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ANALYSIS OF TECHNOLOGY ACCEPTANCE MODEL AND DIFFUSION OF INNOVATIONS IN VILLAGE CREDIT INSTITUTIONS OF BALI

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ABSTRACT
This research delves into the perceptions of information system usage through a systematic review approach. It posits the Theory of Diffusion of Innovation as a potential complement to the Technology Acceptance Model (TAM) in influencing technology adoption across various sectors. The study investigates whether the combined application of TAM and the Theory of Diffusion of Innovation can provide a more comprehensive understanding of users' perceptions of information systems, particularly within Village Credit Institutions (LPDs) in Bali. A critical review of five studies by Venkatesh reveals that while TAM primarily focuses on individual perceptions of ease of use and usefulness, a systematic literature review was conducted to explore the broader perspective offered by the Theory of Diffusion of Innovation. Sixteen previous studies related to this theory were analyzed, indicating that TDI provides a more comprehensive view of how innovations spread among information system users within a social context.

KEY WORDS
Technology acceptance model, diffusion of innovation theory, information system usage, village unit cooperative, systematic literature review.

Village Credit Institutions (LPDs) in Bali serve as unique microfinance institutions playing a vital role in the rural economy. As a manifestation of local wisdom, LPDs have existed since ancient times and have evolved with the changing times. Beyond their financial functions, LPDs serve as platforms to uphold the values of mutual cooperation and social balance within Bali's community. However, with the rapid advancement of information and communication technology, LPDs face the challenge of adapting and leveraging technology to remain relevant and competitive. This challenge is further compounded by increasing demands for transparency and accountability from the public. The implementation of information technology in LPDs is expected to enhance operational efficiency, data accuracy, and service quality for members. Moreover, it can strengthen transparency and accountability, thereby increasing public trust.

To understand the factors influencing the acceptance of information technology in Bali's LPDs, this study employs the Technology Acceptance Model (TAM) as a theoretical framework. TAM, one of the most influential models in explaining and predicting technology acceptance, focuses on two primary constructs: perceived usefulness and perceived ease of use. While TAM has proven effective in explaining technology acceptance, it has limitations, including its tendency to overlook contextual and social factors that can influence technology adoption. Additionally, TAM may not fully account for complex technology usage behaviors.

This study seeks to explore the role of the Theory of Diffusion of Innovation in providing a more comprehensive understanding of the factors influencing the acceptance of information systems in LPDs, particularly from contextual and social perspectives. The Theory of Diffusion of Innovation will help explain how new technological innovations, such as information systems, spread and are adopted within a social system, specifically in the context of Bali's Village Credit Institutions. LPDs in Bali possess unique characteristics, being deeply rooted in local culture and wisdom. Values such as mutual cooperation, consensus, and work-life balance underpin the management of LPDs. Therefore, the implementation of information technology in LPDs must consider the existing cultural and social context.

To address these challenges, this study adopts an integrative approach by examining the potential of the Theory of Diffusion of Innovation to complement the limitations of the Technology Acceptance Model identified by Venkatesh in assessing the perceptions of information system usage. The Theory of Diffusion of Innovation will help explain how new technological innovations spread and are adopted within a social system like LPDs. Meanwhile, TAM will focus on individual factors influencing technology acceptance, namely perceived usefulness and perceived ease of use. By integrating these two theories, this study aims to provide a more comprehensive understanding of the factors influencing the acceptance of information systems in LPDs. Furthermore, this study can identify barriers hindering the adoption of information technology in LPDs and formulate effective strategies to overcome these challenges.

Since its introduction by Davis, the Technology Acceptance Model (TAM) has become a dominant model in the study of technology acceptance. Venkatesh, as a central figure in the development of TAM, has made significant contributions to enriching this model. However, his research has also revealed several limitations of TAM, such as a lack of attention to social and organizational contexts, and its inability to explain complex technology usage behaviors. A thorough analysis of Venkatesh's work suggests that while TAM has provided a strong foundation, the model still requires refinement to comprehensively explain the phenomenon of technology acceptance. This research will further examine Venkatesh's work as a benchmark to identify research gaps that can open up opportunities for the development of better technology acceptance models.

