

ABSTRACT

This research aims to analyze the acceptance of the YES application using TRAM (Optimism, Innovativeness, DisDiscomfort, Security) at PT. Indosat Ooredoo Hutchison Tbk Sumatra Region. The type of research used is quantitative research. The population used in this research were PT Indosat employees who live in Sumatra with a sample size of 95 people. The data analysis technique in this research uses descriptive statistical analysis and structural equation modeling (SEM). The research results show that Optimism has no effect on Use Intention in the YES Mobile application. Optimism has no effect on Use Intention through ease of use on the YES Mobile application. Innovativeness has no effect on Use Intention on the YES Mobile application. Innovativeness has no effect on Use Intention through ease of use on the YES Mobile application. Discomfort influences Use Intention on the YES Mobile application. Discomfort influences Use Intention through ease of use in the Mobile Security application and influences Use Intention in the YES Mobile application. Insecurity has no effect on Use Intention through ease of use on the YES Mobile application, Optimism has no effect on ease of use on the YES Mobile application. Innovativeness does not affect the ease of use of the YES Mobile application. Discomfort affects the ease of use of the YES Mobile application. Secure affects the ease of use of the YES Mobile application. Ease of Use influences Use Intention on the YES Mobile application and Using the TRAM Model on the YES application can increase employee productivity and efficiency.

Keywords: *TRAM, Optimism, Innovativeness, Discomfort, Insecurity, Use Intention, Ease of Use.*