Using Acceptance Model to Enhance Digital Services: Focused on Komodo National Park

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Abstrak

Industri pariwisata di Indonesia terus berkembang, didorong oleh gaya hidup lokal yang kaya, sikap ramah pengunjung, dan keragaman budaya. Namun untuk mencapai pertumbuhan berkelanjutan, integrasi teknologi dalam aspek jasa pariwisata menjadi semakin penting. Indonesia Bagian Timur khususnya Nusa Tenggara Timur mempunyai potensi besar sebagai destinasi wisata dengan keindahan seperti Taman Nasional Komodo, Labuan Bajo, dan Flores. Adanya potensi yang besar tersebut, proses pembelian tiket masuk Taman Nasional Komodo masih mengandalkan cara tradisional, hal ini menunjukkan bahwa sektor pariwisata di kawasan ini belum sepenuhnya memanfaatkan potensi teknologi digital. Pemanfaatan teknologi digital pada sektor pariwisata tidak hanya memberikan kemudahan bagi wisatawan, namun juga dapat meningkatkan efisiensi operasional dan meningkatkan daya saing destinasi serta meningkatkan kenyamanan pengunjung saat berwisata. Studi ini mengusulkan penggunaan Technology Acceptance Model (TAM) untuk menilai tingkat penerimaan teknologi di kalangan pengguna, termasuk masyarakat lokal dan wisatawan. TAM terbukti efektif dalam menganalisis faktor-faktor yang mempengaruhi adopsi teknologi oleh pengguna. Dengan penerapan TAM, penelitian ini bertujuan untuk memahami sejauh mana pengguna menerima dan bersedia mengadopsi layanan digital dalam konteks pariwisata. Dengan memahami tingkat penerimaan ini, kita dapat mengidentifikasi faktor-faktor yang mempengaruhi adopsi teknologi di sektor pariwisata Indonesia Timur. Penelitian ini menunjukkan bahwa pengunjung Taman Nasional Komodo secara umum mendapatkan sistem layanan digital yang baik. Mayoritas pengunjung (sekitar 68,6%) menunjukkan tingkat penerimaan yang tinggi, dengan kecenderungan untuk terus menggunakan layanan digital di masa mendatang dan merekomendasikannya kepada orang lain. Faktor-faktor seperti kemudahan penggunaan, manfaat yang dirasakan, dan keyakinan terhadap keandalan layanan digital memainkan peran penting dalam tingginya tingkat penerimaan. Pengunjung juga cenderung merasa puas dengan pengalaman menggunakan layanan digital di Taman Nasional Komodo.

Kata kunci : *Pelayanan Digital, Taman Nasional, Teknologi, Pariwisata, TAM*

Abstract

The tourism industry in Indonesia continues to grow, driven by rich local lifestyles, visitor-friendly attitudes, and cultural diversity. However, to achieve sustainable growth, the integration of technology in aspects of tourism services is becoming increasingly important. Eastern Indonesia, especially East Nusa Tenggara, has great potential as a tourist destination with beauty such as Komodo National Park, Labuan Bajo, and Flores. The existence of this great potential, the process of purchasing Komodo National Park entrance tickets still relies on traditional methods, this shows that the tourism sector in this region has not fully adopted the potential of digital technology. The use of digital technology in the tourism sector not only provides convenience for tourists, but also can increase operational efficiency and increase the competitiveness of destinations and increase the comfort of visitors when traveling. The study proposes the use of the Technology Acceptance Model (TAM) to assess the level of acceptance of the technology among users, including local communities and tourists. TAM has proven effective in analyzing factors influencing technology adoption by users. By implementing TAM, this study aims to understand the extent to which users accept and are willing to adopt digital services in the context of tourism. By understanding this level of acceptance, we can identify the factors influencing technology adoption in Eastern Indonesia's tourism sector. This research shows that visitors to Komodo National Park generally receive a good digital service system. The majority of visitors (around 68.6%) show a high level of acceptance, with a tendency to continue using digital services in the future and recommend them to others. Factors such as ease of use, perceived benefits, and confidence in the reliability of digital services play a key role in high acceptance rates. Visitors also tend to feel satisfied with the experience of using digital services in Komodo National Park.

Keywords : *Digital Services, National Park, Technology, Tourism, TAM*

INTRODUCTION

Tourism, when examined from an economic perspective, reveals two distinct sectors: dynamic and static. The dynamic sector encompasses entities like travel agents, tour operators, tourist transportation, and related services, playing a pivotal role in catalyzing tourism-related activities. This sector provides crucial infrastructure, and various supporting activities within it generate demand for the offered services. The continuous cycle created by the interplay between tourism promotion and the subsequent demand for integrated services characterizes what is commonly known as the tourism industry (L. Dwyer, 2016). In economic terms, the dynamic sector acts as a catalyst for tourism-related activities. Transportation services specifically designed for tourists further emphasize the importance of this dynamic sector, enhancing the overall travel experience and contributing to the economic vitality of tourism (Swarbrooke, J. and Horner, S, 2007).

Conversely, the static sector, comprising facilities like hotels, restaurants, and souvenir shops, provides essential infrastructure and amenities meeting tourists' needs. Accommodation facilities, particularly, serve as the cornerstone of the tourism industry,

offering comfort and shelter to tourists, supporting longer stays, and encouraging exploration. Restaurants and food services play a vital role in enhancing the overall travel experience by providing a taste of local cuisine and culture. Souvenir shops and entertainment venues fulfill tourists' recreational and cultural needs, enabling them to take home a piece of their travel memories.

The symbiotic relationship between the dynamic and static sectors in the tourism industry highlights the interconnectedness of various businesses. Each sector depends on the other to create a seamless and enjoyable travel experience. The continuous influx of tourists to various destinations drives this cycle, fostering economic growth, creating job opportunities, and promoting cultural exchange. Consequently, the tourism industry serves as evidence of the complex interaction between supply and demand, shaping the economic landscape globally (Dim Ioannides, 2019).