Venkatesh has made significant contributions to the development and refinement of the Technology Acceptance Model (TAM). His research consistently expands the scope of TAM by incorporating new variables such as habit, subjective norms, control, intrinsic motivation, and emotions. However, these studies have also identified several limitations of TAM, including a lack of attention to contextual factors such as organizational culture and external environment. Additionally, the complexity of the models developed by Venkatesh, such as UTAUT and TAM3, can pose challenges in practical application. Nevertheless, Venkatesh's work has laid the foundation for subsequent research in the field of technology acceptance. Future research should focus on simplifying models, improving the measurement of psychological variables, and gaining a deeper understanding of the role of contextual factors in influencing technology acceptance.

The Theory of Diffusion of Innovation (TDI) is one of the most influential communication theories in sociology, psychology, and management. Developed by Everett M. Rogers, an American sociologist, and first published in his book "Diffusion of Innovations" in 1962, the theory of diffusion of innovation has been used to explain various phenomena, such as the adoption of new technologies like computers and the internet, and the spread of new ideas, such as social norms and values. The theory of diffusion of innovation is important because it has influenced various fields, helping us understand how new ideas and technologies are adopted by society and has been used to develop effective strategies to promote the adoption of innovations.

METHODS OF RESEARCH

The use of information systems (IS) has become integral to modern organizations. A deep understanding of the factors influencing the adoption and use of information systems is crucial, especially in the context of microfinance institutions such as Village Credit Institutions (LPDs) in Bali. Although the Technology Acceptance Model (TAM) and the Theory of Diffusion of Innovation (TDI) have been the most relevant frameworks for understanding users' perceptions of information systems, based on a critical review of Venkatesh's research on TAM and several studies on TDI as discussed in this research, there remain gaps in the literature regarding the generalizability of findings and the identification of common patterns of information system adoption. This research aims to fill this gap by conducting a critical review of several studies conducted by Venkatesh related to TAM and a systematic literature review (SLR) using the PRISMA framework to identify research gaps, particularly the application of TDI to information system users. Through the SLR approach, this research will systematically identify, evaluate, and synthesize relevant literature related to TDI and its application in various contexts, including its applicability to microfinance institutions, specifically focusing on Village Credit Institutions in Bali. The PRISMA framework will enable researchers to identify previous research related to the Theory of Diffusion of Innovation, key variables, commonly used research methods, and diverse application contexts.

The SLR conducted using the PRISMA framework on the Publish or Perish database from 2015 to 2024 indicates a significant research interest in the application of the Theory of Diffusion of Innovation (TDI) in various contexts, particularly accounting. However, further analysis shows that research specifically applying TDI in an accounting context is still relatively limited. Out of the initial 200 articles, only 16 articles on TDI met the criteria as peer-reviewed research relevant to accounting using keywords related to TDI and the specific topic of this research, which is the use of information systems in financial institutions. This indicates the potential for further research to explore the application of TDI in more depth in an accounting context, particularly regarding contextual variables and practical implications.

Table 1 – Critical Review of Venkatesh's TAM Research

No	Article Title	Excess	Weakness	Critical Questions
1	A Theoretical Extension of the Technology Acceptance Model (2000)	This study extends TAM with the concepts of "perceived control" and "intrinsic motivation"	This research lacks focus on external factors such as culture and social context	Do these new factors actually improve the predictive ability of TAM? How can these factors be measured and operationalized in research?
2	Determinants of Perceived Ease of Use (2000)	This study integrates control, intrinsic motivation, and emotion into TAM	This study does not take into account cognitive and contextual factors	How do these factors relate to perceived ease of use? How can these factors be modified for different cultural contexts?
3	User Acceptance of Information Technology: Towards a Unified View: TAM (2003)	UTAUT development on TAM theory offers a comprehensive model	However, this research does not focus enough on individual and emotional factors	Is UTAUT truly integrated and applicable in all contexts? How can UTAUT be adapted for different cultural contexts?
4	Technology Acceptance Model 3 and a Research Agenda on Interventions (2008)	TAM3 expands TAM2 with hedonic motivation, self-efficacy, and facilitating conditions factors	This research has shortcomings in the complexity of its model which makes it difficult to apply	Do these new factors actually improve the predictive ability of TAM3? How can effective interventions be designed to increase technology acceptance?
5	Extending the two-stage information systems continuance model: incorporating UTAUT predictors and the role of context (2011)	This study extends ISCM with predictors UTAUT and the role of context	This research is less focused on technology factors and system design	How can the role of context be measured and operationalized in research? How can this model be used to predict the continued use of information systems in Bali?

