Analysis of Transjakarta Intention to Use Via the Transjakarta Card Vending Machine

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Abstract

Technological developments have encouraged various innovations in the transportation sector, especially TransJakarta which has presented innovations in the form of TransJakarta card vending machine services with an effort to create a transportation system that is more modern, efficient and responsive to user needs. Understanding the factors of acceptance of new technology on user interest is important for companies to develop effective marketing strategies. This research aims to find out what factors shape the interest of TransJakarta users through the TransJakarta card vending machine using the Technology Acceptance Model (TAM) theory, namely perceived ease of use, perceived usefulness, attitude toward use, and behavioral intention to use felt by users. Using quantitative methods with data collection techniques through online surveys distributed on social media via Google Forms. The sample in this study were all TransJakarta users who knew about the TransJakarta card vending machine service. Data analysis uses SPSS to analyze TAM theory and Exploratory Factor Analysis (EFA) data analysis. The research results show that the factors that shape user interest are three main factors from the previous four factors. User attitudes show a positive attitude and enjoyment towards vending machine services. The usefulness of the TransJakarta card vending machine can increase efficiency and be beneficial for users when using this service. The vending machine service has succeeded in providing convenience for users.

Keyword: intention to use; transjakarta; technology acceptance model; vending machine; exploratory factor analysis

1. Introduction

The existence of the era of globalization in the field of technology has increased and brought very significant changes to various aspects of human life. The technology that is developing rapidly at the moment ranges from information technology, communications, to transportation service systems. Transportation is important for society because it provides convenience and is a primary need for daily activities, especially those that require certain routes nowadays (Persepsi et al., 2022).

The public transportation service system has an important role to play in supporting urban mobility both personally and socially. Since the emergence of TransJakarta public transportation, people are now more enthusiastic than before to use public transportation (Sukma, 2022). TransJakarta is now an alternative mode of public transportation that is increasingly in demand by people in their daily lives because it has a wide network, relatively affordable fares because users only pay IDR 3,500 for one trip in all corridors during operational hours, time efficiency, various routes that cover the capital city of DKI Jakarta, and are the main solution to overcome traffic congestion (Pristanto et al., 2023).

Thanks to the rapid advances in technology, the government's efforts to support transportation services, TransJakarta is now providing a better experience to its users by introducing the latest innovations, namely: providing TransJakarta card vending machine services. Aims to provide convenience, effectiveness and affordable prices for TransJakarta users to carry out electronic money card (KUE) purchasing activities, top up (top up balance), and check balances that have been provided at various TransJakarta stops (Damayanti et al., 2023.

Researchers conducted pre-research on 36 respondents who were TransJakarta users. The results of the pre-research stated that it turns out that the TransJakarta card vending machine service is not yet the main choice for TransJakarta users when they want to transact using TransJakarta. This is due to several factors, quoted on the newsdetik.com page, many users experienced problems with the TransJakarta card vending machine service because the machine had an error and the money was not returned (Harry, 2021). Mediakonsumen.com also reported the same thing, explaining that users complained because service transactions often failed even though the banknotes or Qris had been successfully processed into the vending machine. However, the balance did not increase and the user had reported to the TransJakarta call center for a refund or refund, but there was no response from the call center (Wulan, 2022).

Based on the problems explained previously, it turns out that there are still many problems faced by TransJakarta users when making transactions via TransJakarta card vending machines so that TransJakarta card vending machines are not yet the main transaction choice for TransJakarta users when making transactions. Thus, this research focuses on analyzing the interest of TransJakarta users through TransJakarta card vending machines, using the Technology Acceptance Model (TAM) as a measurement of acceptance of TransJakarta card vending machine technology and using Exploratory Factor Analysis (EFA) data analysis to find out what factors shape interest of TransJakarta users through the TransJakarta card vending machine.

2. Literature Review

Theory Technology Acceptance Model

One theoretical approach used to measure user interest based on the level of technology acceptance is TAM. TAM (Technology Acceptance Model) is a model used to analyze the factors of acceptance of new technology by individuals as users (Forster, 2024).