The eastern part of Indonesia, namely East Nusa Tenggara, boasts vast and beautiful tourism regions, one of which is Komodo National Park in Labuan Bajo, Flores. With diverse attractions, such as the stunning islands scattered around the waters of Flores, offering underwater beauty for diving enthusiasts and the presence of the rare Komodo dragon exclusive to Indonesia, it becomes a powerful allure for tourists to visit. However, despite the high interest from domestic and international tourists, the purchase of tickets to enter Komodo National Park is still conducted through traditional or manual methods. This is highly ineffective considering the current era where everything can be accessed online, providing convenience for tourists in obtaining information and services promptly.

Technological platforms register users, control ticket sales, and generate management reports allowing accurate data monitoring. After registration on the application, the system verifies user accounts, and users make payments through affiliated banks of the central control system. The application stores user information and performs validation, unlocking the ticket gates. The electronic ticket system aims to facilitate travelers during their journey.

Travel ticket booking applications generally come with various features to help users monitor information about their travel destinations. Additionally, these applications can facilitate behavioral changes, such as travel directions and instructions, goal setting, performance measurement, self-monitoring, personalized feedback, progress reviews, social support, and contingent rewards (Higgins, 2016; Middelweerd et al., 2014). Several studies on the use of travel ticket booking applications have identified various benefits for travelers. For instance, a meta-analysis found that travel ticket booking app interventions are an efficient way to influence activity behavior during travel. It was also found that these applications help users not only increase their travel activity levels (Wharton et al., 2014; Sullivan and Lachman, 2017) but also positively change attitudes, beliefs, perceptions, and motivations related to activities during travel (Hoj et al., 2017).

Digital services are crucial for tourists and the general public as they provide ease, comfort, and efficiency in accessing information, making reservations, and enhancing overall travel experiences. According to a 2021 study by the World Travel and Tourism Council (WTTC), 82% of global tourists have used mobile applications to plan or book their vacations, and 70% say they would choose tourist destinations that offer a better digital

experience. This research indicates that digital services have become a key factor influencing tourists' choices.

Another study by the United Nations World Tourism Organization (UNWTO) in 2019 also showed that the use of digital technology can improve efficiency and service quality in the tourism sector. The use of digital technology in the tourism sector can help promote tourist destinations, expand potential markets, improve service quality, and assist in environmental monitoring and management.

In recent years, digital services have become increasingly important for tourists and the general public, especially during the COVID-19 pandemic, which restricted movement and social interactions. The use of digital technology in the tourism sector can help minimize physical contact, reduce the risk of virus spread, enhance trust, and ensure the safety of visitors. Therefore, digital services have become increasingly important for tourists and the general public in terms of enhancing travel experiences, facilitating information access, improving service efficiency, and aiding in sustainable and responsive tourism promotion.

The research stems from the background outlined earlier, posing two primary questions. Firstly, it seeks to understand the level of visitor acceptance of the digital services system implemented in Komodo National Park. Secondly, the study aims to identify and analyze the factors influencing the acceptance rate of this digital services system. In pursuit of these objectives, the research endeavors to elucidate the impact of travelers' perceptions of Digital Services service users on their attitudes and usage of digital services. Additionally, it aims to scrutinize tourists' decision-making processes regarding the adoption of digital services applications, employing a technology acceptance model (TAM) and incorporating the aspect of perceived enjoyment. Furthermore, the investigation will delve into the factors contributing to both ineffective and efficient manual ticket purchases. Lastly, the study aims to devise strategies that facilitate the monitoring and control of the number of visitors, contributing to the overall enhancement of the digital services system at Komodo National Park.

METHOD

This research is a quantitative exploratory study aimed at exploring users' acceptance of the Digital Service System at Komodo National Park. The research design involves a specific population using the Technology Acceptance Model (TAM) to measure user acceptance. The research object is the digitization of the ticket purchasing method at Komodo National Park, with digital services allowing ticket purchases through an application to enhance convenience and transparency. Data were collected through observation, questionnaires, and interviews, with research variables including independent and dependent variables focused on user acceptance of digital services.

The research steps involve a literature review to identify relevant variables, determine the research object, and collect data from various sources, including primary data from visitors, tourism operators, and residents. Data collection techniques include distributing questionnaires with a 6-point Likert scale to respondents, including prospective tourists, current travelers, travel agents, tour operators, officials, and residents. Data analysis is

conducted using validity and reliability tests, along with the Technology Acceptance Model (TAM) to measure user acceptance of digital services.

Furthermore, the research pays attention to the sampling steps, involving a population of individuals aged 17 and above visiting Komodo National Park with access to digital services. The sampling method used is probability sampling, specifically proportional stratified sampling, aiming to achieve proportions within groups that align with respondent characteristics. The final stage of the research involves data analysis using the Technology Acceptance Model (TAM) to measure the level of user acceptance of digital services at Komodo National Park.

In conclusion, this research proposes a model of digital service acceptance to be empirically verified through structural equation modeling (SEM) using PLS-SEM. The comprehensive research steps include literature review, variable identification, data collection, data analysis, and testing of the digital service acceptance model. With a focus on digitizing the ticket purchase method at Komodo National Park, this research aims to improve efficiency, convenience, and user acceptance of digital services at the tourist destination.

RESULT AND DISCUSSION
Research hypothesis

This research hypothesis aims to explore the impact of Digital Services in a tourist spot on improving the quality of life of citizens, especially in terms of the convenience generated, as well as providing solutions to ticket purchase problems with a focus on visitor needs. In the context of digital development in East Nusa Tenggara, the push was mainly triggered by the visit of many tourists. Therefore, the government is expected to use a project approach that involves the community to develop digital services. The challenge is to develop digital services that meet the needs of travelers, reflect their individual characteristics, and provide satisfaction. The hypothetical model of this study can be seen in Figure 1 and Table 1.
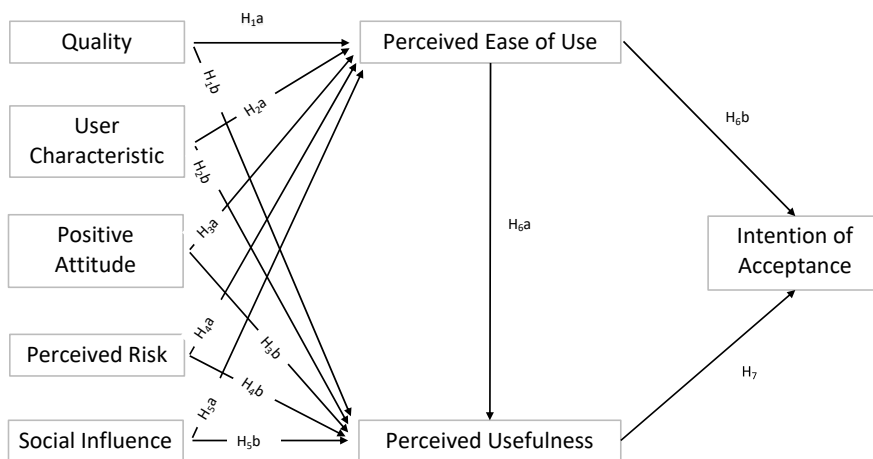