Source: processed data, 2024.

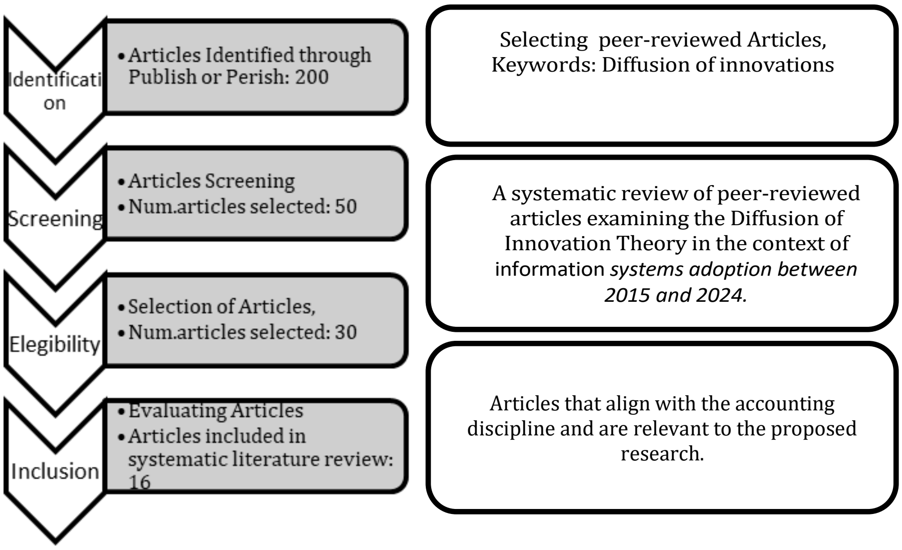

Figure 1 – Systematic Review Method for Diffusion of Innovation Literature (Processed data, 2024)

RESULTS AND DISCUSSION

Research on technology acceptance has become a major focus in recent decades, along with the rapid development of information technology. One of the most dominant models in explaining the phenomenon of technology acceptance is the Technology Acceptance Model (TAM). Venkatesh and his colleagues have made significant contributions to the development and testing of the TAM model through a series of comprehensive studies. Through an analysis of Venkatesh's five main studies, we can see how the TAM model has evolved and developed over time. These studies have identified key factors that influence technology acceptance, as well as providing valuable insights for academics, practitioners, and policy makers.

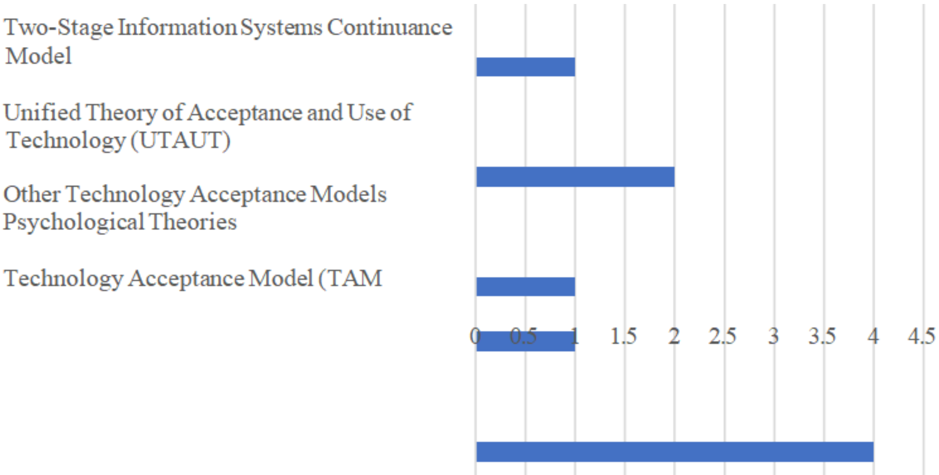

Figure 2 – Theoretical Framework Used in Venkatesh's Research

The results of a review of five studies by Venkatesh, which represent the evolution of the TAM research, demonstrate that TAM has undergone continuous development with the addition of new concepts such as perceived control, intrinsic motivation, hedonic motivation, self-efficacy, and the role of social context. This indicates Venkatesh's efforts to make the TAM model more comprehensive and capable of explaining more complex technology acceptance phenomena. TAM is often integrated with other models such as the Unified Theory of Acceptance and Use of Technology (UTAUT), the Information System Continuance Model (ISCM), and other psychological theories. The data sources for Venkatesh's research are primarily primary data obtained from longitudinal studies. Venkatesh's primary objective in using longitudinal studies in TAM research is to gain a deeper and more comprehensive understanding of the process of technology acceptance and use.