TAM (Technology Acceptance Model) was first developed by Davis in 1986, in a technology acceptance model which is believed to provide ease of use and can predict perceived benefits, resulting in a feeling of interest in using the technology service (Natasia et al., 2021). According to Tea in Mailizar et al. (2021), TAM is proven to be efficient in explaining user behavior in using service technology. This model shows the relationship between perceived user convenience (PEOU), perceived usefulness (PU), attitude towards use (ATU), and behavioral intention (BITU).

Perceived Ease of Use (Perception of User Ease), the level at which individuals believe that using technology will be free of effort or not bother the user, thus making it easier for users to use technology. Jogiyanto in Ferils et al. (2022), if the user feels confident that a technology service is easy to use then the user will be interested in using the technology, but if the opposite is true then the user will not use the technology service. The perceived ease of use dimension has indicators that can be used to measure this dimension, namely: Easy to use, Easy to remember, Easy to find, and Flexible.

Perceived Usefulness, the level at which an individual believes that the use of a particular system can improve performance so that it can be said that the use of technology is beneficial. With this technology, it can reduce physical activity, thus helping to increase user productivity which can arouse user interest (Ma'ruf et al., 2022). Indicators of Perceived usefulness are: Increasing productivity, Effective, Useful, Helping performance, and Responding quickly.

Attitude Toward Using (Attitude Toward Using Technology), the user's attitude or feelings towards a system or service which is influenced by perceived usefulness and perceived convenience. According to Hossain et al. (2020), User perceptions that express positive or negative feelings towards technology services are formed based on individual experience or judgment, if the technology gives a positive impression there will be a feeling of interest in using the technology. Indicators of attitude toward using are: Attitude of acceptance, attitude of rejection, comfort, negative experience, and positive experience.

Behavioral Intention to Use (Intention to Use), finding out about the service and believing that the technology can improve its performance and can be used easily so that there is a strong interest in using the technology in the future (Joan., 2019). Indicators of the behavioral intention to use dimension are: Desire to use in the future, Looking for further information, and Primary choice compared to other services or technology.

3. Material and Method

3.1 Design Study

This research uses a quantitative approach through survey methods. Quantitative research methods are used to research a particular population or sample and collect data using research instruments, analyzing quantitative or statistical data with the aim of testing predetermined hypotheses (Sugiyono, 2020). The survey method is used to provide a detailed description of the background, characteristics and characteristics of a case or general event. The survey in this research was conducted online using a Google Form questionnaire which will be distributed via social media. The sample criteria in this study are TransJakarta users aged at least 15 years who know about TransJakarta card vending machine services.

In measuring the sample size to be studied, the researcher used the Hair formula because the population size is not yet known with certainty, so it is recommended that the sample size be determined depending on the number of indicators multiplied by 5 to 10 (Febriana et al., 2021). So the sample size to be studied is formulated as follows:

N = Number of Question Instruments x 5

N = 25 x 5

N = 125

Based on the calculation results above, the number of samples in this study is a minimum of 125 respondents.

3.2 Data Analysis Technique

3.2.1 Analysis Descriptive

Descriptive analysis is a technique used to analyze data by providing a description or explanation of the data that has been collected without making general conclusions. Descriptive analysis is only carried out to collect basic data which is presented descriptively without explaining variable relationships, hypothesis testing, and drawing conclusions (Mudjiyanto, 2019). Descriptive analysis includes respondent profiles and data from TransJakarta User Interest Analysis via TransJakarta Card Vending Machines using TAM theory.

3.2.2 Analysis Faktor *Exploratory Factory Analysis* (EFA)

Exploratory Factory Analysis (EFA) is a statistical analysis in research that is used to test the factors underlying questionnaire items with their dimensions (Sharabati et al., 2022). According to Knekta et al. (2019), EFA is useful as an analysis that can be used in the early stages of instrument development to empirically develop items that are not contained in the construct. The following are the stages or processes of Exploratory Factory Analysis (EFA) according to Dewi (2022), as follows:

1. Factor Extraction
   The process of extracting variables into fewer new factors and meets the MSA value (Wijayanti et al., 2021). In factor extraction, the eigenvalues must be >1.
2. Factor Rotation
   Uses an orthogonal method which aims to reduce the number of variables without considering how important the factors to be separated are by using the varimax technique to produce large factor loading values and other small factors (Rezki et al., 2022).
3. Factor Naming
   After rotating the matrix to get new factor results from factor analysis, then give names to the factors that have been determined.

