benefits in innovation and business development. TRAM also facilitates the identification of potential obstacles in technology adoption and the design of appropriate training strategies or improvements to the application.

The research findings indicate that optimism does not significantly influence the Use Intention of the YES mobile application. Optimism reflects a tendency to generally trust that positive outcomes will prevail over negative ones in life. Individuals who are optimistic about a specific technology tend to perceive it as useful (Scheier and Carver in Rafella & Soebagio, 2019). When faced with new technology, optimism leads individuals to think positively about the anticipated outcomes and helps them avoid concerns about potential negative consequences arising from using the new technology (Walczuch in Kendarto, 2019). In the context of this study, the research results demonstrate that an increase in positive attitudes and optimism among employees at PT. Indosat Tbk in using the YES mobile application does not necessarily lead to an increased interest among employees in using the application. This is attributed to the persistent occurrence of problems and obstacles in the operation of the YES mobile application, such as maintenance issues, preventing its use in certain instances. These findings align with the results of a study conducted by Andayani & Ono (2022), which also concluded that optimism does not significantly influence Use Intention.

The research findings indicate that optimism does not directly influence Use Intention; however, it does so indirectly through the perception of convenience in using the YES mobile application. Optimism reflects an optimistic and positive attitude towards technology. Individuals with a high sense of optimism are more likely to use technology if they perceive it as easy to use, as they are less concerned about potential difficulties in its usage (Rafella & Soebagio, 2019). In the realm of technology usage, optimistic consumers are more inclined to believe that the technology will work well on its own. Additionally, individuals with high optimism tend to have greater interest and desire to use technology (Parasuraman in Auliandri & Arimbi, 2021). The research results demonstrate that optimism indirectly influences Use Intention through the perception of ease of use. This suggests that the optimistic and positive attitude of PT Indosat Tbk employees towards the Mobile Application contributes to the perceived convenience in using the YES application. Consequently, employees at PT Indosat Tbk are more likely to have a high desire and interest in using the YES mobile application. Despite having a positive and optimistic attitude towards the YES Mobile application, this attitude alone may not automatically translate into a perception of convenience in using the application. Therefore, even with a positive attitude, employees may be hindered in their intention to actively use the application if they perceive its use as difficult or requiring significant effort.

The research findings suggest that innovativeness does not significantly influence Use Intention in the YES mobile application. Innovativeness is defined as an individual's interest in embracing new technologies and being at the forefront of trying out new technological advancements (Faizani & Indriyanti, 2021). This aligns with the results of a study conducted by Auliandri and Arimbi (2021), which concluded that innovativeness does not exert a positive and significant influence on the intention to use. Innovativeness is often associated with an individual's capacity to effectively use information technology in performing their job responsibilities. When an individual actively embraces technology, they can serve as a change agent and influence others' opinions to implement new information technologies within the organizational framework (Wulandari et al., 2022). The research results further reveal that an increase in innovativeness in using technology does not lead to a corresponding increase in the interest of PT. Indosat Tbk employees to use the YES mobile application. This is attributed to the perception among PT. Indosat Tbk employees that using the YES mobile application involves risks. This perception gives rise to negative consequences, such as delays in attendance processing, leading to late detection of employee presence due to system errors that prevent employees from logging into the YES mobile application. While innovation is typically associated with progress and improvement, the operational issues and associated risks with the YES mobile app have fostered a view that the success of innovation in this context has not yet been fully realized. This underscores the notion that the perception of risk can have a more significant impact than the perceived potential benefits offered by the innovation.

The research findings indicate that innovativeness does not significantly influence Use Intention through the perceived convenience of the YES mobile application. Individuals with a high level of technological innovativeness typically perceive technology as useful, motivating them to use it with enthusiasm and experience the benefits easily (Rafella & Soebagio, 2019). A heightened level of innovativeness is associated with a greater curiosity, dynamism, and openness to trying new things. However, the research results demonstrate that despite the high level of innovativeness among employees in using technological devices, there is a lack of perceived convenience in the YES mobile application. The application is prone to system errors, which have been a common occurrence for PT. Indosat Tbk employees. Consequently, these issues have hindered employees' interest in using the YES mobile application, resulting in a lower level of adoption at PT. Indosat Tbk. This suggests that the innovative features of the YES mobile application have not effectively translated into a user-friendly and convenient experience for the employees, impacting their intention to use the application.