Figure 1. Hypothetical Model

Table 1 Research Hypothesis

| Hypothesis		Definition
H1	A	Quality will positively affect the perception of ease of use
	B	Quality will positively affect perceived usability
H2	A	User characteristics will positively affect the perception of ease of use
	B	User characteristics will positively affect perceived usability
H3	A	A positive attitude will positively affect the perception of ease of use
	B	A positive attitude will have a positive effect on perceived usefulness
H4	A	Perceived risk will positively affect the perceive ease of use
	B	The perceived risk will have a positive effect on the perceived usefulness
H5	A	Social influence will positively affect perceived ease of use
	B	Social influence will positively affect perceived usefulness
H6	A	The perception of user-friendliness will positively influence the perception of usability
	B	The perceived ease of use will positively influence the intention to receive
H7		Perceived usefulness will positively affect the intention to accept

Test Research Hypothesis
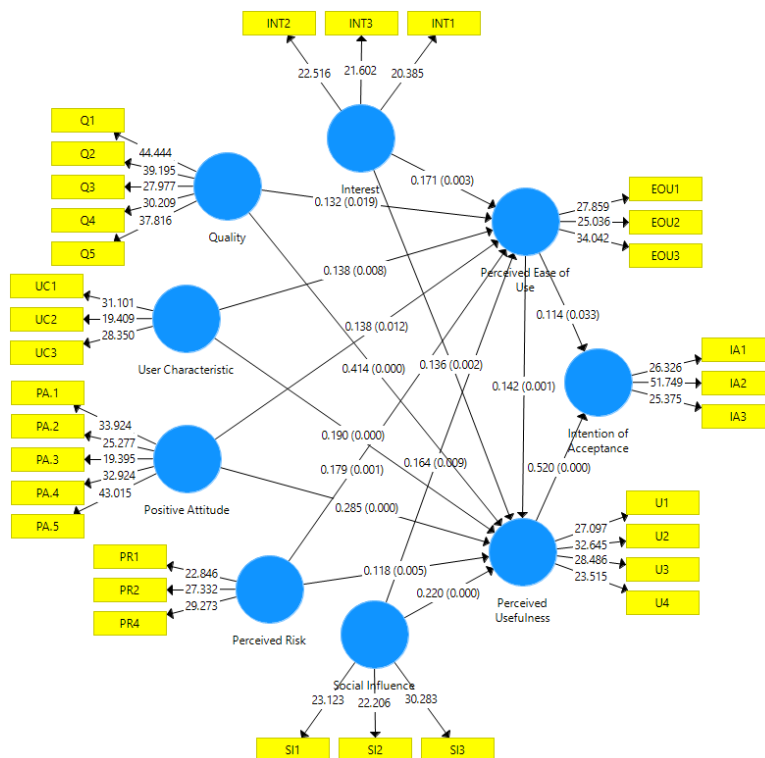
Figure 1 Calculation results of the structural bootstrapping test of the research line
Source: research data processed using SmartPLS 3.3.3 Software in 2023

Table 2 Table Test Hypothesis direct influence of Research model

Hypothesis	Path Coefficient	Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Information
H1a	Interest -> Perceived Ease of Use	0.171	3.025	0.003	Accepted
H1b	Interest -> Perceived Usefulness	0.136	3.105	0.002	Accepted
H2a	Quality -> Perceived Ease of Use	0.132	2.348	0.019	Accepted
H2b	Quality -> Perceived Usefulness	0.414	10.155	0.000	Accepted
H3a	User Characteristic -> Perceived Ease of Use	0.138	2.652	0.008	Accepted
H3b	User Characteristic -> Perceived Usefulness	0.190	5.575	0.000	Accepted
H4a	Positive Attitude -> Perceived Ease of Use	0.138	2.507	0.012	Accepted
H4b	Positive Attitude -> Perceived Usefulness	0.285	8.005	0.000	Accepted
H5a	Perceived Risk -> Perceived Ease of Use	0.179	3.342	0.001	Accepted
H5b	Perceived Risk -> Perceived Usefulness	0.118	2.839	0.005	Accepted
H6a	Social Influence -> Perceived Ease of Use	0.164	2.624	0.009	Accepted
H6b	Social Influence -> Perceived Usefulness	0.220	6.057	0.000	Accepted
H7a	Perceived Ease of Use -> Perceived Usefulness	0.142	3.218	0.001	Accepted
H7b	Perceived Ease of Use -> Intention of Acceptance	0.114	2.137	0.033	Accepted
H8	Perceived Usefulness -> Intention of Acceptance	0.520	9.799	0.000	Accepted

Source : Research data processed using SmartPLS 3.3.3 software in 2023

Based on the table above, the following information can be known:
- Interest -> Perceived Ease of Use has an Original Sample (O) value of 0.171 and a P-Value of 0.003 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H1a is accepted** and H0 is rejected.

