Enrichment: Journal of Management, 14 (3) (2024)

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www.enrichment.iocspublisher.org

The effect of TAM factor on behavioral intention to use (dashboard property management Ciputra SH3A)

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ARTICLE INFO

Article history:

Received Jul 23, 2024
Revised Aug 12, 2024
Accepted Aug 30, 2024

Keywords:

Behavioral Intention To Use;
Dashboard Ciputra Sh3a;
Perceived Ease Of Use;
Perceived Usefulness;
Trust Of Security.

ABSTRACT

This study aims to determine the influence between variables on the role of technology utilization in the use of property management dashboards with the Technology Acceptance Model (TAM) Factor theory approach introduced by Davis (1989) on the influence of perceived usefulness, perceived ease of use, and trust of security to see how user intention (behavioral intention to use) influences the use of property management dashboards at Ciputra SH3A as actual system use. This type of research is quantitative research using SmartPLS 3.0 software and data collection techniques in research through online questionnaires on a saturated sample of 60 respondents who are all users of the property management dashboard with a Likert scale range of 5. The results of this study indicate that all independent variables (perceived usefulness, perceived ease of use and trust of security) have a significant positive effect on the dependent variable (behavioral intention to use), where the variable perceived ease of use has the greatest effect on behavioral intention to use in using the property management dashboard at Ciputra SH3A.

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INTRODUCTION

The impact of the covid-19 pandemic in 2020 with government policies related to restrictions on these activities caused the management of Ciputra SH3A to make strategic changes to the supervision of operational activities. Responding to the development of the digitalization trend, the Ciputra SH3A property management team since April 2022 has innovated the implementation of technology in the form of using a property management dashboard. Each Ciputra 3A property unit provides a monthly report on the performance of building operational activities, where the property management team and Ciputra SH3A top management have difficulty carrying out regular reviews of the building's operational performance, either on a monthly to annual basis or also in terms of making comparisons with other projects. After the presence of this property management dashboard functions to monitor operational activities for several property units where the database can be visualized and accessed online so that Ciputra SH3A management can

conduct strategic analysis of the performance of each property unit anywhere and anytime. The use of this property management dashboard has benefits including efficiency of property reports (the speed and ease of viewing reports in detail), visualization of property performance (the completeness and sensivity of the database for trend building performance), and problem sharing property (provide property knowledge sharing and joint problem solving). The main challenge for using property management dashboards is how user behavior responses to information technology can be further improved by the sustainability of the use of technology with consideration of whether it can support business in a sustainable manner. This study uses the basic theoretical reference of the Technology Acceptance Model (TAM) introduced by Fred. D. Davis, Bagozzi and Warshaw in 1989 where (Davis, 1989) explained that "There is a relationship of influence on the acceptance of data or information by users which is divided into perceived usefulness, perceived ease of use, and intention to use", and (Adi Permana, 2020) states that "The presence of technology supported by data processing by involving complex human behaviour as its users so that it can support sustainability and have a positive impact on sustainable corporate business."

RESEARCH METHOD

This type of research is quantitative using SmartPLS 3.0 software (Wynne W. Chin, 1998) with research data collection techniques through an online questionnaire (google form) for several closed statements conducted on October 12, 2023 to November 15, 2023 on a saturated sample of 60 respondents who are all users of the property management dashboard at Ciputra SH3A with a Likert scale range of 5.

