

Understanding Digital Record Application Adoption Among Indonesia's Young Generation: an Extended Technology Adoption Model (TAM) Perspective

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ABSTRACT

Background: Digital record (archiving) applications are increasingly relevant for organizational efficiency, yet their adoption among the young generation in Indonesia remains underexplored, particularly regarding the roles of personal innovativeness and social influence alongside traditional technology acceptance factors.

Purpose: This study aims to investigate the factors influencing the adoption of digital record applications among the young generation in Indonesia, utilizing a modified Technology Adoption Model (TAM) that incorporates personal innovativeness and social influence.

Methods: A quantitative research method was employed using purposive sampling to select respondents meeting the criteria of young Indonesians who have used digital archiving applications. An online questionnaire was distributed, yielding 313 valid responses, which were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM).

Findings: Perceived usefulness had the most significant impact on future use behavior of digital record applications, followed by social influence. Personal innovativeness significantly affected perceived ease of use and perceived usefulness but did not significantly impact future use behavior directly.

Originality/Value: This study fills a research gap by specifically analyzing the adoption behavior of digital record applications among the young generation in Indonesia, an underexamined population and context in technology adoption literature. The modified TAM model offers a more comprehensive understanding of adoption behavior by integrating personal innovativeness and social influence.

Keywords: Digital Record Application; Technology Acceptance Model; Perceived usefulness; PLS-SEM

1. INTRODUCTION

The development of digital technology has significantly changed the way individuals and organizations manage, store, and access records. In the current digital environment, effective record management is essential to ensure that information remains available, protected, and accessible over time (Shibambu & Marutha, 2022). Compared with conventional record management practices, digital record applications provide several advantages, including faster information retrieval, improved accessibility, operational efficiency, and better transparency in managing digital information (Devereaux & Gottlieb, 2012; Vohra et al., 2022). The emergence of cloud storage platforms and digital archive applications has also provided users with greater flexibility in organizing and maintaining their personal and professional records (Akter et al., 2018; Rubbelke et al., 2014).

However, managing digital records involves more than simply storing electronic files. Effective digital record management requires proper organization, preservation, security control, and continuous maintenance to ensure the long term availability of digital information (Odhiambo, 2018). Therefore, the success of digital record applications depends not only on technological development but also on users' willingness to accept and continuously use these applications. Previous studies have shown that users' perceptions regarding the usefulness and ease of use of a technology are important factors influencing technology adoption decisions (Davis, 1989; Venkatesh & Davis, 2000).

Although digital record management has developed rapidly in many countries, Indonesia still faces several challenges related to digital archive implementation. Previous studies reported that limited knowledge of archive management, lack of awareness regarding the importance of digital records, and concerns about data security remain important issues in Indonesia (Harisanty & Anugrah, 2022; Permatasari et al., 2020). These challenges indicate that improving digital record adoption requires not only technological solutions but also a deeper understanding of users' behavioral factors.

Previous research has examined various digital record management systems using different technological approaches, including cloud storage, blockchain, and artificial intelligence applications (Haddad et al., 2022; Katsuki et al., 2023; Were et al., 2021). However, existing studies have primarily focused on system development, technological capabilities, and organizational implementation. Limited attention has been given to individual adoption behavior, particularly regarding why users decide to continue using digital record applications. Furthermore, research examining the adoption behavior of young users in developing countries, including Indonesia, remains limited. Therefore, further investigation is needed to understand how individual characteristics and social factors influence the continued use of digital record applications.

The Technology Acceptance Model (TAM) developed by Davis (1989) has been widely applied to explain users' acceptance of information technology. TAM explains that perceived usefulness and perceived ease of use influence users' intention to adopt technology. Nevertheless, technology adoption decisions may also be influenced by personal characteristics and social factors that are not fully explained within the original TAM framework. Therefore, this study extends TAM by incorporating personal innovativeness and social influence as additional variables. Personal innovativeness refers to an individual's willingness to explore and accept new technologies (Parasuraman, 2000), while social influence reflects the impact of opinions, expectations, and behaviors from others on an individual's technology adoption decision (Ajzen, 1991).

This study focuses on Indonesia's young generation because this group represents future professionals who will play an important role in organizational digital transformation. Indonesia is expected to experience a demographic bonus in 2045, where a large proportion of the population will belong to the productive age group. The young generation will become a major contributor to economic development and will occupy important positions within organizations (Windasari et al., 2022). Therefore, understanding their behavior toward digital record applications is important to support effective digital transformation in Indonesia.