3.2.3 Analysis Average (TAM)

To facilitate the interpretation of research results obtained from the results of questionnaire responses for each dimension, researchers refer to the evaluation interpretation criteria using criteria scores which are divided into four criteria with their respective levels of achievement as follows:

Table 1. Respondent's Criteria Score

No	Criteria Score	TAM towards Vending Machine
1	0 – 25%	Very Bad
2	26 – 50%	Bad
3	51 – 75%	Good
4	76 – 100%	Very Good

The average of the respondents' answers will be calculated to be categorized and draw conclusions from the data. After the average score is calculated, the researcher can interpret it based on the established criteria scale range. The largest value range is taken from the measurement scale of four (4) for the answer "Strongly Agree" as the largest weight, then the smallest value range is taken from the measurement scale of one (1) for the answer "Strongly Disagree" as the smallest weight. By applying this interpretation criteria, the researchers can

effectively analyze and interpret the collected data, drawing meaningful conclusions regarding the research questions.

Table 2. Mean Scale

Mean Scale	TAM towards Vending Machine
1,00 – 1,75	Strongly Disagree
1,76 – 2,50	Disagree
2,51 – 3,25	Agree
3,26 – 4,00	Strongly Agree

4. Result

The study employed Pearson's Product-Moment Correlation Coefficient to assess the validity of the questionnaire items. A valid item is one that accurately measures the intended construct, ensuring that the survey instrument captures the relevant information.

Table 3. Validity Test

Dimension	Item	N	R count	R table	Description
Perceived Ease of Use	Item 1	130	0,760	0.1723	Valid
	Item 2	130	0,789	0.1723	Valid
	Item 3	130	0,867	0.1723	Valid
	Item 4	130	0,825	0.1723	Valid
	Item 5	130	0,868	0.1723	Valid
	Item 6	130	0,816	0.1723	Valid
	Item 7	130	0,809	0.1723	Valid
	Item 8	130	0,786	0.1723	Valid
Perceived Usefulness	Item 9	130	0,887	0.1723	Valid
	Item 10	130	0,898	0.1723	Valid
	Item 11	130	0,830	0.1723	Valid
	Item 12	130	0,877	0.1723	Valid
	Item 13	130	0,821	0.1723	Valid
	Item 14	130	0,813	0.1723	Valid
	Item 15	130	0,824	0.1723	Valid
Attitude Toward Using	Item 14	130	0,870	0.1723	Valid
	Item 15	130	0,840	0.1723	Valid
	Item 16	130	0,792	0.1723	Valid
	Item 17	130	0,804	0.1723	Valid
	Item 18	130	0,725	0.1723	Valid
	Item 19	130	0,849	0.1723	Valid
	Item 20	130	0,870	0.1723	Valid
	Item 21	130	0,840	0.1723	Valid
Behavioral Intention to Use	Item 22	130	0,875	0.1723	Valid
	Item 23	130	0,925	0.1723	Valid
	Item 24	130	0,925	0.1723	Valid
	Item 25	130	0,862	0.1723	Valid

The results, presented in Table 3, indicate that all item correlations (r_count) exceed the significance level of 5% (r_table = 0.1723). The strong validity of the questionnaire items supports the accuracy and relevance of the data collected, providing a reliable basis for understanding the factors that shape TransJakarta users' interest in TransJakarta card vending machines.