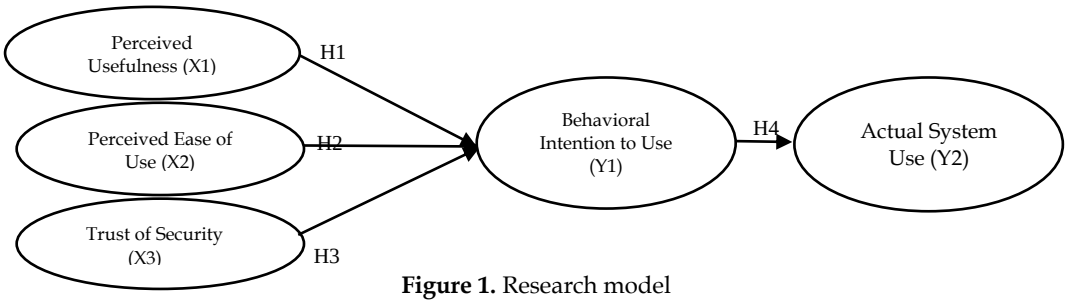

Figure 1. Research model

(Davis, 1989) states that "Perceived usefulness is defined as the extent to which users can have trust or confidence in the use of certain systems that have an impact on improving their job performance so that perceived usefulness is a belief related to the use of a system." (Rahmawati & Narsa, 2019) state that "Perceived usefulness affects the intention of users to use a technology. (Christian et al., 2022) state that "The variable perceived usefulness affects intention to use where it can be seen that a person's attitude towards the application sees its usefulness as appropriate or not." Thus the perceived usefulness variable factor becomes an encouragement for users to use the property management dashboard more as a needed and useful system that affects behavioral intention to use. Based on the research review, the following Hypothesis 1 (H1) : Perceived usefulness has a positive and significant effect in using the property management dashboard on behavioral intention to use.

(Davis, 1989) states that "Perceived ease of use that the extent to which users can have ease of use of a particular system." (Venkatesh, 2000) states that "The Objective Usability factor by comparing the system based on the actual level of effort what needs to be done to complete certain goals is one of the influential factors in perceived ease of use." (Rahmawati & Narsa, 2019) and (Wilson et al., 2021) state that "Perceived ease of use affects the initial acceptance of users in using a technology, where the ease of use of the system must be a focus in initial training during the

system implementation process." Thus the perception of ease of use in the process of use or the variable factor perceived ease of use becomes an encouragement for users to use the property management dashboard with an easy system that affects behavioral intention to use. Based on the research review, the following is the Hypothesis 2 : (H2) Perceived ease of use has a positive and significant effect in using the property management dashboard on behavioral intention to use.

(Deananda et al., 2020) state that "When you have gained trust from users, the technology is believed to have the ability to complete its tasks properly and show potential in the long run." (Tirta Loanata & Kartika GianinaTileng, 2016) state that "Trust variables have the greatest influence on the use of the application." (Sutrisno, 2023) states that "The trust variable has a significant effect on intention to use in using the gopay application." Thus, the variable factor of trust of security becomes an encouragement for users in using the property management dashboard with trust and security that influence behavioral intention to use. Based on the research review, the following is the Hypothesis 3 (H3) : Trust of security has a positive and significant effect in using the property management dashboard on behavioral intention to use.

(Venkatesh et al., 2003; Venkatesh & Bala, 2008; Viswanath et al., 2002) states that "Users will use technology to achieve a certain target in helping their work so that the function of a technology can play a role as its purpose." (Jonathan Susanto, 2016) states that "Factors that influence behavioral intention to use play a role in business development strategy steps in dealing with competitors." (Damanik & Tanamal, 2022) and (Soedewa et al., 2022) state that "All independent variables (perceived usefulness, perceived ease of use, trust, system quality) affect the dependent variable (intention to use); has a positive influence on application use." Thus the variable factor Behavioral Intention to Use becomes an impetus that influences user intention behavior in using the property management dashboard as actual system use. Based on the research review, the following Hypothesis 4 (H4): Behavioral Intention to Use has a positive and significant effect on the use of the property management dashboard as actual system use.
Table 1 explains the operational definition of each variable determined as a measurement in this study.

Table 1. Operational definition of research

No.	Variable	Operational Definition of Research
1.	Perceived Usefulness (X1) Source :(Davis, 1989)	Perceived usefulness is something that influences user intention based on trust or belief in the use of the property management dashboard at Ciputra SH3A can achieve the goals to be achieved so that it is considered useful, can get the job done faster (work more quickly), and job performance has increased (job performance), and there is an increase in effectiveness (effectiveness).
2.	Perceived Ease of Use (X2) (Davis, 1989), and (Wilson et al., 2021)	Perceived ease to use is something that influences user intention based on the ease of achieving the goals to be achieved in using the property management dashboard at Ciputra SH3A so that it is considered easy to learn (easy to learn), easy to do what you want according to your needs (controllable) job demands, and has clarity and understandable and has ease of use (easy to use).
3.	Trust of Security (X3) (Liu et al., 2005); (Sheng-hsiung Chang & Shyh-Rong Fang, 2013)	Trust of security is one of the things that influences user intention based on how much confidence in security in using the property management dashboard at Ciputra SH3A so that it is assessed that users feel confident in the security of data access with registered email and feel confident that data is private within the company internal.
4.	Behavioral Intention to Use (Y1) (Kucukusta et al., 2015); (Soedewa et al., 2022)	Behavioral intention to use is one of the things that influences the success in using the property management dashboard at Ciputra SH3A so that it is considered that users are willing to use the system regularly, long-term and recommend it to colleagues with centralized information storage that can be accessed via a secure network, fast in more efficient data collection.
5.	Actual System Use (Y2) (Adi Permana, 2020; Preiser, 2005; Wolfgang Preiser & Jacqueline Vischer, 2006)	Actual system use from the use of a property management dashboard at Ciputra SH3A which is considered capable of analyzing and translating data freely to determine strategy and as a collaboration tool with various parties to discuss and evaluate the measurement of operational costs, utilities, financial reports occupancy rate and traffic and man power.