The research findings indicate that discomfort significantly influences Use Intention in the YES mobile application. This aligns with the results of previous research by Auliandri & Arimbi (2021), which asserted that discomfort has a negative impact on the intention to use. Discomfort reflects a level of distrust in adopting the latest technology due to concerns about security and privacy. Individuals with high discomfort regarding technology usage often perceive technology as complex and not user-friendly, leading them to be hesitant about its adoption (Dabolkhar in Auliandri & Arimbi, 2021). Furthermore, the research shows that a lower level of discomfort positively influences user acceptance, increasing interest in using the technology compared to situations where discomfort levels are high. When employees feel comfortable and encounter minimal obstacles in using the YES mobile app, they are more likely to embrace the technology enthusiastically. This high acceptance rate signifies that employees perceive the technology as beneficial and adding positive value to their routine tasks, enhancing efficiency in mandatory tasks. Conversely, a higher level of discomfort is associated with a decrease in the acceptance of technology. When employees experience significant discomfort while using the YES Mobile application, their perception of the benefits and value of the technology tends to diminish. This suggests that obstacles or difficulties faced by employees during technology usage can obscure their view of the real positive potential offered by the application. In other words, a high level of discomfort can generate uncertainty and reduce employees' trust in the application.

The research findings highlight that discomfort significantly influences Use Intention through the convenience of using the YES mobile application. Employees with a high level of discomfort are more inclined to try using technology if they believe that the technology is easy to use (Jaya et al., 2021). Discomfort in this context refers to the need for control and feeling overwhelmed. As discomfort increases, the reluctance to use technology also increases (Auliandri & Arimbi, 2021). The level of discomfort experienced by users of the application causes inconvenience in its ease of use, impacting the User Intention to use the application (Ismiati & Andayani, 2022). The research results show that discomfort influences User Intention through the convenience of use, indicating that the inconvenience of using the YES mobile application for employees of PT. Indosat Tbk in Sumatra can affect the perceived ease of use. A lower level of inconvenience increases the interest in using the technology, thereby influencing the intention to use the YES mobile application. Inconvenience directly affects the perception of ease of use. This implies that as the level of discomfort felt by employees in using the YES Mobile app increases, there is a decreased likelihood that they consider the application easy to use. Inconvenience can be associated with various aspects, such as difficulties in navigating the interface, the complexity of features, or frequent technical problems. The discomfort experienced by employees of PT. Indosat Tbk in Inner Sumatra, while using the YES Mobile application, can shape the perception that using the application is not easy. This discomfort may hinder employees and incline them to avoid using the application. This is a critical consideration for the company, as the perception of inconvenience in use can be a significant obstacle to technology adoption. Lowering the level of discomfort can also reduce resistance to change.

The research findings reveal that insecurity significantly influences Use Intention regarding the YES mobile application. These results are consistent with the findings of Auliandri & Arimbi (2021), which indicated that discomfort does not have a significant negative impact on the intention to use. Insecurity, in this context, refers to a lack of trust in the integrity and security of technology, encompassing concerns about data security and the reliability of technology, leading to doubts about its use (Andayani & Ono, 2022). Insecurity creates a perception that the technology is not easy to use. The research results demonstrate that increasing levels of insecurity in using technology will have a substantial impact on an individual's intention to use the latest technology, specifically the YES mobile application. A higher level of insecurity in using technology information corresponds to a greater interest among PT employees of Indosat Tbk in using the YES mobile application. Conversely, a lower level of insecurity in using the latest technology results in decreased interest among PT

employees of Indosat Tbk in using the YES mobile application. The level of insecurity in using technology plays a crucial role in influencing an individual's decision to adopt the latest technology, particularly in the case of the YES Mobile application. In essence, a higher level of insecurity felt by employees increases the likelihood that they will be interested in adopting and using the application.

The research findings indicate that insecurity does not have a significant influence on Use Intention through ease of use. Insecurity, or the feeling of insecurity experienced by users, is rooted in the apprehension associated with using technology. This, in turn, leads to a closed attitude towards adopting new technology and a reduced perception of convenience in its usage (Main, 2020). When individuals perceive a lack of safety while using technology, they are more likely to refrain from using it to avoid potential risks and insecurities (Auliandri & Arimbi, 2021). The research results reveal that insecurity does not exert an influence on Use Intention through ease of use. This implies that if employees of PT. Indosat Tbk feel unsafe in using the YES Mobile application, which represents an innovative initiative by the company, they may perceive negative impacts on their convenience. Consequently, employees may not find it convenient to use the YES Mobile application, affecting their interest and willingness to adopt and use it.

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Obtained.

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The Publication Ethics Committee of the Canadian Center of Science and Education.

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The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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No additional data are available.

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