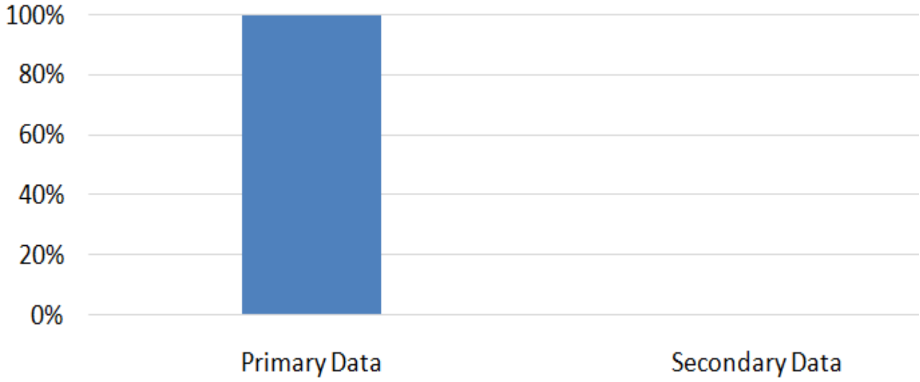

Figure 3 – Sources of Data from Venkatesh's Previous Research

Table 2 – Evaluation of Research on Diffusion of Innovation Theory

No	Article Title	Excess	Weakness	Critical Questions
1	Innovating with Organizational Wikis: Factors Facilitating Adoption and Diffusion of an Effective Collaborative Knowledge Management System (2008)	Identifying some key factors that are important for wiki adoption and diffusion successful organizations, such as management support, user training, and an organizational culture that supports collaboration.	Failing to account for the diversity of organizational contexts and the factors that facilitate adoption	How do the factors that facilitate the adoption and diffusion of organizational wikis differ among different organizations?
2	A comparative analysis of the usage and infusion of wiki and non-wiki-based knowledge management systems (2010)	Conduct a thorough comparative analysis of system usage and infusion wiki and non- wiki based knowledge management.	This study only provides limited recommendations for organizations considering adopting a knowledge management system.	What factors contribute to the success or failure of wiki-based and non-wiki-based knowledge management systems in different contexts? How can knowledge management systems be used to improve collaboration and knowledge sharing within an organization?
3	Diffusion of Innovations Approach to the Evaluation of Learning Management System Usage in an Open Distance Learning Institution (2016)	Using a diffusion of innovation approach to evaluate the use of learning management systems (LMS) in distance learning (ODL) institutions. This approach is suitable for understanding how LMS are adopted and used by students.	Lack of focus on the specific ODL context in which the research was conducted. This may make the findings less relevant to other ODL contexts. Understanding how LMS are adopted and used by students.	How do contextual factors, such as organizational culture and institutional support, influence LMS usage? How can LMS be used to improve the quality of learning in ODL?
4	Exploring User Acceptance Of An Innovative Mobile Payment Service In An Emerging Market: The Moderation Effect Of The Diffusion Stages Of Wechat Payments In China (2016)	Using TAM and TDI theories which have been empirically tested and are relevant to the research context. This study uses longitudinal data that allows for the analysis of the moderating effects of diffusion stages on user acceptance.	Only focus on one mobile payment service, namely WeChat Pay in China. This study did not consider other contextual factors that might influence user acceptance, such as culture, infrastructure, and regulation.	How do other contextual factors, such as culture, infrastructure, and regulation, influence user acceptance of innovative mobile payment services in emerging markets? How do individual differences in user characteristics and behaviors influence their acceptance of innovative mobile payment services?
5	Understanding diffusion of information systems-based services: evidence from mobile banking services (2020)	Makes an important contribution to the understanding of the diffusion of information systems- based services. This study uses an extended Bass model, consider disadoption and re adoption, which provides new insights about the diffusion process.	Only focusing on one case, namely mobile banking services in Indonesia. This study did not consider other possible factors. influencing diffusion, such as social, economic, and political factors. The extended Bass model may not be complex enough to capture all the dynamics of the diffusion process.	How can the role of context be measured and operationalied in research? How can this model be used to predict the continued use of information systems in Bali?
6	Innovation diffusion in tourism: how information about blockchain is exchanged and characterized on socal media (2021)	Providing interesting insights into how blockchain information is shared and characterized on the Socal media platform in the context of the tourism industry. This article contributes to the existing knowledge on innovation diffusion and adoption of new technologies in the tourism industry.	Less focus on the practical implications of his findings. How these findings can be used to improve the diffusion of blockchain innovations in tourism industry?.This article lacks an in-depth analysis of the factors influencing the exchange and characterization of information about blockchain on social media.	How can the findings in this article be used to develop more effective marketing strategies for blockchain technology in the tourism industry? What other factors might influence the exchange and characterization of information about blockchain on Socal media?