RESULTS AND DISCUSSIONS

The total number of research respondents was 60 respondents who were divided into several segments of gender, division, position and project location in Ciputra SH3A. Respondents responses to the independent variables can be seen in Table 2 until Table 6 below :

Table 2. Mean and standard deviation of perceived usefulness indicator

Perceived Usefulness	Mean	Standard Deviation
X11 The property management dashboard is useful for our project	4.40	0.58
X12 The property management dashboard can quickly present a visualization of our project database	4.50	0.56
X13 The property management dashboard can improve our project performance	4.30	0.61
X14 The property management dashboard can improve the effectiveness of information for our projects	4.52	0.53

Table 3. Mean and standard deviation of perceived ease of use indicator

Perceived Ease of Use	Mean	Standard Deviation
X21 The property management dashboard is easy to understand	4.30	0.61
X22 The property management dashboard can be customized according to user needs	4.15	0.63
X23 The property management dashboard provides a clear application menu according to the indicators in our project.	4.27	0.63
X24 Easy to use the property management dashboard	4.23	0.64

Table 4. Mean and standard deviation of trust of security indicator

Trust of Security	Mean	Standard Deviation
X31 The property management dashboard is safe to access	4.17	0.64
X32 The property management dashboard is a private database with internal company email account verification.	4.38	0.69

Table 5. Mean and standard deviation of behavioral intention to use indicator

Behavioral Intention to Use	Mean	Standard Deviation
Y11 We use the property management dashboard regularly	4.25	0.72
Y12 We will use the property management dashboard in the long term	4.27	0.63
Y13 we recommend the property management dashboard to be developed	4.32	0.62

Table 6. Mean and standard deviation of actual system use indicator

Actual System Use	Mean	Standard Deviation
Y21 The property management dashboard as centralized information / database	4.25	0.60
Y210 The property management dashboard can evaluate man power	4.15	0.70
Y22 The property management dashboard can provide an evaluation of our project achievements	4.25	0.65
Y23 The property management dashboard can analyze the comparison of our project data	4.33	0.62
Y24 The property management dashboard can be used as a means to discuss together	4.27	0.68
Y25 The property management dashboard can evaluate operational costs	4.18	0.70
Y26 The property management dashboard can evaluate utilities	4.23	0.69
Y27 The property management dashboard can evaluate financial report	4.18	0.72
Y28 The property management dashboard can evaluate occupancy rate	4.27	0.57
Y29 The property management dashboard can evaluate traffic	4.12	0.80

Outer Model Analysis (Measurement Model)

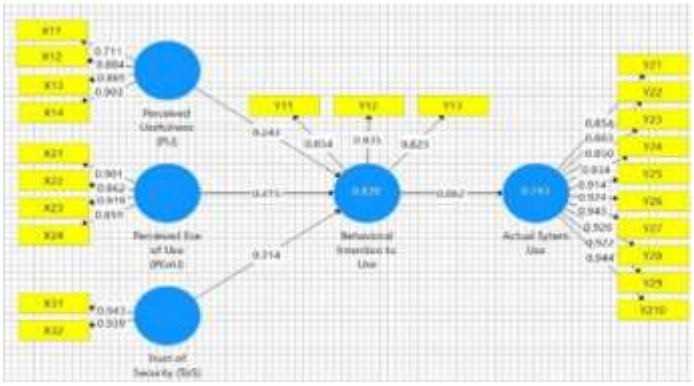

Figure 2. Outer Model Test Results

Convergent Validity

The results of the validity test have been processed using SmartPLS.3.0 (Sarstedt et al., 2017) can be shown in Table 7 until Table 12 below:

Table 7. Loading factor perceived usefulness

	Original Sample (O)
X11 Perceived Usefulness	0.711
X12 Perceived Usefulness	0.884
X13 Perceived Usefulness	0.885
X14 Perceived Usefulness	0.903