- Interest -> Perceived Usefulness has an Original Sample (O) value of 0.136 and a P-Value of 0.002 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H1b is accepted** and H0 is rejected.
- Quality -> Perceived Ease of Use has an Original Sample (O) value of 0.132 and a P-value of 0.019 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H2a is Accepted** and H0 is rejected.
- Quality -> Perceived Usefulness has an Original Sample (O) value of 0.414 and a P-value of 0.000 less than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H2b is accepted** and H0 is rejected.
- User Characteristic -> Perceived Ease of Use has an Original Sample (O) value of 0.138 and a P-value of 0.008 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H3a is accepted** and H0 is rejected.
- User Characteristic -> Perceived Usefulness has an Original Sample (O) value of 0.190 and a P Value of 0.000 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H3b is accepted** and H0 is rejected.
- Positive Attitude -> Perceived Ease of Use has an Original Sample (O) value of 0.138 and a P Value of 0.012 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H4a is accepted** and H0 is rejected.
- Positive Attitude -> Perceived Usefulness has an Original Sample (O) value of 0.285 and a P Value of 0.000 less than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H4b is accepted** and H0 is rejected.
- Perceived Risk -> Perceived Ease of Use has an Original Sample (O) value of 0.179 and a P Value of 0.001 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H5a is accepted** and H0 is rejected.
- Perceived Risk -> Perceived Usefulness has an Original Sample (O) value of 0.118 and a P Value of 0.005 less than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H5b is accepted** and H0 is rejected.
- Social Influence -> Perceived Ease of Use has an Original Sample (O) value of 0.164 and a P Value of 0.009 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H6a is accepted** and H0 is rejected.
- Social Influence -> Perceived Usefulness has an Original Sample (O) value of 0.220 and a P Value of 0.000 less than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H6b is accepted** and H0 is rejected.
- Perceived Ease of Use -> Perceived Usefulness has an Original Sample (O) value of 0.142 and a P Value of 0.001 less than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H7a is accepted** and H0 is rejected.
- Perceived Ease of Use -> Intention of Acceptance has an Original Sample (O) value of 0.114 and a P Value of 0.033 smaller than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H7b is accepted** and H0 is rejected.
- Perceived Usefulness -> Intention of Acceptance has an Original Sample (O) value of 0.520 and a P Value of 0.000 less than 0.05. Based on this value, it can be known that there is a significant positive influence. Then **H8 is accepted** and H0 is rejected.

Discussion
Research Model Results
The results of the analysis of the measurement model and the structure of the "digital service reception model" show that the model has not fully met the permissible match level. Confirmatory Factor Analysis (CFA) reveals that the convergent and discriminant validity of the model has not been met. The R^2 Intention of Acceptance is 0.332, indicating that about 33.2% of the variation in user intent can be explained by variables in the model. Meanwhile, R^2 Perceived Ease of Use and R^2 Perceived Usefulness of 0.188 and 0.549, respectively, indicate that most variations in perceived ease of use and usability of services have not been explained by the model.

An R^2 of less than 1 indicates that the model has not been able to account for all variation in the dependent variable, indicating the presence of external factors influencing user behavior and perception that have not been included in the study. Therefore, more research is needed to better understand these factors, highlight the complexity of user decisions, and emphasize the need for comprehensive market research.

Relationship of Internal Variables to Acceptance Intention
The results of the hypothesis test analysis show that Perceived Usefulness and Perceived Ease of Use significantly affect the Intention to Accept digital services. Although the impact of perceived ease of use on intention to accept is relatively small (0.016), perceived usefulness has a much greater effect (0.339). Therefore, it is important for service providers to convey concrete benefits to users, increasing understanding of the value offered by digital services.

Relationship between External Variables and Internal Variables
Analysis of the relationship of external variables with Perceived Usefulness and Perceived Ease of Use yielded important findings. Digital service quality, Social Influence, and Positive Attitude of users have a significant influence. Improving service quality and risk management can improve user perceptions of the ease of use and usability of digital services. Identifying and addressing these internal and external barriers can increase the adoption of digital services and create a positive user experience.

Variable Influence Analysis
Significant positive influences were found in the relationship between Interest-> Perceived Ease of Use and Interest-> Perceived Usefulness, Quality-> Perceived Ease of Use, and Quality-> Perceived Usefulness. This shows that interest and quality play an important role in the perception of ease of use and usability of digital services. These findings can be the basis for improving models by taking into account more relevant variables or improving analysis methods, so as to include greater variations in user behavior and perception.

Digital Services
Digital Services are services delivered via the internet or electronic networks with minimal human involvement. The use of digital technology in the tourism sector can provide benefits such as promotion of tourist destinations, expansion of potential markets, improvement of service quality, and assistance in environmental management (Hrabčák &;

Popovič, 2020). For example, East Nusa Tenggara (NTT) Province and the Komodo National Park Agency launched the Komodo Wildlife System through the INISA application on July 29, 2022. INISA is a digital platform that makes it easier for people to access public services, including the Komodo Wildlife System which functions for the conservation and management of tourist visits to Komodo Island, Padar Island, and surrounding areas (Simanjuntak, 2022). This application includes a purchase feature through INISA as a contribution of tourists to the preservation of Komodo National Park, with services such as purchasing credit, tourist tickets, accommodation, and other activities (Hardyanti et al., 2023). Other features include digital payments, tax services, as well as check-in and check-out through Peduli Lindungi, offering convenience and a positive contribution to the environment and tourism sustainability.
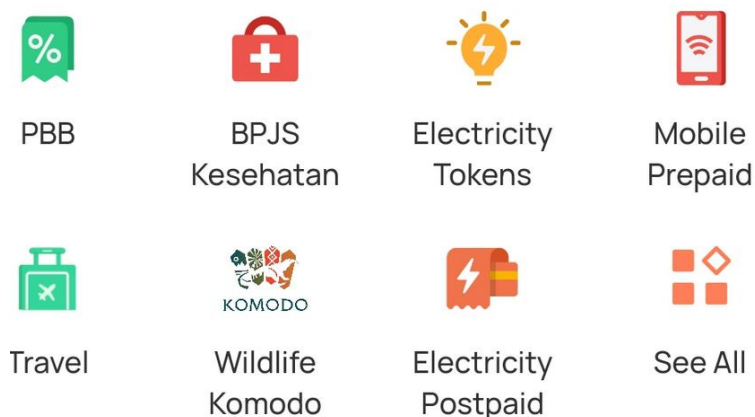

Figure 2 INISA Application Display

The NPS Grand Canyon app provides users with park information similar to the park's website, including road trip planning features. Users can customize their visit to the Grand Canyon through bookmarking features, share experiences with friends and family, and create photo collages. The app groups services, tours, lodging, camping, hiking, and shuttle buses into sections on the home page to make it easier for visitors to find the information they need. Refreshed park content prior to the visit ensures users are up to date. There is also an interactive map highlighting sights, hiking trails, and guard stations, with filter tools to search for services within the park. This app prioritizes the use of GPS and active location services for best results. The 'What to See', 'Tours', and 'Schedules' sections offer opportunities to learn more about the Grand Canyon's natural, cultural, and historical resources and programs. Developed in partnership with the Harpers Ferry Office of the National Park Service and Grand Canyon's official nonprofit partner, the Grand Canyon Conservancy (Scott Kelly, 2012).

