

## RINGKASAN

**Latar Belakang:** Perkembangan teknologi dalam era Industri 5.0 menekankan integrasi antara manusia dan teknologi cerdas, seperti AI, yang mampu mengoptimalkan efisiensi dan keberlanjutan organisasi. PT Perkebunan Tambi sebagai salah satu perusahaan agroindustri terkemuka di Indonesia perlu memahami faktor-faktor yang memengaruhi niat karyawan dalam mengadopsi Teknologi Informasi dan Komunikasi (TIK) sebagai langkah awal implementasi AI. **Tujuan Penelitian:** Penelitian ini menganalisis faktor-faktor yang memengaruhi niat karyawan PT Tambi dalam mengadopsi TIK untuk administrasi, menggunakan pendekatan DOI, TAM, TOE, dan UTAUT. **Metode:** Pendekatan kuantitatif diterapkan dengan survei pada karyawan administrasi. Analisis data menggunakan PLS-SEM untuk menganalisis hubungan antar variabel seperti *Relative Advantage*, *Compatibility*, *Social Influence*, *Perceived Usefulness*, *Perceived Ease of Use*, dan *Intention to Use*, dengan Generasi sebagai moderator. **Hasil:** Hasil penelitian menunjukkan bahwa *Relative Advantage* dan *Compatibility* memiliki pengaruh positif signifikan terhadap *Perceived Usefulness* dan *Perceived Ease of Use*. *Social Influence* berpengaruh secara langsung maupun tidak langsung terhadap niat menggunakan TIK, dimediasi oleh *Perceived Usefulness*. *Perceived Ease of Use* juga memperkuat pengaruh *Perceived Usefulness* terhadap niat. **Kesimpulan:** Faktor teknis, organisasi, dan sosial berperan penting dalam mendorong niat karyawan untuk mengadopsi TIK. Rekomendasi strategis mencakup penguatan budaya teknologi, pelatihan adaptasi digital, serta pengembangan infrastruktur yang mendukung integrasi AI di masa depan. **Implikasi:** Penelitian ini memberikan kontribusi teoretis pada pengembangan literatur adopsi teknologi serta menawarkan panduan praktis untuk perusahaan agroindustri dalam menghadapi transformasi berbasis AI.

**Kata Kunci:** Adopsi TIK, Kecerdasan Buatan, Diffusion Innovation Theory, Technology Acceptance Model (TAM)

## SUMMARY

**Background:** Technological developments in the Industry 5.0 era emphasize the integration between humans and intelligent technology, such as AI, which is able to optimize organizational efficiency and sustainability. PT Perkebunan Tambi as one of the leading agro-industrial companies in Indonesia needs to understand the factors that influence employee intention in adopting Information and Communication Technology (ICT) as a first step in AI implementation. **Research Objective:** This study analyzes the factors that influence PT Tambi employees' intention to adopt ICT for administration, using the DOI, TAM, TOE, and UTAUT approaches. **Methods:** A quantitative approach was applied with a survey of administrative employees. Data analysis used PLS-SEM to evaluate the relationship between variables such as Relative Advantage, Compatibility, Social Influence, Perceived Usefulness, Perceived Ease of Use, and Intention to Use, with Generations as a moderator. **Results:** The results showed that Relative Advantage and Compatibility have a significant positive effect on Perceived Usefulness and Perceived Ease of Use. Social Influence has a direct and indirect effect on the intention to use ICT, mediated by Perceived Usefulness. Perceived Ease of Use also strengthens the effect of Perceived Usefulness on intention. **Conclusion:** Technical, organizational, and social factors play an important role in driving employees' intention to adopt ICT. Strategic recommendations include strengthening technology culture, digital adaptation training, and developing infrastructure that supports future AI integration. **Implications:** This study makes a theoretical contribution to the development of technology adoption literature as well as offers practical guidance for agro-industrial firms in the face of AI-based transformation.

**Keywords:** ICT Adoption, Artificial Intelligence, Diffusion Innovation Theory, Technology Acceptance Model (TAM)