Table 8. Loading factor perceived ease of use

	Original Sample (O)
X21 Perceived Ease of Use	0.901
X22 Perceived Ease of Use	0.862
X23 Perceived Ease of Use	0.919
X24 Perceived Ease of Use	0.859

Table 9. Loading factor trust of security

	Original Sample (O)
X31 Trust of Security	0.943
X32 Trust of Security	0.939

Table 10. Loading factor behavioral intention to use

	Original Sample (O)
Y11 Behavioral Intention to Use	0.854
Y12 Behavioral Intention to Use	0.935
Y13 Behavioral Intention to Use	0.823

Table 11. Loading factor actual system use

	Original Sample (O)
Y21 Actual System Use	0.854
Y210 Actual System Use	0.944
Y22 Actual System Use	0.863
Y23 Actual System Use	0.850
Y24 Actual System Use	0.834
Y25 Actual System Use	0.914
Y26 Actual System Use	0.924
Y27 Actual System Use	0.943
Y28 Actual System Use	0.926
Y29 Actual System Use	0.922

Table 12. Nilai average variance extracted (AVE)

	Average Variance Extracted (AVE)
Actual System Use	0.807

Behavioral Intention to Use	0.760
Perceived Ease of Use	0.785
Perceived Usefulness	0.722
Trust of Security	0.885

Discriminant Validity

Table 13 is the result of the cross loading value test of all research variables.

Table 13. Cross loading value

	Actual System Use	Behavioural Intention to Use	Perceived EoU	Perceived Usefulness	Trust of Security
X11	0.504	0.506	0.544	0.711	0.454
X12	0.647	0.724	0.727	0.884	0.724
X13	0.754	0.821	0.807	0.885	0.769
X14	0.632	0.749	0.740	0.903	0.678
X21	0.741	0.763	0.901	0.804	0.704
X22	0.746	0.737	0.862	0.617	0.689
X23	0.887	0.848	0.919	0.791	0.816
X24	0.790	0.780	0.859	0.759	0.782
X31	0.807	0.819	0.865	0.740	0.943
X32	0.781	0.791	0.725	0.742	0.939
Y11	0.673	0.854	0.734	0.770	0.813
Y12	0.843	0.935	0.844	0.791	0.836
Y13	0.730	0.823	0.729	0.624	0.575
Y21	0.854	0.685	0.740	0.626	0.739
Y210	0.944	0.815	0.858	0.700	0.824
Y22	0.863	0.684	0.796	0.628	0.700
Y23	0.850	0.729	0.808	0.698	0.686
Y24	0.834	0.746	0.695	0.590	0.711
Y25	0.914	0.769	0.773	0.683	0.770
Y26	0.924	0.865	0.822	0.726	0.779
Y27	0.943	0.841	0.851	0.717	0.802
Y28	0.926	0.767	0.862	0.711	0.732
Y29	0.922	0.812	0.832	0.696	0.826

Composite Reliability dan Cronbach Alpha Test

Table 14 shows the Cronbach's alpha of each variable.

Table 14. Reliability test results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Actual System Use	0.973	0.976	0.977	0.807
Behavioral Intention to Use	0.840	0.853	0.904	0.760
Perceived Ease of Use	0.908	0.911	0.936	0.785
Perceived Usefulness	0.870	0.896	0.911	0.722
Trust of Security	0.870	0.871	0.939	0.885

Outer Model Analysis (Structural Model) (Imam Ghozali, 2016)

a. Determination (R-Square) Test

The coefficient of determination of this study can be seen in Table 15 below:

Table 15. Determination (*R-square*) test result

	R-Square	*R-Square Adjusted*
Actual System Use	0.743	0.739
Behavioral Intention to Use	0.839	0.831

b. Effect Size (F-Square) Test

The value of the effect size test results (F-Square) can be seen in Table 16 below:

Table 16. Effect size (F-Square) test result

	Actual System Use	Behavioral Intention to Use	Perceived Ease of Use	Perceived Usefulness	Trust of Security
Actual System Use					
Behavioral Intention to Use	2.894				
Perceived Ease of Use		0.219			
Perceived Usefulness		0.100			
Trust of Security		0.161			

c. Predictive Relevance (Q-Square) Test (Hair et al., 1998, 2017; Joseph F. Hair et al., 2011)
The predictive - relevance value is obtained by the following formula :
$Q_2 = 1-(1 – R^1_2)((1 – R^2_2)$
=1-(1-0.839)(1-0.743) =1-(0.161)(0.257)
=1-0.0414 = 0.959 = 95.90%