In light of these considerations, this study examines the factors influencing young adults' intention to continue using digital record applications in Indonesia. Specifically, it investigates the roles of personal innovativeness, perceived usefulness, perceived ease of use, and social influence in shaping continuance intention. By extending the Technology Acceptance Model (TAM) with personal innovativeness and social influence, the study is expected to contribute to the technology adoption literature and to offer practical insights for organizations seeking to improve digital record management practices.

2. METHODS

This study used a modified Technology Acceptance Model (TAM) as its theoretical foundation. Davis (1989) originally introduced TAM to explain technology acceptance behavior through two main factors: perceived usefulness and perceived ease of use. Although TAM has been widely applied in technology adoption research, previous studies suggest that adoption decisions are also shaped by personal characteristics and social environments.

Therefore, this study incorporated personal innovativeness and social influence into the original TAM framework. Personal innovativeness was adopted from Parasuraman (2000) and Lu (2014), whereas social influence was adapted from Ajzen (1991). Including these variables provided a broader perspective for explaining the adoption of digital archiving applications among young Indonesian users.

This study aimed to examine the factors influencing young adults' intention to continue using digital archiving applications, and it employed a quantitative method. Purposive sampling was used to select respondents who met specific criteria, ensuring that the sample aligned with the research objectives. The criteria were: (1) regular use of digital archiving applications such as Google Drive, Microsoft OneDrive, and Dropbox, and (2) use of at least one of these applications within the past month. We distributed an online survey to young Indonesians (Generation Z, aged 21-27 and of working age), beginning with a screening question on prior experience. Individuals who had never used digital archiving applications were excluded. The survey was administered through Google Forms and shared with potential respondents via private messages on social media platforms, including Instagram and Facebook, to reach a broader audience of digital archiving users. Data were collected from April to June 2024. Of the 400 questionnaires distributed, 356 were returned, and 313 valid responses were retained for analysis. The final sample achieved a statistical power of 0.95, exceeding the recommended threshold of 0.80 (Carranza et al., 2020; Hair et al., 2022).

The demographic characteristics of respondents are presented in Table 1. The respondents consisted of 51.2% female and 48.8% male participants, indicating a relatively balanced gender distribution. Most respondents were between 21 and 23 years old (62.4%), while 37.6% were between 24 and 26 years old. Regarding occupation, the majority of

respondents were professionals (45.2%), followed by entrepreneurs (22.8%), civil servants (15.4%), and other occupations (16.6%). In terms of monthly income, most respondents reported earning less than IDR 5,000,000 (68.4%), while 31.6% reported earning IDR 5,000,000 or above.

Table 1. Demographic Characteristics

Category	Classification	Frequency	(%)
Gender	Female	-	51.2
	Male	-	48.8
Age	21–23 years old	-	62.4
	24–26 years old	-	37.6
Occupation	Professional	-	45.2
	Entrepreneur	-	22.8
	Civil servant	-	15.4
	Others	-	16.6
Monthly income	< IDR 5,000,000	-	68.4
	≥ IDR 5,000,000	-	31.6

Table 2 presents the digital archiving applications used by respondents. Google Drive was the most frequently used application (78.2%), followed by Microsoft OneDrive (42.6%) and Dropbox (31.4%). Some respondents also reported using specialized digital record management applications, including Mekari Stream (8.2%), Easy Archive (6.4%), and Arsip Manpro (4.8%). These findings suggest that young users rely on both general-purpose cloud storage platforms and dedicated record management applications to organize personal and professional information.

Table 2. Use of Digital Application

Digital Record Application	(%)
Google Drive	78.2
Microsoft OneDrive	42.6
Dropbox	31.4
Mekari Stream	8.2
Easy Archive	6.4
Arsip Manpro	4.8

The questionnaire was developed based on previous studies on technology adoption and digital application usage, and it consisted of three sections. The first section collected information on respondents' experience with and frequency of using digital archiving applications to confirm that participants met the research criteria. The second section contained items measuring the constructs of the extended Technology Acceptance Model (TAM): perceived usefulness, perceived ease of use, personal innovativeness, and social influence. Each item was rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Ajzen, 1991; Davis, 1989). These items were adapted from prior validated studies to enhance construct reliability and relevance (Indrawati et al., 2020; Parasuraman, 2000; Susanto et al., 2016; Wen et al., 2005).

The third section gathered demographic data, such as age, gender, education, and occupation, to provide context to respondents' backgrounds. The proposed model can be seen in following figure.