7	Factors influencing acceptance of robotics in hospital pharmacy: a longitudinal study using the Extended Technology Acceptance Model (2020)	Give important insights into factors influencing robot acceptance in hospital pharmacies. This study used the Extended Technology Acceptance Model (ETAM) to identify factors that are important during implementation and over time.	It was only conducted in one hospital in Australia, which may limit generalisability to other hospital pharmacies elsewhere. This study focuses only on the factors described by ETAM. Other factors, such as organizational culture, staff training, and management support, may also be important.	What other factors might influence the acceptance of robots in hospital pharmacies? How could this research be expanded to include more hospital pharmacies and different contexts?
8	Knowledge management systems usage: application of diffusion of innovation theory (2016)	Using the diffusion of innovation (DOI) theory to analyze the use of knowledge management systems (KMS) by decision makers in banks in Jordan. This approach provides a powerful framework for understanding these factors influence KMS adoption. This article contributes to the literature on KMS by expanding the scope of DOI research to the Middle Eastern context. This article also identifies several new variables that may influence KMS adoption.	Using a relatively small data sample, namely 341 decision makers. Small sample size may limit the generalizability of research findings. This article uses secondary data collected through a survey. Secondary data can have several limitations, such as data accuracy and completeness. This article uses limited statistical analysis to analyze the data. Further statistical analysis can help to better understand the relationships between research variables.	How can the findings of this study be applied to improve KMS adoption in other contexts? What other factors may influence decision makers' use of KMS? How can this research be continued to strengthen the generalizability of the research findings?
9	A methodology for improving the practical relevance of belief-based information technology usage theories (2021)	Emphasizing the importance of beliefs in understanding and predicting the use of information technology. This is a valuable contribution to this field of research. This article provides an example of the application of the proposed methodology in the context of e- business. This can help readers to understand how the methodology can be applied in practice.	Does not discuss in detail how to measure the variables proposed in the methodology. This can make the methodology difficult to implement. This article does not discuss in detail how to validate the results of research using the proposed methodology. This may raise questions about the reliability of the research results.	How can the proposed methodology be applied in different contexts? How to measure the variables proposed in the methodology? How to validate research results using the proposed methodology? What are the limitations of the proposed methodology?
10	Personal Innovativeness and Perceived Quality System for Information System Success: The Role of Diffusibility of Innovation (2021)	Providing a new perspective on the factors influencing information systems (IS) success. This article proposes that personal innovativeness (PI) and perceived system quality (PSQ) can influence IS success through innovation diffusion. This article strengthens the innovation diffusion theory by shows how this theory can be applied to the IS context.	Focuses only on individual factors that influence IS success. This article does not consider contextual factors that may also be important, such as organizational culture and the external environment. This article is lacking in discussing the theoretical implications of its findings. This article can make a greater contribution to diffusion of innovation theory by discussing the theoretical implications of its findings in more detail.	What are the findings in the article? can this be generalized to other IS contexts? How do contextual factors influence the relationships between PI, PSQ, diffusion of innovation, and IS success?
11	The impacts of integrated e-Learning system toward the challenges facing the education sector during and post Covid-19 pandemic (2021)	Provides a comprehensive overview of the potential of e-Learning in addressing educational challenges during and after the Covid-19 pandemic. Emphasizing the importance of integrating e-Learning with existing education systems to ensure its effectiveness. This article highlights the need to consider the digital divide, teacher readiness, and student motivation in e-Learning implementation.	Lack of discussion of concrete solutions to address the digital divide, teacher readiness, and student motivation in e-Learning. This article does not provide a comparative analysis with traditional learning methods in the context of the pandemic. This article does not sufficiently explore the long-term impact of e-Learning on the future educational landscape.	How to ensure equitable and affordable e-Learning access for all students, including those from different socio-economic backgrounds? How to motivate and engage students in online learning, especially those who are easily distracted or have different learning styles? How to develop an innovative and student-centered assessment and evaluation system in the context of e-Learning?

