

ABSTRACT

Digitization of processes at the Telkomsel Cellular Company continues to be carried out to increase employee work effectiveness, including in The Pamasuka Area, especially in the Sub-Directorate Area Network Operation Pamasuka.

CYCLOPS is a supporting application for digitizing processes that makes it easier for employees to observe network conditions (alarm and performance live monitoring), identify potential for network development, make improvements and handle customer complaints quickly and on target and test network coverage and quality (Drive test)

This research aims to measure acceptance of the Cyclops application in the Telkomsel Pamasuka area, especially the "network" and "sales" sections with a total population of 522 employees. The research uses a quantitative approach using the Innovation Diffusion Theory (IDT) and Technology Acceptance Model (TAM) methods and data analysis using Structural Equation Modeling (SEM).

The results of the research show that acceptance of the Cyclops application in Telkomsel Pamasuka area, especially in the Network and Sales Division, is influenced by compatibility and trialability factors, users feel very helped by the various features, data accuracy, speed of access and design of the Cyclops application as well as the ease of using the application both via mobile or website, thereby forming a desire to continue using it actively and sustainably.

Keywords: CYCLOPS, IDT, TAM, SEM