

**Abstract**

A research domain that concentrates on looking at the interactions and phenomena between information technology and enterprise organizations. It is necessary to study the level of acceptance of the use of Global Positioning System (GPS) technology for fishermen. Therefore, this research was conducted on the use of GPS in the Pangandaran Regency using the Technology Acceptance Model (TAM). This study uses a quantitative approach. Meanwhile, the data collection technique used questionnaire survey techniques and interviews. Questionnaires were distributed to 4 sub-districts with a total of 50 respondents. Data analysis used a simple linear regression. The results showed that the 6 hypotheses tested positive. H<sub>6</sub> has the strongest linear relationship than others with R<sup>2</sup> is 0.780.

**Keywords: IT Adoption; GPS Technology; TAM; Fishermen; Pangandaran Regency.**