Figure 3 Grand Canyon NPS Application Display

The difference between the INISA application and the NPS Grand Canyon is related to the features contained in it. In the INISA application, there are several features that are integrated with features outside of Komodo dragon wildlife, while the NPS Grand Canyon application only focuses on information related to the Grand Canyon.

There are several factors that can affect the digitization of customer services in planning a trip in the era of Industry 4.0 technology. These factors are in accordance with service indicators in the era of industrial technology 4.0. Here are some potential factors to consider (Dewanto. RF, 2022):

a. Interest

Interest is a condition where someone has attention to something accompanied by the desire to know and learn or prove further (Ena &; Djami, 2021). In this study, interest was measured based on respondents' answers to three statements contained in the questionnaire that researchers shared with them. The three statements are:

1) Is Komodo National Park and the surrounding waters that make you interested in coming here?

The majority of respondents in this study, as many as 23.6%, expressed quite agree with their interest and interest in visiting Komodo National Park and surrounding waters. In addition, 21.4% of respondents agreed or strongly agreed. In contrast, about 28.6% of respondents expressed disagreement or disapproval. This shows that most respondents feel interested and interested in coming to Komodo Island.

This research is in line with research by Maun et al. (2023), which found that the Vacation Factor has the highest impact on domestic tourists' decisions to visit Komodo National Park in the New Normal era. Vacation factors include natural scenery, sharing

experiences with family, a desire to add insight, and a desire to visit a new place. The variance of 34.035% indicates the significance of this factor in influencing travellers' decisions.

2) Are you interested in doing adventure tourism activities available in Komodo National Park, such as trekking or snorkeling?

The majority of respondents, as many as 23.6%, expressed disapproval of their interest in doing adventure tourism activities in Komodo National Park such as trekking or snorkeling. Conversely, 43.1% of respondents agreed or strongly agreed with the activity. This shows that most respondents feel interested in engaging in adventure activities in these destinations.

This finding is consistent with research by Kurniawati et al. (2023), which shows that about 86% of the motivation of domestic tourists visiting Tankaman (maybe a typo, it should be a Park) is to do cycling sports while enjoying the natural beauty and scenery of Mount Merapi. These results support the idea that the potential of sports tourism can be a significant attraction for tourists.

3) How much influence do the promotions and tourist information you receive about Komodo National Park influence your intention to visit it?

The majority of respondents, 67.2%, agreed or strongly agreed that the promotions and tourist information they received about Komodo National Park influenced their intention to visit it. The breakdown is that 23.6% of respondents quite agree, 23% agree, and 19.6% strongly agree. On the other hand, 33.9% of respondents expressed disapproval or strongly disapproval of the effect of the promotion.

The results of this study support the findings of Mubaroq (2023), which shows that the use of social media, especially Instagram, in promoting the Madiun Umbul Square tourist park can be effective in providing information and influencing visitor interest. Observations and interviews with followers show that Instagram social media, especially through @madiunumbulsquare account posts, is effective in increasing visitor interest in the park.

b. Quality

Quality or quality is the level of good or bad or the level or degree of something, and quality or quality is the characteristic of a product or service determined by the user or customer and obtained through process measurement and through continuous improvement (Hilary &; Wibowo, 2021). Quality is the level at which the design specifications of a product of goods and services are in accordance with their functions and uses, besides quality is the level at which a product of goods and services is in accordance with the design specifications (Sembiring et al., 2021). In this study, interest was measured based on respondents' answers to five statements contained in the questionnaire that the researchers shared with them. The five statements are:

1) The use of Digital Services fits perfectly into my life and meets my needs as a visitor

Based on the results of respondents' answers, as many as 23.3% stated that they quite agreed or strongly agreed with the suitability of using digital services with their lives as visitors to Komodo National Park. These findings support the view that the majority of respondents feel digital services meet their needs. This research is in line with Sihombing &; Heryandi (2019) which noted that the Smart Tahura application in Ir. H. Djuanda National

Park uses Beacon and Geofencing technology to make it easier for users to get tourist attraction information.

2) I trust that I can quickly respond when experiencing difficulties in using the Digital Services

The majority of respondents, 66.5%, expressed confidence that they could quickly respond to difficulties in using digital services in Komodo National Park. This result is consistent with the findings of Kartika et al. (2023) which show that the quality of usability, information, and service interaction factors have a positive effect on user satisfaction.

3) I think that Digital Services will play a role in the smooth interaction with Visitors

In the context of smooth interaction with visitors, 66.7% of respondents agree that digital services will play an important role. This finding is in line with research by Opute et al. (2020) which highlights the effectiveness of modern technology in improving traveller understanding and interaction through digital services.

4) I believe that accurate information may be provided when using the Digital Services

Most respondents (70.7%) believe that digital services can provide accurate information. These results support Yuwamahendra & Ratnasari's (2020) research which highlights the role of technologies such as Location-Based Services (LBS), Global Positioning System (GPS), and Geographic Information System (GIS) in providing accurate information.