Table 4. Reliability Test

Dimension	N	Nilai Alpha	Cronbach's Alpha Score	Description
Perceived Ease of Use	130	0,928	0,60	Reliable
Perceived Usefulness	130	0,935	0,60	Reliable
Attitude Toward Using	130	0,895	0,60	Reliable
Behavioral Intention to Use	130	0,919	0,60	Reliable

The study employed Cronbach's Alpha to assess the reliability of the three TPB dimensions (Perceived Ease of Use, Perceived Usefulness, Attitude Toward Using, and Behavioral Intention to Use). The results, presented in Table 4, indicate that all three dimensions exhibit alpha values exceeding 0.60.

Table 5. Factor Extraction

Factor	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	15,511	62,043	62,043
2	1,224	4,898	66,940
3	1,037	4,150	71,090

The results of factor extraction that have been carried out successfully show that the initial four factors can be reduced to three main factors formed from 25 TAM indicator items with eigenvalues >1. The first factor with a total value of 15.511, which means eigenvalues >1, 62.043% of the variance, shows dominance and strong correlation with many variables. The second factor with a total value of 1.224, which means eigenvalues >1, 4.898% of the variance, increases the cumulative to 66.940%, and remains significant. The third factor is 1.037, which means the eigenvalues are >1, 4.150% of the variance, increasing the cumulative to 71.090%, showing a still significant contribution. These results indicate that these three factors significantly represent interrelationships among the set of variables analyzed.

Table 6. Factor Rotation

Rotated Component Matrix[a]			
	Component		
	1	2	3
BIU2	.701		
ATU4	.691		
ATU6	.689		
BIU3	.666		
PU7	.643		
ATU2	.634		
PEOU1	.627		
ATU1	.620		
PEOU3	.617		
PEOU2	.614		
BIU4	.568		
ATU3	.545		
PU4		.748	
PU5		.748	
PU1		.736	
PU6		.726	

Rotated Component Matrix[a]			
	Component		
	1	2	3
ATU5		.664	
PU2		.625	
BIU1		.605	
PEOU4			.748
PEOU5			.744
PEOU8			.732
PEOU7			.662
PEOU6			.585
PU3			.532

Based on the results of factor rotation, it shows that the first factor combines interrelated items, namely, BIU2 - ATU3 which has a factor loading value of >0.5 with the highest factor loading value, namely BIU 0.701, which means it has the greatest contribution to the formation of the first and second factors. The 12 items in the first factor are conceptually closely related to each other in describing attitudes or feelings towards service use. Indicated by items such as, "I will plan to use vending machine services rather than other services" and "I will refuse to use TransJakarta transportation if I don't use vending machine services".

The second factor combines interrelated items, namely, PU4 – BIU1 which has a factor loading value of >0.5 with the highest factor loading value, namely PU4 0.748, which means it has the greatest contribution to the formation of the second factor and the 7 items in the second factor overall. conceptually closely related to the extent to which a service can help users achieve their goals. Indicated by items such as, "I think vending machine services will be very useful when processing transactions" and "I think when I want to travel using TransJakarta using vending machine services will really help the transaction process.

The third factor combines interrelated items, namely, PEOU4 – PU3 which has a factor loading value of >0.5 with the highest factor loading value, namely PEOU4 0.748, which means it has the greatest contribution to the formation of the third factor and the 6 items in the third factor overall. conceptually closely related to how easy or difficult it is to use the service. Indicated by items such as, "I think the features in the vending machine are well organized, so it's easy to find the features you need" and "I think the steps to use the vending machine are easy to remember."

Table 7. Factor Naming

Faktor		Item	Value
Attitude To Use	BIU2	I plan to use the Transjakarta card vending machine rather than other services when making transactions	0,701
	ATU4	I will refuse to use Transjakarta transportation if I don't use the Transjakarta card vending machine service to process transactions	0,691
	ATU 6	I think the TransJakarta card vending machine offers various convenient payment methods when making transactions	0,689
	BIU3	I will use the Transjakarta card vending machine service as the main choice when transacting using the Transjakarta mode	0,666
	PU7	In my opinion, providing a Transjakarta card vending machine will make it easier when you want to make a transaction at any time	0,643