12	The Determinants of the Usage of Accounting Information Systems toward Operational Efficiency in Industrial Revolution 4.0: Evidence from an Emerging Economy (2022)	Give insights into factors influencing AIS use in developing countries. Examining the use of AIS in the context of the Industrial Revolution 4.0 Using valid and reliable quantitative methodology	The lack of generalization to other developing countries means that the findings of this study may not be directly applicable to other developing countries with different economic, social, and cultural conditions.	How can the findings of this study be used to improve the adoption and use of AIS in developing countries? How might the role of AIS evolve in the future as technology and industry evolve in developing countries
13	Mobile wallets in cashbased economy during COVID-19 (2022)	Provides an overview of mobile wallet adoption in various countries, including Indonesia. This article discusses some of the factors driving mobile wallet adoption, such as health concerns and social distancing. This article highlights some of the benefits mobile wallets, such as convenience, security, and efficiency.	Less focus on the negative impacts of mobile wallets, such as potential fraud and data exploitation. This article does not go into depth about the role of government and other stakeholders in promoting mobile wallet adoption. This article does not provide a comparative analysis. in-depth look at mobile wallet adoption across countries.	How can mobile wallets be used to increase financial inclusion in developing countries? What is the role of the private sector in ensuring the security and privacy of mobile wallet users' data? How can governments regulate the use of mobile wallets to prevent fraud and data exploitation? What is the long-term impact of mobile wallets on economies and societies in developing countries?
14	Antecedents and Impacts of Enterprise Resources Planning System Adoption among Jordanian SMEs (2018)	Using valid quantitative methodology to test hypotheses. The findings of this study provide useful insights for SMEs, policy makers and ERP vendors on the factors influencing ERP adoption and its impact on performance.	Only focus on the short- term impact of ERP on SME performance. Long-term impact analysis will provide a more comprehensive picture. This study does not consider external factors, such as the political and economic environment, which may influence ERP adoption and performance.	How do contextual factors, such as organizational culture and political environment, influence ERP adoption in Jordanian SMEs? What are the individual motivations and barriers that influence SMEs' decisions to adopt ERP?
15	Factors Influencing Intent To Use An Educational Management Information System (EMIS): Insights From Private Universities of The United Arab Emirates (2023)	Give valuable insights into the factors influencing the intention to use Educational Management Information Systems (EMIS) in private universities in the United Arab Emirates. The findings of this study can be used to improve the design and implementation of EMIS in private universities in the United Arab Emirates and elsewhere.	It does not consider contextual factors that may influence intention to use EMIS, such as organizational culture and technological infrastructure. This article does not discuss the practical implications of the research findings in detail.	What contextual factors might influence the intention to use EMIS in private universities in the UAE? How can this research be extended to include universities in other countries or in other education sectors?
16	Electronic Payment Behaviors of Consumers under Digital Transformation in Finance-A Case Study of Third Party Payments (2020)	Shows that electronic payments are becoming increasingly popular among consumers, especially with the emergence of e- commerce and mobile payment platforms. This article highlights the important role of third-party payments in facilitating electronic payments, especially for unbanked consumers. This article discusses the impact of digital transformation on industry.	It does not discuss the security aspect of electronic payments, which is an important issue for consumers. It does not discuss the social impacts of digital transformation on the financial industry, such as potential job losses and the digital divide. This article focuses only on a case study in one country, so the findings may not be generalizable to other countries.	How to ensure the security of electronic payments? What is the social impact of digital transformation on the financial industry? How can the findings in this article be generalized to other countries?

Source: processed data, 2024.

