ABSTRACT

The development of smart home technology shows substantial growth. In Indonesia, the adoption of smart home technology is growing rapidly. However, the number of users has not grown significantly, considering that the concept of smart home technology is still new in Indonesia.

This study aims to measure individual readiness to adopt smart home technology through the Technology Readiness and Acceptance Model (TRAM) by looking at the influence of technology readiness variables on TAM variables, as well as the addition of perceived risk and price value variables to see their impact on the intention to use smart home technology in Indonesia.

The data analysis technique used was SEM PLS; the number of respondents was 271 people, while sampling used a purposive sampling technique. The questions consist of 34 questions using a 5 Likert scale. The data was processed using Smart PLS 4, which aims to determine individual readiness and acceptance factors that can influence the use of smart home technology in Indonesia.

The results of data processing show that perceived usefulness is influenced by optimism and perceived ease of use. Meanwhile, perceived ease of use is affected by optimism and innovativeness discomfort. Furthermore, perceived risk is influenced by insecurity and discomfort. Finally, use intention is influenced by perceived usefulness, ease of use, and price value.

This study is expected to be an evaluation of smart home technology service providers so that they can pay attention to the main factors that attract users to adopt smart home technology.

Keywords: Smart Home Technology, Technology readiness and acceptance model, Perceived Risk, Price Value