Faktor	Item		Value
	ATU2	In my opinion, the activity of using the Transjakarta card vending machine will be a valuable experience that cannot be forgotten	0,634
	PEOU 1	In my opinion, using a Transjakarta card vending machine will make transactions easier	0,627
	ATU1	I would be happy if I used the Transjakarta card vending machine when purchasing electronic money cards (KUE) because the price is cheaper	0,620
	PEOU 3	I am interested in using the Transjakarta card vending machine because it is easy to understand	0,617
	PEOU 2	In my opinion, using the Transjakarta card vending machine will be very flexible when making transactions	0,614
	BIU4	After finding out about the Transjakarta card vending machine service, I was motivated to use this service when making transactions using the Transjakarta mode.	0,568
	ATU3	I think I will feel comfortable if I use the Transjakarta card vending machine service when making transactions	0,545
Usefulness	PU4	In my opinion, using a Transjakarta card vending machine will be very useful when making transactions	0,748
	PU5	I think when I want to travel by Transjakarta, using the TransJakarta card vending machine will really help the transaction process	0,748
	PU1	In my opinion, when you want to travel with TransJakarta, using a TransJakarta card vending machine will increase productivity when making transactions	0,736
	PU6	In my opinion, providing a Transjakarta card vending machine will make it easier when you want to make a transaction at any time	0,726
	ATU5	In my opinion, the use of Transjakarta card vending machines is considered very necessary as a Transjakarta facility	0,664
	PU2	In my opinion, when you want to travel by Transjakarta, using a TransJakarta card vending machine will increase effectiveness when making transactions	0,625
	BIU1	When traveling by Transjakarta, I will use the Transjakarta card vending machine for transactions in the future	0,605
Ease	PEOU 4	In my opinion, the features in the Transjakarta card vending machine service are well organized, so it is easy to find the features you need	0,748
	PEOU 5	I think the steps for using a vending machine will be easy to remember	0,744
	PEOU 8	In my opinion, Transjakarta card vending machines are easy to find at every Transjakarta bus stop	0,732

Faktor	Item		Value
	PEOU 7	I am interested in using the Transjakarta card vending machine because there is assistance available from Transjakarta officers if there are problems with the service	0,662
	PEOU 6	I think the use of the vending machine feature is in accordance with its function	0,585
	PU3	In my opinion, the Transjakarta card vending machine service has all the functional capabilities that I expected	0,532

After the researcher carried out an analysis of the factor rotation to identify the items that were most relevant to each factor that had been formed at the factor extraction stage, then in the next stage the researcher discussed with several related people such as one of the TransJakarta users, and the supervisor to provide a name. relevant to the factors that have been formed by considering the contents of each item that is grouped into that factor.

To support this research, information on answers from respondents is needed to obtain valid results. After obtaining answer information from respondents, the researcher displayed a table explaining the frequency of respondents' answers to statements from each Technology Acceptance Model (TAM) indicator. The scale used in this research is a Likert scale with four answer choices and no neutral answer choices.

Table 8. Descriptive Statistical Analysis Perceived Ease of Use

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
1	In my opinion, using a TransJakarta card vending machine will make transactions easier	F	3	3	50	74
		Σ(fi.xi)	455			
		%	2,3%	2,3%	38,5%	56,9%
		Total	6		124	
			4,6%		95,4%	
		Mean	3,50			
2	In my opinion, using the TransJakarta card vending machine will be very flexible when making transactions	F	2	3	43	82
		Σ(fi.xi)	465			
		%	1,5%	2,3%	33,1%	63,1%
		Total	5		125	
			3,8%		96,2%	
		Mean	3,58			
3	I am interested in using the TransJakarta card vending machine because it is easy to understand	F	3	3	43	81
		Σ(fi.xi)	462			
		%	2,3%	2,3%	33,1%	62,3%
		Total	6		124	
			4,6%		95,4%	
		Mean	3,55			
4	I think the features in the TransJakarta card vending machine service are well organized, so it's easy to find the features you need	F	2	4	43	81
		Σ(fi.xi)	463			
		%	1,5%	3,1%	33,1%	62,3%
		Total	6		124	