Venkatesh's primary contribution to the field of TAM lies in his innovative use of longitudinal studies, enabling a more comprehensive understanding of the dynamics of technology acceptance. Venkatesh's research has enriched the TAM literature by providing strong empirical evidence of the importance of longitudinal research in revealing the complexities of the technology adoption process. Based on the findings of Venkatesh's

research, researchers have identified a research gap: the lack of focus on the social context in the application of TAM to information system acceptance. Venkatesh's findings tend to measure information system acceptance from an individual perspective. Therefore, this research attempts to explore the possibility of using the Diffusion of Innovation Theory (DIT) to help understand users' perceptions of information systems from a social perspective.
The aim of this exploration is to enrich the understanding of the factors that influence technology acceptance in social contexts such as perceptions of information technology use in organizations, companies, banks, and the like.

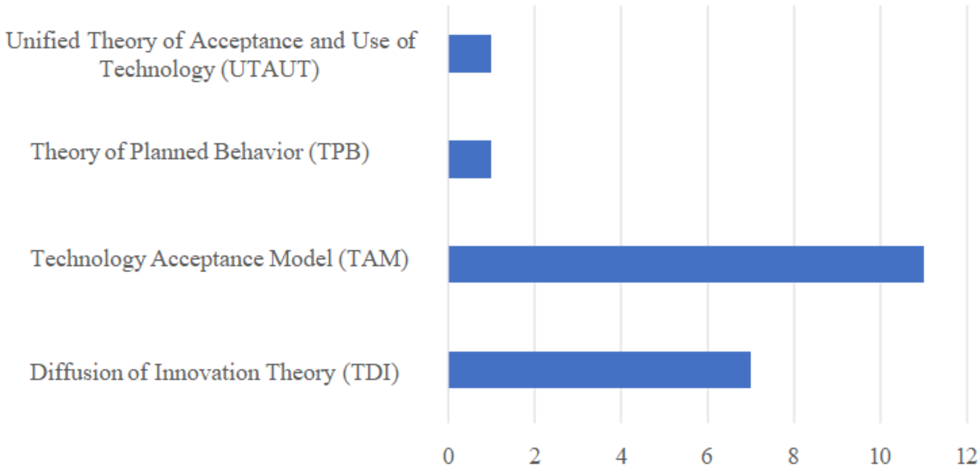

Figure 4 – Theoretical Basis Used in Theory of Innovation Diffusion

The theory of innovation diffusion (TDI), introduced by Everett Rogers, offers a different perspective in understanding how technological innovations spread among individuals and groups. This theory emphasizes social factors, psychological factors, and the characteristics of the innovation itself in influencing the level of adoption. The graph above provides an interesting picture of researchers' preferences in choosing a theoretical basis for research related to technology acceptance, especially in the context of the Theory of Diffusion of Innovations (TDI). It is clear that TAM (Technology Acceptance Model) and TDI dominate the researchers' choices, while UTAUT (Unified Theory of Acceptance and Use of Technology) and TPB (Theory of Planned Behavior) have a lower frequency of use. The dominance of TAM shows that researchers are still very interested in understanding individual factors that influence a person's decision to accept or reject a technology. The concepts of ease of use and perceived usefulness, which are at the heart of TAM, remain relevant and are the main references in many studies. Several previous studies on the application of the Diffusion of Innovation Theory in the adoption of information technology have employed robust methodologies, such as longitudinal studies and valid quantitative data analysis.