Hypothesis Testing Results

The value of testing the hypothesis of this study can be seen in Table 17 below:

Table 17. Path koefisien

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Behavioral Intention to Use-> Actual System Use	0.862	0.863	0.040	21.621	0.000
Perceived EoU -> Behavioral Intention to Use	0.415	0.421	0.170	2.440	0.015
Perceived Usefulness -> Behavioral Intention to Use	0.243	0.254	0.111	2.177	0.030
Trust of Security -> Behavioral Intention to Use	0.314	0.295	0.139	2.253	0.025

Indirect Effect Analysis

The variables perceived usefulness (X1), perceived ease of use (X2) and trust of security (X3) have an indirect effect on the actual system use variable (Y2) through the behavioral intention to use variable (Y1) which can be seen in Table 18 and Table 19 below :

Table 18. Specific indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Ease of Use -> Behavioral Intention to Use -> Actual System Use	0.358	0.362	0.146	2.445	0.015
Perceived Usefulness -> Behavioral Intention to Use -> Actual System Use	0.209	0.219	0.096	2.189	0.029
Trust of Security -> Behavioral Intention to Use -> Actual System Use	0.270	0.257	0.124	2.180	0.030

Table 19. Total indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Ease of Use -> Actual System Use	0.358	0.362	0.146	2.445	0.015
Perceived Usefulness -> Actual System Use	0.209	0.219	0.096	2.189	0.029
Trust of Security -> Actual System Use	0.270	0.257	0.124	2.180	0.030

The results of this study can be concluded that behavioral intention to use is part mediation of the influence of the variables perceived usefulness, perceived ease of use and trust of security on actual system use.

Hypothesis 1: The effect of perceived usefulness on behavioral intention to use.

The perceived usefullness factor has a positive and significant effect on behavioral intention to use in using the property management dashboard at Ciputra SH3A. These results support previous research conducted by (Jonathan Susanto, 2016), (Rahmawati & Narsa, 2019), (Damanik & Tanamal, 2022) state that perceived usefulness is one of the factors that influence user intention to use and is related to the acceptance of a technology that depends closely on the usefulness and benefits of using the property management dashboard at Ciputra SH3A.

Regarding the test results between variables that the effect of perceived usefulness on behavioral intention to use in using the property management dashboard at Ciputra SH3A has the lowest effect size (F-square) value in independent variables of 0.100 which is included in the small category in the effect size (F-Square) test criteria. This shows that users tend to already feel the benefits of using the system in regular operational evaluation activities every month with the management of Ciputra SH3A so that the user's intention has become a part of the routine operational activities. The direction for sustainable development of the perceived usefulness variable is that the property management dashboard can be used in internal division biweekly meetings outside the monthly meeting schedule with management so that other levels of chief positions can further benefit from the property management dashboard. This is done because it is adjusted to the characteristics of the most users from the operational division so that the effect of usefulness can be further enhanced.

Hypothesis 2: The effect of perceived ease of use on behavioral intention to use.

The perceived ease of use factor is the variable that has the most positive and significant effect on behavioral intention to use in using the property management dashboard at Ciputra SH3A. These results support previous research conducted by (Rahmawati & Narsa, 2019), (Agung Ayu Puty Andrina et al., 2022; Sutrisno, 2023)state that perceived ease of use is a factor that influences user intention. This relates to when users have no or little experience will prioritize the ease of use of the system over its usefulness so that ease must be a focus and play an important role in the system implementation process to encourage the adoption of technology using the property management dashboard at Ciputra SH3A. Regarding the test results between variables, the effect of perceived ease of use on behavioral intention to use in using the property management dashboard at Ciputra SH3A has the highest effect size (F-square) value in the independent variable of 0.219 which is included in the medium category in the effect size (F-Square) test criteria. This shows that the perceived ease of use when using the property management dashboard is the main factor influencing user intention to use the system to evaluate operational management performance at Ciputra SH3A. The direction for the continued development of the use of the property management dashboard is expected to be expanded to a mobile application system so as to increase user convenience in using the property management dashboard not only using a web-based application in conducting operational evaluation activities. This is done because it is adjusted to the characteristics of the most users who come from the male gender with the position of chief so that they can use the dashboard more easily.

Hypothesis 3: The effect of trust of security on behavioral intention to use.