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
			4,6%		95,4%	
		Mean	3,56			
5	I think the steps for using a vending machine will be easy to remember	f	1	2	42	80
		Σ(fi.xi)	453			
		%	2,3%	3,8%	32,3%	61,5%
		total	3		122	
			6,1%		93,8%	
		Mean	3,48			
6	I think the use of the vending machine feature is in accordance with its function	f	1	6	47	76
		Σ(fi.xi)	455			
		%	0,8%	4,6%	36,2%	58,5%
		total	7		123	
			5,4%		94,7%	
		Mean	3,50			
7	I am interested in using the TransJakarta card vending machine because TransJakarta officers provide assistance if there are problems with the service	F	2	6	39	83
		Σ(fi.xi)	463			
		%	1,5%	4,6%	30%	63,8%
		Total	8		122	
			6,1%		93,8%	
		Mean	3,56			
8	In my opinion, TransJakarta card vending machines are easy to find at every TransJakarta bus stop	F	2	7	43	78
		Σ(fi.xi)	457			
		%	1,5%	5,4%	33,1%	60%
		total	9		121	
			6,9%		93,1%	
		Mean	3,51			
Percentage Mean			5,26%		94,7%	
Mean			3,53			

The Perceived Ease of Use dimension of the Theory Technology Acceptance Model (TAM) revealed an impressive 94.7% According to the score interpretation criteria table, it is included in the "Very Good" category (76%-100%). This shows that the TransJakarta card vending machine service makes it easy for respondents when using the service. Based on the results of the calculation of the average Perceived Ease of Use which has an average value of 3.53, it can be concluded that this value is in the range (3.26 – 4.00) and falls into the "Very High" category. This means that respondents very highly use the TransJakarta card vending machine because it provides convenience for TransJakarta users.

Table 9. Descriptive Statistical Analysis Perceived Usefulness

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
1	In my opinion, when you want to travel with TransJakarta, using a TransJakarta card vending machine will increase productivity when making transactions	F	4	4	43	79
		Σ(fi.xi)	457			
		%	3,1%	3,1%	33,1%	60,8%
		Total	8		122	
			6,2%		93,9%	
		Mean	3,51			
2	In my opinion, when you want to travel by Transjakarta, using a TransJakarta card vending machine will increase effectiveness when making transactions	F	5	2	49	74
		Σ(fi.xi)	452			
		%	3,8%	1,5%	37,7%	56,9%
		Total	7		123	
			5,3%		94,6%	
		Mean	3,47			
3	In my opinion, the TransJakarta card vending machine service has all the functional capabilities that I expected	F	3	6	49	72
		Σ(fi.xi)	450			
		%	2,3%	4,6%	37,7%	55,4%
		total	9		121	
			6,9%		93,1%	
		Mean	3,46			
4	In my opinion, using the TransJakarta card vending machine will be very useful when making transactions	F	2	5	44	79
		Σ(fi.xi)	460			
		%	1,5%	3,8%	33,8%	60,8%
		total	7		123	
			5,3%		94,6%	
		Mean	3,53			
5	I think when I want to travel by Transjakarta, using the TransJakarta card vending machine will really help the transaction process	F	0	6	49	75
		Σ(fi.xi)	459			
		%	0,0%	4,6%	37,7%	57,7%
		total	6		124	
			4,6%		95,4%	
		Mean	3,53			
6	In my opinion, providing a TransJakarta card vending machine will make it easier when you want to make a transaction at any time	F	0	6	36	88
		Σ(fi.xi)	472			
		%	0,0%	4,6%	27,7%	67,7%
		total	6		124	
			4,6%		95,4%	
		Mean	3,63			
7	I think the features in the TransJakarta card vending machine can respond to user requests quickly	f	1	4	48	77
		Σ(fi.xi)	461			
		%	0,8%	3,1%	36,9%	59,2%
		total	5		125	
			3,9%		96,1%	
		Mean	3,54			
Percentage Mean			5,26%		94,7%	