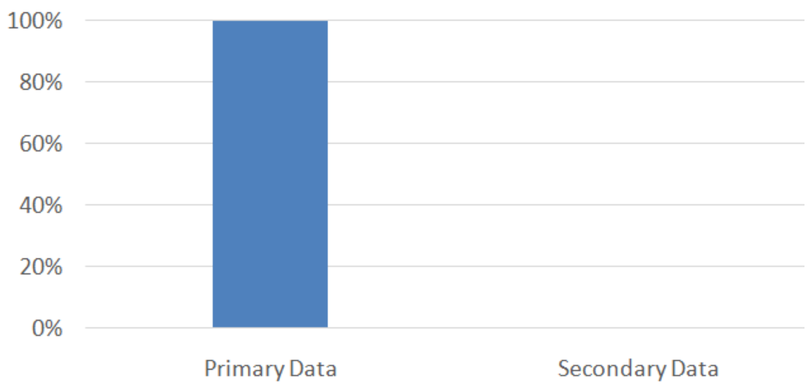

Figure 5 – Sources of Data from Previous Diffusion of Innovation Research

Longitudinal studies with repeated surveys are invaluable research methods for gaining a deep understanding of changes in behavior and technology adoption. Their strengths lie in their ability to track changes over time, identify cause-and-effect relationships, and study the process of change in a step-by-step manner. However, this method also presents several challenges, including high costs, potential respondent dropout, and complex data analysis. In the context of the previous studies referenced in this research, longitudinal studies are highly relevant as they enable researchers to understand how individuals and organizations adapt to rapid technological changes and identify factors influencing successful technology adoption. Nonetheless, it is essential to consider the limitations of this method and select a research design that best suits the research objectives.

A review of 16 research articles on the adoption and diffusion of technology innovations reveals significant contributions to understanding the factors influencing the acceptance of new technologies in various contexts. Several studies have successfully identified key factors such as technology characteristics, user perceptions, and organizational support that influence adoption success. However, there are some limitations that need to be considered. The frequent narrow focus of studies and a lack of consideration for broader contexts limit the generalizability of findings. Additionally, some studies have placed less emphasis on the practical implications of the research findings, making it difficult to directly apply these findings in practice. Methodological limitations such as small sample sizes and a lack of data validation also hinder the drawing of strong conclusions. Overall, this review highlights the need for further research that comprehensively considers various factors influencing the adoption of technological innovations, as well as providing more concrete recommendations for enhancing technology implementation in various sectors.

Based on a review of previous research, both the Diffusion of Innovation Theory and the Technology Acceptance Model (TAM) have significant potential for examining user perceptions of new information technology adoption in Bali's Village Unit Cooperatives (LPDs). TAM, with its specific focus on perceived ease of use and perceived usefulness of a technology, can be employed to predict the level of acceptance of new information technology among LPD users. TAM helps identify the psychological factors influencing users' decisions to accept or reject technology. Meanwhile, the Diffusion of Innovation Theory is highly relevant as it allows researchers to understand how new technological innovations (e.g., cloud-based accounting information systems) spread and are adopted by LPDs with diverse cultures and characteristics. This theory can help identify factors influencing adoption decisions, such as innovation characteristics, communication, and social systems. A combination of TAM and the Diffusion of Innovation Theory will provide a more comprehensive understanding of the technology adoption process in LPDs. By integrating these two theories, researchers can analyze not only the factors influencing the initial decision to adopt technology but also the factors affecting the continued use of technology.

CONCLUSION

This systematic literature review highlights the importance of integrating the Technology Acceptance Model (TAM) and the Theory of Diffusion of Innovation (TDI) in understanding technology acceptance, particularly when applied to financial institutions such as LPDs in Bali. TAM, with its focus on individual perception, provides a strong foundation for understanding the psychological factors that influence individual decisions to adopt technology. On the other hand, TDI offers a broader perspective on how innovation spreads in a social system, encompassing social, cultural, and organizational factors. The integration of these two models allows us to gain a more holistic understanding of the factors that influence the acceptance of new information systems in LPDs, so that we can design more effective strategies to encourage technology adoption. Previous studies have often focused on only one model, resulting in a partial understanding. Integration of TAM and TDI can overcome these limitations by taking into account both individual and social factors. The integration between TAM and TDI becomes very urgent in the context of implementing information systems in LPD Bali. LPD as a financial institution that has strong roots in

Balinese society, operates in a complex and dynamic environment. On the one hand, there is pressure to adopt modern technology to improve efficiency and competitiveness. On the other hand, LPD must also consider the unique social and cultural context, where local traditions and values have a significant influence on individual behavior. TAM, with its focus on individual perceptions of technology, provides a useful framework for understanding the psychological factors that influence the acceptance of information systems. Meanwhile, TDI helps us understand how technological innovation spreads in a social system, including social, cultural, and organizational factors. By combining these two theories, we can gain a more comprehensive understanding of the factors that influence the success of information system implementation in Bali LPD. In addition, this integration allows us to design more effective strategies in overcoming challenges such as resistance to change, resource constraints, and the need to maintain cultural relevance. Thus, the integration of TAM and TDI is not only important to improve the operational efficiency of LPDs, but also to ensure that the implementation of information technology is in line with the values and interests of the Balinese community.

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