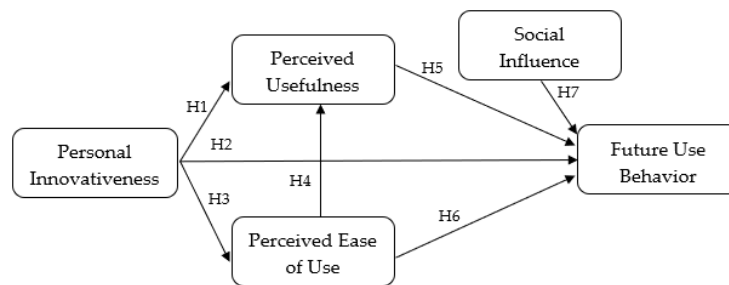


Figure 1. Proposed Model

This study employed Partial Least Squares-Structural Equation Modeling (PLS-SEM) as the primary data analysis technique to examine the relationships between variables in the proposed model. The PLS-SEM approach allowed for simultaneous assessment of both the measurement and structural models, providing insights into the reliability, validity, and predictive strength of the constructs. The analysis followed a two-step approach (Hair et al., 2022):

1. The measurement model was assessed to evaluate construct validity and reliability, using metrics such as the Loading Factor, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha (CA). Convergent validity was confirmed if each item had an loading factors above 0.708 and AVE value above 0.5, while reliability was ensured with CR and CA values above 0.7. To strengthen the validity assessment, discriminant validity was tested using the Heterotrait-Monotrait (HTMT) ratio. A construct is considered valid if the HTMT ratio value is below 0.9, indicating that constructs are sufficiently distinct from one another.
2. The structural model was evaluated to test the hypotheses by examining the relationships between constructs. The model's predictive strength was measured using the R^2 values of the dependent variables. Bootstrapping was applied to estimate the path coefficients, enabling hypothesis testing through significance values.

3. RESULTS AND DISCUSSION

Measurement Model

The measurement model evaluates the constructs in this study for both validity and reliability, addressing convergent and discriminant validity. Convergent validity assesses the outer loadings and AVE. The outer loadings for all indicators in this study are above the cut-off value of 0.708, which confirms that the indicators are reflective of the research construct. The Average Variance Extracted (AVE) values for all constructs are above 0.50, indicating that each construct accounts for more than 50% of the variance in the indicators, thereby supporting convergent validity. Additionally, construct reliability was measured using Composite Reliability (CR) and Cronbach's alpha. If the CR and Cronbach's alpha values exceed the cut-off threshold of 0.70, the constructs are considered reliable (Hair et al., 2022). In this study, the CR values exceeded 0.850, and the Cronbach's alpha values were above 0.779, indicating the high reliability of all constructs (Hair et al., 2022). Therefore, the indicators and constructs used in this study are both valid and reliable (see Table 3).

Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio, which evaluates the extent to which constructs are distinct when measured reflectively. If the HTMT value exceeds 0.90, it suggests weak discriminant validity, meaning the constructs are not sufficiently distinct (Henseler et al., 2015). The HTMT values for all constructs in this study are below the threshold of 0.90, confirming satisfactory discriminant validity and ensuring that the constructs are conceptually distinct (see Table 4).

Table 3. Measurement Model Assessment

Construct/Item	Outer loading	Cronbach's alpha	CR	AVE
<i>Personal Innovativeness</i>		0.779	0.850	0.534
Innov3	0.676			
Innov4	0.648			
Innov5	0.835			
Innov6	0.780			
Innov7	0.696			
<i>Future Use Behavior</i>		0.833	0.900	0.750
FUB1	0.860			
FUB2	0.855			
FUB3	0.883			
<i>Perceived Ease of use</i>		0.842	0.894	0.678
PEoU1	0.802			
PEoU2	0.870			
PEoU3	0.817			
PEoU4	0.803			
<i>Perceived Usefulness</i>		0.878	0.916	0.734
PU1	0.767			
PU2	0.905			
PU3	0.888			
PU4	0.860			
<i>Social Influence</i>		0.820	0.893	0.736
SocInf1	0.876			
SocInf2	0.883			
SocInf3	0.813			

Table 4. Discriminant Validity Assessment Using HTMT

	(1)	(2)	(3)	(4)	(5)
(1) Future Use Behavior					
(2) Innovativeness	0.424				
(3) Perceived Ease of use	0.457	0.746			
(4) Perceived Usefulness	0.682	0.534	0.663		
(5) Social Influence	0.649	0.347	0.386	0.614	

Structural Model

The evaluation of the structural model begins with assessing collinearity to ensure unbiased regression results. This was done using the Variance Inflation Factor (VIF), where values greater than 3 indicate potential collinearity issues that could distort regression estimates (Hair et al., 2022). In this study, the VIF values ranged from 1.000 to 2.150, all of

which are below the critical threshold of 3, indicating that there are no collinearity problems among the constructs.