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
Mean			3,52			

The Perceived Usefulness dimension of the Theory Technology Acceptance Model (TAM) has an average percentage of agree and strongly agree answers of 94.7%. According to the score interpretation criteria table, it is included in the "Very Good" category (76%-100%). This shows that the TransJakarta card vending machine service increases efficiency and is beneficial for respondents when using this service. Based on the results of the calculation of the average Perceived Ease of Use which has an average value of 3.52, it can be concluded that this value is in the range (3.26 – 4.00) and falls into the "Very High" category. This means that respondents use the TransJakarta card vending machine very highly because it provides effectiveness when making transactions when they want to travel using TransJakarta.

Table 10. Descriptive Statistical Analysis Attitude Toward Using

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
1	I would be happy if I used the TransJakarta card vending machine when purchasing electronic money cards (KUE) because the price is cheaper	f	4	2	45	79
		Σ(fi.xi)	459			
		%	3,1%	1,5%	34,6%	60,8%
		total	6		124	
			4,6%		95,4%	
		Mean	3,53			
2	In my opinion, the activity of using the TransJakarta card vending machine will be a valuable experience that cannot be forgotten	f	3	7	46	74
		Σ(fi.xi)	451			
		%	2,3%	5,4%	35,4%	56,9%
		total	10		120	
			7,7%		92,3%	
		Mean	3,46			
3	I think I will feel comfortable if I use the TransJakarta card vending machine service when making transactions	f	1	6	55	68
		Σ(fi.xi)	450			
		%	0,8%	4,6%	42,3%	52,3%
		total	7		123	
			5,4%		94,6%	
		Mean	3,46			
4	I will refuse to use TransJakarta transportation if I don't use the TransJakarta card vending machine service to process transactions	f	6	11	42	71
		Σ(fi.xi)	438			
		%	4,6%	8,5%	32,3%	54,6%
		total	17		113	
			13,1%		86,9%	
		Mean	3,36			
5	In my opinion, the use of TransJakarta card vending machines is considered very necessary as a TransJakartav facility	f	1	3	51	75
		Σ(fi.xi)	460			
		%	0,8%	2,3%	39,2%	57,7%
		total	4		126	
			3,1%		96,9%	

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
		Mean	3,53			
6	I think the TransJakarta card vending machine offers various convenient payment methods when making transactions	f	3	1	51	75
		Σ(fi.xi)	458			
		%	2,3%	0,8%	39,2%	57,7%
		total	4		126	
			3,1%		96,9%	
		Mean	3,52			
Percentage Mean			6,17%		93,8%	
Mean			3,48			

The Attitude Toward Using dimension of the Theory Technology Acceptance Model (TAM) has an average percentage of agree and strongly agree answers of 93.8%. According to the score interpretation criteria table, it is included in the "Very Good" category (76%-100%). This shows the positive attitude of respondents towards the TransJakarta card vending machine service. Based on the results of the average calculation, Attitude Toward Using has an average value of 3.48, it can be concluded that this value is in the range (3.26 – 4.00) and falls into the "Very High" category. This means that respondents use the TransJakarta card vending machine very highly because it provides a positive experience and a feeling of enjoyment when using the service.

Table 11. Descriptive Statistical Analysis Behavioral Intention to Use

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
1	When traveling with TansJakarta, I will use the TransJakarta card vending machine for transactions in the future	F	3	3	50	74
		Σ(fi. xi)	455			
		%	2,3%	2,3%	38,5%	56,9%
		Total	6		124	
			4,6%		95,4%	
		Mean	3,50			
2	I plan to use the TransJakarta card vending machine rather than other services when making transactions	F	4	9	43	74
		Σ(fi.xi)	447			
		%	3,1%	6,9%	33,1%	56,9%
		Total	13		117	
			10,0%		90,0%	
		Mean	3,43			
3	I will use the TransJakarta card vending machine service as the main choice when transacting using the TransJakarta mode	F	5	4	48	73
		Σ(fi.xi)	449			
		%	3,8%	3,1%	36,9%	56,2%
		Total	9		121	
			6,9%		93,1%	
		Mean	3,45			
4	After finding out about the TransJakarta card vending	F	3	3	42	82
		Σ(fi.xi)	463			