5) I believe that the latest and required information can be quickly provided when using the Digital Services

The majority of respondents (44.4%) strongly believe that digital services can provide the latest and needed information quickly. This finding is in line with research by Topsakal et al. (2022) which shows that digital services can provide assistance to tourists to get the latest information efficiently.

c. User Characteristics

User characteristics refer to individual attributes that distinguish one user from another, such as age, education, previous experience, preferences, and specific needs (Chen, Wang, and Zhang, 2018). In this study, *user characteristics* were measured based on respondents' answers to three statements contained in the questionnaire that researchers shared with them. The three statements are:

1) I am more comfortable using Digital Services than using face-to-face transactions with operators

Based on the answers from respondents, it is known that the majority of respondents expressed strong approval, namely as many as 80 people or 24.8%; then respondents who expressed disapproval amounted to 77 people or 23.9%; respondents who agreed amounted to 76 people or 23.6%; respondents who expressed sufficient agreement amounted to 59 people or 19.3%; respondents who expressed disapproval amounted to 25 people or 7.8%; and respondents who expressed strong disapproval amounted to 5 people or 1.6%. This indicates that of all respondents, the majority of respondents feel that they feel more comfortable using Digital Services than using face-to-face transactions with operators

The results of this study are in line with research conducted by Taufiq (2010) which proves that based on the results of the questionnaire, the ease of accessing information on the Trowulan Tourism application 80% strongly agree, 20% disagree.

2) I have confidence in using digital services because I have been used to using similar services before

Based on the answers from respondents, the majority of them, as many as 49.3%, said they agreed or quite agreed (24.8% and 24.5% respectively) with confidence in using digital services. In contrast, 32% of respondents said they disagreed or strongly agreed (22.7% and 16.5% respectively), while 11.5% of respondents said they disagreed or strongly disagreed (9.3% and 2.2% respectively). This suggests that the majority of respondents have confidence in using digital services, possibly due to their previous experience using similar services. This finding is consistent with the research of Kusuma & Yapie (2013), which confirms that the Location-Based Services (LBS) application in Taman Mini Indonesia Indah (TMII) can be run well and provides convenience to visitors in finding the location of tourist attractions in the TMII area through the map application.

3) I am active and accustomed to using smart devices (smartphones, laptops, etc.)

Based on the answers from respondents, it is known that the majority of respondents agreed with 78 people or 24.2%; then respondents who agreed amounted to 76 people or 23.6%; respondents who expressed sufficient agreement amounted to 75 people or 23.3%; respondents who expressed disapproval amounted to 54 people or 16.8%; respondents who expressed disapproval amounted to 30 people or 9.3%; and respondents who expressed strong disapproval amounted to 9 people or 2.8%. This indicates that from all respondents, the majority of respondents feel that they are active and accustomed to using smart devices (smartphones, laptops, etc.)

d. *Positive Attitude*

Attitude is the most important concept in the study of consumer behavior. By influencing consumer attitudes, marketers hope to influence consumer buying behavior. A positive consumer attitude is a favorable attitude or evaluation of a product, brand, or service (Princess, 2019). In this study, interest was measured based on respondents' answers to five statements contained in the questionnaire that the researchers shared with them. The five statements are:

1) I think it would be positive to use Digital Services

Based on the answers from the respondents, it is known that the majority of respondents agreed with 84 people or 26.1%; then respondents who expressed strong approval amounted to 78 people or 24.2%; respondents who expressed disapproval amounted to 73 people or 22.7%; respondents who expressed sufficient agreement amounted to 61 people or 18.9%; respondents who expressed disapproval amounted to 23 people or 7.1%; and respondents who strongly disagreed amounted to 3 people or 0.9%. This indicates that of all respondents, the majority of respondents feel that it would be positive to use Digital Services

2) I think it would be positive to expand the reach of Digital Services

Based on the answers from the respondents, it is known that the majority of respondents expressed sufficient agreement, namely as many as 80 people or 24.8%; then

respondents who agreed amounted to 77 people or 23.9%; respondents who expressed disapproval amounted to 67 people or 20.8%; respondents who strongly agreed amounted to 65 people or 20.2%; respondents who expressed disapproval amounted to 24 people or 7.5%; and respondents who expressed strong disapproval amounted to 9 people or 2.8%. This indicates that of all respondents, the majority of respondents feel that it would be positive to expand the reach of Digital Services.

3) I think I will benefit when I use Digital Services compared to others who do not use them

Based on the answers from respondents, it is known that the majority of respondents expressed disapproval, namely as many as 81 people or 25.2%; then respondents who expressed sufficient agreement amounted to 74 people or 23%; respondents who strongly agreed amounted to 67 people or 20.8%; respondents who agreed amounted to 65 people or 20.2%; respondents who expressed disapproval amounted to 23 people or 7.1%; and respondents who expressed strong disapproval amounted to 12 people or 3.7%. This indicates that out of all respondents, the majority of respondents feel that they would benefit when I use Digital Services compared to others who do not use them

4) I believe the government and public Institutions will support the provision of Digital Services

Based on the answers from respondents, it is known that the majority of respondents agreed with 78 people or 24.2%; then respondents who expressed disapproval amounted to 76 people or 23.6%; respondents who expressed sufficient agreement and strongly agreed were both 69 people or 21.4%; respondents who expressed disapproval amounted to 22 people or 6.8%; and respondents who expressed strong disapproval amounted to 8 people or 2.5%. This indicates that out of all respondents, the majority of respondents feel that they believe the government and public institutions will support the provision of Digital Services

5) I believe this place has the competence to provide Digital Services

Based on the answers from the respondents, it is known that the majority of respondents agreed with 77 people or 23.9%; then respondents who expressed sufficient agreement amounted to 77 people or 22.4%; respondents who expressed disapproval amounted to 68 people or 21.1%; respondents who strongly agreed amounted to 62 people or 19.3%; respondents who expressed disapproval amounted to 34 people or 10.6%; and respondents who expressed strong disapproval amounted to 9 people or 2.8%. This indicates that of all respondents, the majority of respondents feel that they believe this place has the competence to provide Digital Services

e. *Perceived Risk*

Perceived risk is the uncertainty consumers face when they cannot see the consequences of their purchase decisions (Jufrizen et al., 2020). *Perceived risk* is an uncertain condition faced by consumers in the future and cannot be predicted the consequences for purchasing decisions made by consumers (Prasetya &; Azizah, 2022). In this study, interest was measured based on respondents' answers to three statements contained in the questionnaire that researchers shared with them. The three statements are:

1) I think the technology used in Digital Services should be reliable to prevent viruses or external intrusions (monitoring systems)