The structural model was evaluated using several criteria, including the coefficient of determination (R^2), effect size (f^2), and path coefficients (Hair et al., 2022). The R^2 values indicate how much variance in the dependent constructs can be explained by the independent constructs. In this study, the R^2 value for future use behavior was 0.418, suggesting that 41.8% of its variance is explained by personal innovativeness, perceived usefulness, perceived ease of use, and social influence. Meanwhile, perceived usefulness had an R^2 value of 0.337, and perceived ease of use had an R^2 value of 0.368, suggesting that the independent constructs account for 33.7% of the variance in perceived usefulness and 36.7% of the variance in perceived ease of use, reflecting a moderate explanatory power within the model. Furthermore, effect size (f^2) was used to determine the strength of the relationships between constructs. Effect size values of 0.02–0.15 represent small effects, 0.15–0.35 represent medium effects, and values greater than 0.35 represent large effects (Hair et al., 2022). In this study, the largest effect size was observed in the relationship between personal innovativeness and perceived ease of use ($f^2 = 0.522$), indicating a strong contribution of personal innovativeness in explaining perceived ease of use. Meanwhile, the relationship between perceived ease of use and perceived usefulness demonstrated a medium effect ($f^2 = 0.327$), suggesting that perceived ease of use also contributes meaningfully to perceived usefulness (see Table 5).

Tabel 5. Structural Model Assessment

Evaluation Criteria	Construct / Relationship	Value	Interpretation
Collinearity (VIF)	Personal Innovativeness	1.512	No collinearity issue
	Perceived Ease of Use	2.150	No collinearity issue
	Perceived Usefulness	1.842	No collinearity issue
	Social Influence	1.213	No collinearity issue
Coefficient of Determination (R^2)	Future Use Behavior	0.418	Moderate explanatory power (41.8%)
	Perceived Usefulness	0.337	Moderate explanatory power (33.7%)
	Perceived Ease of Use	0.368	Moderate explanatory power (36.8%)
Effect Size (f^2)	Personal Innovativeness → Perceived Ease of Use	0.522	Large effect
	Perceived Ease of Use → Perceived Usefulness	0.327	Medium effect
	Perceived Usefulness → Future Use Behavior	0.158	Medium effect
	Social Influence → Future Use Behavior	0.112	Small effect
	Personal Innovativeness → Perceived Usefulness	0.028	Small effect
	Perceived Ease of Use → Future Use Behavior	0.002	Small effect

The path coefficients represent the strength and direction of relationships between constructs. These coefficients were tested for significance using bootstrapping with 10,000 subsamples and 95% confidence intervals. The results revealed that personal innovativeness significantly affected perceived usefulness ($\beta = 0.150$, $t = 2.198^*$) and perceived ease of use ($\beta = 0.609$, $t = 13.718^{**}$), confirming H1 and H3. Perceived ease of use had a significant positive impact on perceived usefulness ($\beta = 0.481$, $t = 8.538^{**}$), which supports H4. For the future use behavior construct, the results showed that it was significantly influenced by perceived usefulness ($\beta = 0.372$, $t = 6.341^{**}$) and social influence ($\beta = 0.315$, $t = 5.569^{**}$), which supports H5 and H7. However, the relationship between personal innovativeness and future use behavior was not significant ($\beta = 0.082$, $t = 1.555$), as was the case for perceived ease of use and future use behavior ($\beta = 0.023$, $t = 0.367$), which rejects H2 and H6 (see table 6).