No	Statement		Alternative Answers			
			SD (1)	D (2)	A (3)	SA (4)
	machine service, I was motivated to use this service when making transactions using the TransJakarta mode.	%	2,3%	2,3%	32,3%	63,1%
		total	6		124	
			4,6%		95,4%	
		Mean	3,56			
Rata-rata Persentase			6,5%		93,5%	
Mean			3,48			
Average Dimensions			$\frac{94,7\% + 94,7\% + 93,8\% + 93,5\%}{4} = 94,2\%$			

The Behavioral Intention to Use dimension of the Technology Acceptance Model (TAM) has an average percentage of agree and strongly agree answers of 93.5%. According to the score interpretation criteria table, it is included in the "Very Good" category (76%-100%). This shows that there is encouragement from respondents' intention to use the service. Based on the calculation results of the average Behavioral Intention to Use, which has an average value of 3.48, it can be concluded that this value is in the range (3.26 – 4.00) and falls into the "Very High" category. This means that respondents agree, the incentives provided by the TransJakarta card vending machine make respondents intend to use the service.

Table 12. Mean of Technology Acceptance Model (TAM)

Dimension	Mean	Description
Perceived Ease of Use	3,53	Very High
Perceived Usefulness	3,52	Very High
Attitude Toward Using	3,48	Very High
Behavioral Intention to Use	3,48	Very High
Absolute Mean	$\frac{3,53 + 3,52 + 3,48 + 3,48}{4} = 3,50$	

According to Table 8, Based on calculations from the average of the four dimensions of the Technology Acceptance Model (TAM), an overall average value of 3.50 was obtained in the "Very High" category on an interval scale (3.26-4.00). This shows that respondents have a positive perception of the acceptance of the TransJakarta card vending machine service because it provides benefits and ease of use of the service so that TransJakarta users are interested in using the service.

5. Discussion

This research expands the theoretical understanding of the Technology Acceptance Model (TAM) by examining its application to the interests of TransJakarta users through TransJakarta card vending machines. The findings show that the four dimensions of TAM (Perceived Ease of Use, Perceived Usefulness, Attitude Toward Using, and Behavioral Intention to Use) can shape TransJakarta users' interest into three main factors using EFA factor analysis with the highest scores on the attitude to use, usefulness, and ease factors.

6. Conclusion, Implication, and Recommendation

Conclusion

Based on the results of data analysis, there are three factors from the original four factors that have formed the interest of TransJakarta users through the TransJakarta card vending machine, namely: attitude factors of use, usefulness, and convenience. These results show that the TransJakarta card vending machine service has succeeded in offering good incentive and testimonial programs to its users so that it can help TransJakarta users because it can achieve user goals and make it easier for users when they want to process transactions.

Implication

Implications related to factors (usage attitudes) on user interest through TransJakarta card vending machines, namely, the TransJakarta card vending machine payment method must be designed to be as comfortable as possible during the transaction process, improve service maintenance quickly if there are problems with the machine, the purchase price of electronic money cards (KUE) needs to be reconsidered to make it more affordable and attractive to TransJakarta users, providing flexible services to produce a positive and enjoyable experience. (usefulness) on user interest through TransJakarta card vending machines, namely, increasing productivity and effectiveness of services, providing TransJakarta card vending machines at every TransJakarta stop to make it easier for users when they want to make transactions at any time so that it is useful. Practical implications related to (convenience) on user interest through TransJakarta card vending machines, namely, lack of assistance from TransJakarta officers when there are problems during the transaction process, TransJakarta card vending machines which are still difficult to find at several TransJakarta stops, vending machine features that need to be improved or adjusted to be more optimal.

Recommendation

It is hoped that future research can add research samples, to increase data accuracy and describe a more representative situation. It is hoped that further research can enrich theory by analyzing user interest using different theories, in order to find other factors in shaping user interest.

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