Based on the answers from respondents, it is known that the majority of respondents expressed disapproval, namely as many as 79 people or 24.5%; then respondents who expressed sufficient agreement amounted to 76 people or 23.6%; respondents who agreed amounted to 70 people or 21.7%; respondents who strongly agreed amounted to 67 people or 20.8%; respondents who expressed disapproval amounted to 22 people or 6.8%; and respondents who expressed strong disapproval amounted to 8 people or 2.5%. This indicates that of all respondents, the majority of respondents feel that the technology used in Digital Services should be reliable to prevent viruses or external intrusions (monitoring systems)

2) I think strong systems and policies need to be in place to prevent leakage of sensitive information when using Digital Services

Based on the answers from the respondents, it is known that the majority of respondents agreed with 100 people or 31.1%; then respondents who expressed sufficient agreement amounted to 72 people or 22.4%; respondents who expressed disapproval amounted to 67 people or 20.8%; respondents who strongly agreed amounted to 47 people or 14.6%; respondents who expressed disapproval amounted to 29 people or 9%; and respondents who expressed strong disapproval amounted to 7 people or 2.2%. This indicates that of all respondents, the majority of respondents feel that strong systems and policies need to be in place to prevent leakage of sensitive information when using Digital Services

3) I am concerned that sensitive information (personal information, usage history information, etc.) may be leaked when using Digital Services

Based on the answers from respondents, it is known that the majority of respondents expressed disapproval, namely as many as 79 people or 24.5%; then respondents who expressed sufficient agreement amounted to 73 people or 22.7%; respondents who agreed amounted to 69 people or 21.4%; respondents who strongly agreed amounted to 47 people or 14.6%; respondents who expressed disapproval amounted to 40 people or 12.4%; and respondents who strongly disagreed amounted to 14 people or 4.3%. This indicates that of all respondents, the majority of respondents feel that they are concerned that sensitive information (personal information, usage history information, etc.) may be leaked when using Digital Services

f. *Social Influence*

Social Influence according to Kotler & Armstrong (2018) is an act done by one or more people to change the beliefs, attitudes, perceptions, and behaviors of others. Social influence is a phenomenon in which people influence or are influenced by others in their social group (Agustin &; Kurniawati, 2022). In this study, interest was measured based on respondents' answers to three statements contained in the questionnaire that researchers shared with them. The three statements are:

1) I will use Digital Services only if I am asked to use by a third person (family, co-workers, etc.) that influences my thinking and behavior

Based on the answers from the respondents, it is known that the majority of respondents agreed with 76 people or 23.6%; then respondents who expressed sufficient agreement amounted to 70 people or 21.7%; respondents who expressed disagreement and

strongly agreed were both 67 people or 20.8%; respondents who expressed disapproval amounted to 29 people or 9%; and respondents who strongly disagreed amounted to 13 people or 4%. This indicates that of all respondents, the majority of respondents feel that the latest and needed information can be quickly provided when using Digital Services

2) I would use Digital Services if most people were also using the same thing as me

Based on the answers from the respondents, it is known that the majority of respondents expressed sufficient agreement, namely as many as 80 people or 24.8%; then respondents who expressed disapproval amounted to 74 people or 23%; respondents who agreed amounted to 67 people or 21.1%; respondents who strongly agreed amounted to 62 people or 19.3%; and respondents who expressed disagreement and strongly disagreed both amounted to 19 people or 5.9%. This indicates that of all respondents, the majority of respondents felt that they would use Digital Services if most people also used the same thing as me

3) I will use Digital Services only if the use of digital services is enforced as a policy

Based on the answers from the respondents, it is known that the majority of respondents agreed with 80 people or 24.8%; then respondents who expressed disapproval amounted to 75 people or 23.3%; respondents who strongly agreed amounted to 72 people or 22.4%; respondents who agreed amounted to 68 people or 21.1%; respondents who expressed disapproval amounted to 16 people or 5%; and respondents who strongly disagreed amounted to 11 people or 3.4%. This indicates that of all respondents, the majority of respondents feel that they will use Digital Services only if the use of digital services is enforced as a policy.

Users of Digital Technology

According to Davis, F.D., 1989, perceived usability and perceived ease of use have a direct impact on individual attitudes toward technology use. A positive attitude towards the use of technology tends to lead to actual use. In turn, use can produce positive results, such as increased productivity, improved job performance, or increased personal satisfaction. TAM is a theory that explains how individuals decide to use new technologies. This theory states that the acceptance and use of technology is influenced by two main factors: the perception of benefits and the perception of ease of use.

a. Perception of benefits

Perceived usefulness, defined as *being able to be used advantageously,* or can be used for beneficial purposes. The principle of *usefulness* is the benefits that individuals believe can be obtained when using IT. In this study, interest was measured based on respondents' answers to four statements contained in the questionnaire that the researchers shared with them. The four statements are:

1) I believe my quality of life will improve if I use Digital Services

Based on the answers from the respondents, it is known that the majority of respondents expressed sufficient agreement, namely as many as 75 people or 23.3%; then respondents who expressed agreement amounted to 69 people or 21.4%; respondents who strongly agreed amounted to 68 people or 21.1%; respondents who expressed disapproval amounted to 66 people or 20.5%; respondents who expressed disapproval amounted to 36

people or 11.2%; and respondents who expressed strong disapproval amounted to 8 people or 2.5%. This indicates that of all respondents, the majority of respondents believe their quality of life will improve if I use Digital Services

2) I believe the operating costs of the Service will be reduced if the Digital Service is used

Based on the answers from respondents, it is known that the majority of respondents expressed disapproval, namely as many as 78 people or 24.2%; then respondents who agreed amounted to 73 people or 22.7%; respondents who expressed sufficient agreement amounted to 66 people or 20.5%; respondents who strongly agreed amounted to 64 people or 19.9%; respondents who expressed disapproval amounted to 33 people or 10.2%; and respondents who expressed strong disapproval amounted to 8 people or 2.5%. This indicates that of all respondents, the majority of respondents believe that the cost of operating the Service will be reduced if the Digital Service is used

3) I believe the use of Digital Services will help realize a sustainable environment (solving air, water, energy and other problems)