Table 6. Path Coefficients and Hypothesis Testing Results

Hypothesis	β	t-value	Supported
H1: Personal Innovativeness -> PU	0.150	2.198*	Yes
H2: Personal Innovativeness -> Future Use Behavior	0.082	1.555	No
H3: Personal Innovativeness -> PEoU	0.609	13.718**	Yes
H4: PEoU -> PU	0.481	8.538**	Yes
H5: PU -> Future Use Behavior	0.372	6.341**	Yes
H6: PEoU -> Future Use Behavior	0.023	0.367	No
H7: Social Influence -> Future Use Behavior	0.315	5.569**	Yes

**significant at $p < 0.01$, *significant at $p < 0.05$

This study extends the Technology Acceptance Model (TAM) by incorporating personal innovativeness and social influence to better understand the continued use of digital archiving applications among the young generation in Indonesia. The findings demonstrate that technology adoption behavior is not only determined by users' perceptions of technology characteristics but also influenced by personal factors and social environments. By including these additional variables, this study provides a broader perspective on digital technology adoption in the context of digital archiving applications.

The results indicate that social influence significantly affects future use behavior. This finding supports previous studies suggesting that social interaction, peer recommendations, and social expectations influence users' decisions to adopt and continue using digital technologies (Chua et al., 2018; Indrawati et al., 2020). Among young users, technology-related decisions are often shaped by experiences shared within their social environment, including colleagues, friends, and online communities. Therefore, the adoption of digital archiving applications is not solely an individual decision but is also influenced by the surrounding social context. This finding highlights the importance of creating supportive environments that encourage users to recognize the value of digital record management applications.

Perceived usefulness was also found to be a significant predictor of future use behavior. This result is consistent with TAM, which emphasizes that users are more likely to continue using a technology when they believe that it provides meaningful benefits and improves task performance (Davis, 1989). In the context of digital archiving applications, users are more likely to maintain usage when these applications help them organize, store, and access information more efficiently. This finding suggests that developers and organizations should prioritize functional benefits and user value when promoting digital record applications.

Personal innovativeness was found to significantly influence perceived ease of use and perceived usefulness. This finding indicates that individuals who are more willing to explore new technologies tend to adapt more easily to digital archiving applications and recognize their benefits. This result supports previous studies indicating that innovative users are generally more comfortable with technological changes and new digital systems (Lu, 2014; Rafdinal & Senalasari, 2021). Furthermore, the relationship between perceived ease of use and perceived usefulness confirms the fundamental assumption of TAM that users who experience less difficulty when interacting with technology are more likely to perceive it as beneficial (Davis, 1989).

However, personal innovativeness did not directly influence future use behavior. This result suggests that being open to new technologies may encourage initial acceptance but does not necessarily guarantee continued usage. Continued use appears to depend more on whether users perceive the application as useful and whether they receive social support from their environment. This finding is consistent with previous research indicating that personal innovativeness has a stronger role during the early adoption stage, while long term engagement is influenced by practical benefits and contextual factors (Nuryyev et al., 2020; Strzelecki, 2024).

Interestingly, perceived ease of use did not significantly influence future use behavior. Although ease of use is an important factor in the initial adoption process, it may become less influential when users already have experience with the technology. For digital archiving applications, users may continue using an application not because it is simple, but because it provides useful functions that support their daily activities. This finding contributes to TAM literature by suggesting that the importance of ease of use may decrease after users become familiar with a technology, while perceived usefulness becomes a stronger factor influencing continued usage (Kusdibyo et al., 2023).

Overall, the findings indicate that continued adoption of digital archiving applications among young Indonesians is shaped by a combination of technological perceptions, individual characteristics, and social factors. The extended TAM model provides a more comprehensive explanation of adoption behavior by considering both internal motivation and external influence.

4. CONCLUSION

Perceived usefulness and social influence emerged as significant predictors of continuance intention, indicating that users are more likely to keep using these applications when they perceive practical benefits and receive encouragement from their social environment. Personal innovativeness positively influenced both perceived ease of use and perceived usefulness, but it did not directly affect continuance intention. This suggests that willingness to explore new technology may facilitate initial adoption without being sufficient to sustain continued use. Perceived ease of use likewise had no significant effect on continuance intention, implying that users prioritize the benefits of these applications over their simplicity. This study extends TAM by adding personal innovativeness and social influence, which helps explain why young Indonesians keep using digital archiving applications. In practice, the results suggest that developers and organizations should make the benefits of these tools clear, encourage use through peers and colleagues, and design experiences that keep users engaged over time.

AUTHORS' CONTRIBUTIONS

Mamun Sutisna: Writing original draft preparation. Ideas; formulation or evolution of overarching research goals and aims.
Mohammad Rizal Gaffar: Supervision. **Zhahirah Indrawati Zainuddin:** Supervision.

CONFLICT OF INTERESTS

We state that there are no known conflicts of interest linked with this publication, and that there has been no significant financial assistance for this work that could have influenced its outcome.

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