The trust of security factor has a positive and significant effect on behavioral intention to use in using the property management dashboard at Ciputra SH3A. These results support previous research conducted by (Tirta Loanata & Kartika gianinatileng, 2016), (Deananda et al., 2020), (Sutrisno, 2023) state that trust of security affects user intention to use the system so that the higher the level of security confidence in technology, the user intention will increase. This relates to the user's attitude towards the system not only because of convenience but how from the level of security from using the property management dashboard at Ciputra SH3A. Regarding the test results between variables, the effect of trust of security on behavioral intention to use in using the property management dashboard at Ciputra SH3A has a fairly high effect size (F-square) value in

the independent variable of 0.161 which is in the medium category in the effect size (F-Square) test criteria. This shows that trust of security when using the property management dashboard at Ciputra SH3A shows that users feel confident in the security of data access with registered email and feel confident that private data within the company will not be spread out. The direction for the continued development of the use of the property management dashboard is expected to be connected directly from a registered email with an email domain authenticator first so as to increase the security of user verification in accessing the database from the property management dashboard. This is done because it is adjusted to the characteristics of the most users who come from the position of chief who needs facilities on the system with a high level of security.

Hypothesis 4: The effect of behavioral intention to use on actual system use.

The behavioral intention to use factor has the most positive and significant effect on the use of the Ciputra SH3A property management dashboard as actual system use. These results support previous research conducted by (Jonathan Susanto, 2016), (Damanik & Tanamal, 2022) and (Venkatesh & Davis, 2000) state that the higher a person's intention towards the system, the more influential the use of the system will be. This is related to the success of the system if it can be used appropriately and according to its measurement indicators in carrying out its functions in using the property management dashboard at Ciputra SH3A. Regarding the test results between variables, the effect of behavioral intention to use in using the property management dashboard at Ciputra SH3A as actual system use has the highest effect size (F-square) value in the dependent variable of 2.894 which is included in the large category in the effect size (F-Square) test criteria. This shows that the user's intention (behavioral intention to use) when using the property management dashboard at Ciputra SH3A shows that users are willing to use the system regularly, long-term and recommend it to other colleagues. Thus the use of the property management dashboard at Ciputra SH3A is considered a centralized information storage that can be accessed via a secure network, fast in data collection so that it is more efficient, and the system is considered capable of analyzing and interpreting data freely in determining strategy. In addition, the property management dashboard at Ciputra SH3A as an actual system use can be used as a collaboration tool for various parties to discuss together, can evaluate the measurement of operational costs, utilities, financial reports occupancy rate and traffic and man power.

CONCLUSION

Based on descriptive analysis of research characteristics obtained, it shows that the highest respondents from the gender segment come from men by 60%, from the division segment come from operational by 65% and finance by 23%, from the position segment come from chief by 50% and property manager 15% and from the project location segment come from Ciputra World 1 Jakarta by 23% and Ciputra World 2 Jakarta by 22%. Thus the implications of this research are more emphasized on efforts to improve and direction of improvement in the use of property management dashboards by referring to criticism and suggestions from respondents who are more technical in nature and in the development of the system is currently more focused on evaluating operational and financial activities covering office, apartment, shopping mall, and hotel projects in Ciputra SH3A. Based on the descriptive analysis of the research variables obtained, it shows that all independent variables (perceived usefulness 0,10, perceived ease of use 0.219, and trust of security 0,161) affect the dependent variable (behavioral intention to use). The effect of perceived show users tend to already feel the benefits of using the system in regular operational evaluation activities every month with the management of Ciputra SH3A so that the user's intention has become a part of the routine operational activities. The effect of perceived ease of is the main factor influencing user intention to use the system to evaluate operational management performance at Ciputra SH3A with not only using a web-based application. The effect of trust of security shows that users feel confident in the security of data access with registered email and feel confident that

private data within the company will not be spread out. The limitations of this research are in scope by taking a saturated sample of all users of the property management dashboard internally, namely the project operations and finance team at Ciputra SH3A. Recommendations for future research that development directions can also be implemented across divisions such as marketing, purchasing, business development and others in the company so that the descriptive characteristics of the respondents will increasingly develop in accordance with the intended use of the property management dashboard by also considering the results of descriptive analysis of research variables. Direction of improvement from the implications of this research as an effort to strategize the use of technology that refers to the evaluation of user behavior so that the use of the property management dashboard at Ciputra SH3A can be further improved regarding the operational management activities of each project.

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