Based on the answers from the respondents, it is known that the majority of respondents agreed with 82 people or 25.5%; then respondents who expressed disapproval amounted to 75 people or 23.3%; respondents who strongly agreed amounted to 68 people or 21.1%; respondents who expressed sufficient agreement amounted to 65 people or 20.2%; respondents who expressed disapproval amounted to 28 people or 8.7%; and respondents who expressed strong disapproval amounted to 4 people or 1.2%. This indicates that of all respondents, the majority of respondents believe the use of Digital Services will help realize a sustainable environment (solving air, water, energy and other problems)

4) I believe tourist destinations will be safer and more comfortable with Digital Services

Based on the answers from the respondents, it is known that the majority of respondents expressed sufficient agreement, namely as many as 81 people or 25.2%; then respondents who expressed disapproval amounted to 76 people or 23.6%; respondents who strongly agreed amounted to 73 people or 22.7%; respondents who agreed amounted to 58 people or 18%; respondents who expressed disapproval amounted to 23 people or 7.1%; and respondents who strongly disagreed amounted to 11 people or 3.4%. This indicates that from all respondents, the majority of respondents believe tourist destinations will be safer and more comfortable with Digital Services

b. Easy to use perception

The perception of ease of use is the degree to which a person believes that if he uses a certain system then the user will be free from exhausting efforts or efforts. According to Davis (1989, p. 320), ease means without difficulty or being freed from difficulty or not having to try hard. In this study, interest was measured based on respondents' answers to three statements contained in the questionnaire that researchers shared with them. The three statements are:

1) It was easy for me to learn how to use Digital Services

Based on the answers from the respondents, it is known that the majority of respondents agreed with 77 people or 23.9%; then respondents who expressed sufficient agreement amounted to 72 people or 22.4%; respondents who expressed disapproval

amounted to 66 people or 20.5%; respondents who strongly agreed amounted to 65 people or 20.2%; respondents who expressed disapproval amounted to 30 people or 9.3%; and respondents who expressed strong disapproval amounted to 12 people or 3.7%. This indicates that out of all respondents, the majority of respondents feel that it is very easy for them to learn how to use Digital Services

2) It is not difficult for me to interact with the Digital Services and I can clearly understand the information provided

Based on the answers from the respondents, it is known that the majority of respondents expressed disapproval, namely as many as 73 people or 22.7%; then respondents who expressed sufficient agreement amounted to 72 people or 22.4%; respondents who agreed amounted to 65 people or 20.2%; respondents who strongly agreed amounted to 57 people or 17.7%; respondents who expressed disapproval amounted to 38 people or 11.8%; and respondents who strongly disagreed amounted to 17 people or 5.3%. This indicates that out of all respondents, the majority of respondents feel that it is not difficult for them to interact with Digital Services and I can clearly understand the information provided

3) I believe the use of Digital Services will be easier with the provision of visitor Services

Based on the answers from the respondents, it is known that the majority of respondents agreed with 74 people or 23%; then respondents who expressed sufficient agreement amounted to 71 people or 22%; respondents who expressed disapproval amounted to 70 people or 21.7%; respondents who strongly agreed amounted to 66 people or 20.5%; respondents who expressed disapproval amounted to 25 people or 7.8%; and respondents who strongly disagreed amounted to 16 people or 5%. This indicates that of all respondents, the majority of respondents believe the use of Digital Services will be easier with the provision of visitor Services

Implementation of Digital Services

Davis (1989) defines technology acceptance, used in the *Technology Acceptance Model (*TAM), as the level of assessment of the impact a person experiences when using a particular system in his work. In this study, interest was measured based on respondents' answers to three statements contained in the questionnaire that researchers shared with them. The three statements are:

a. I will continue to use digital services in the future.

Based on the answers from respondents, it is known that the majority of respondents expressed sufficient agreement, namely as many as 86 people or 26.7%; then respondents who expressed agreement amounted to 69 people or 21.4%; respondents who strongly agreed amounted to 65 people or 20.2%; respondents who expressed disapproval amounted to 57 people or 17.7%; respondents who expressed disapproval amounted to 29 people or 9%; and respondents who strongly disagreed amounted to 16 people or 5%. This indicates that of all respondents, the majority of respondents feel that they will continue to use digital services in the future

b. If a new digital service is provided, I will use it.

Based on the answers from the respondents, it is known that the majority of respondents expressed sufficient agreement, namely as many as 79 people or 24.5%; then respondents who expressed disapproval amounted to 72 people or 22.4%; respondents who agreed amounted to 62 people or 19.3%; respondents who strongly agreed amounted to 56 people or 17.4%; respondents who expressed disapproval amounted to 39 people or 12.1%; and respondents who strongly disagreed amounted to 14 people or 4.3%. This indicates that of all respondents, the majority of respondents feel that they would use digital services if they were available

c.   I would recommend using digital services to people around.

Based on the answers from respondents, it is known that the majority of respondents agreed with 88 people or 27.3%; then respondents who expressed strong approval amounted to 73 people or 22.7%; respondents who expressed disapproval amounted to 70 people or 21.7%; respondents who expressed sufficient agreement amounted to 51 people or 15.8%; respondents who expressed disapproval amounted to 24 people or 7.5%; and respondents who strongly disagreed amounted to 16 people or 5%. This indicates that of all respondents, the majority of respondents feel that they would recommend using digital services for people around them.

CONCLUSION

The findings from surveys and analyses reveal a notably high level of visitor acceptance for the digital services system implemented in Komodo National Park. The system has successfully created a satisfying experience for visitors, enhancing information accessibility and adding substantial value to visits within the national park. Approximately 68.6% of visitors demonstrated a strong acceptance of the digital services system, as evidenced by their positive responses towards using these services in the future, irrespective of potential updates or additional features. Furthermore, a majority of visitors expressed their inclination to recommend the use of digital services to those around them, underscoring the positive impact and utility perceived by users. The study identifies key factors contributing to increased acceptance rates, including the ease of use, perceived benefits, and confidence in the reliability of the digital services. Visitors' confidence and comfort in utilizing the digital services system in Komodo National Park are likely influenced by their overall satisfaction with the experience provided by these services. This observed trend, where visitors are more willing to recommend the use of digital services to others, implies that users not only find the services useful but also believe they can contribute to a positive experience for fellow park-goers.

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