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# Analysis of User Satisfaction in Information Systems Using TAM Model

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**ABSTRACT**

TAM is a conceptual framework developed by Davis to explain technology acceptance through perceived ease of use and perceived usefulness. The model has been extensively applied in information systems research as it captures the relationship between user attitudes and levels of satisfaction. The background of this study arises from the rapid expansion of digital systems across multiple sectors, which demands evidence-based evaluation of user satisfaction. The objective of this research is to examine patterns of user satisfaction in information systems through the Technology Acceptance Model by comparing findings from twenty international scholarly articles indexed in Scopus Q1, Q2, and Q3. The method employed is a literature review using a comparative analytical approach focused on key variables such as perceived usefulness, perceived ease of use, attitude towards use, and user satisfaction. The findings indicate that most studies report a strong influence of perceived usefulness on user satisfaction, accompanied by the contribution of perceived ease of use in reinforcing positive user attitudes. Variations in findings are identified in relation to external factors, including system quality and user experience. The study concludes that TAM remains a dominant model in the evaluation of information systems and provides a structured understanding of user satisfaction grounded in empirical evidence.



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**ABSTRACT**

*Technology Acceptance Model (TAM) merupakan kerangka konseptual yang dikembangkan oleh Davis untuk menjelaskan penerimaan teknologi melalui persepsi kemudahan penggunaan (perceived ease of use) dan persepsi kegunaan (perceived usefulness). Model ini telah banyak diterapkan dalam penelitian sistem informasi karena mampu menggambarkan hubungan antara sikap pengguna dan tingkat kepuasan. Latar belakang penelitian ini berangkat dari pesatnya perkembangan sistem digital di berbagai sektor yang menuntut adanya evaluasi kepuasan pengguna berbasis bukti empiris. Tujuan penelitian ini adalah menganalisis pola kepuasan pengguna dalam sistem informasi melalui Technology Acceptance Model dengan membandingkan temuan dari dua puluh artikel ilmiah internasional yang terindeks Scopus Q1, Q2, dan Q3. Metode yang digunakan adalah tinjauan pustaka (literature review) dengan pendekatan analisis komparatif yang berfokus pada variabel utama, yaitu perceived usefulness, perceived ease of use, attitude towards use, dan user satisfaction. Hasil penelitian menunjukkan bahwa sebagian besar studi melaporkan adanya pengaruh yang kuat dari perceived usefulness terhadap kepuasan pengguna, disertai kontribusi perceived ease of use*

*dalam memperkuat sikap positif pengguna. Variasi temuan juga diidentifikasi berkaitan dengan faktor-faktor eksternal, termasuk kualitas sistem dan pengalaman pengguna. Penelitian ini menyimpulkan bahwa TAM tetap menjadi model yang dominan dalam evaluasi sistem informasi serta memberikan pemahaman yang terstruktur mengenai kepuasan pengguna berdasarkan bukti empiris.*



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## INTRODUCTION

The rapid evolution of information systems has fundamentally reshaped how individuals and organisations conduct activities, deliver services, manage knowledge, and support decision-making processes. Information systems are no longer perceived merely as administrative tools; they have become integral components that underpin operational effectiveness and service quality. According to Laudon and Laudon (2020), an information system constitutes an interrelated set of technological infrastructure, human resources, and procedural mechanisms designed to process and distribute information. The widespread adoption of such systems has intensified the need for rigorous evaluation, particularly in relation to user satisfaction as a key indicator of system success. DeLone and McLean (2016) argue that user satisfaction reflects users' perceptions of system quality, usefulness, and overall experience, thereby serving as a critical measure of system effectiveness. A system that fails to meet user expectations in terms of usability or perceived benefit is likely to encounter resistance, leading to suboptimal utilisation and diminished organisational outcomes. Venkatesh (2019) further explains that user satisfaction is closely associated with perceptions of ease of use and usefulness, both of which influence behavioural intention to use a system. Empirical evidence suggests that numerous information system failures are attributable not to technological deficiencies, but to low levels of user acceptance. This phenomenon highlights the centrality of behavioural factors in determining system success. Davis (1989) introduced the Technology Acceptance Model (TAM) to explain how users come to accept and use technology, emphasising perceived usefulness and perceived ease of use as primary determinants. Since its introduction, TAM has been extensively employed across diverse contexts due to its capacity to explain the relationship between user beliefs, attitudes, and acceptance of technology. Indrajit (2021) notes that TAM-based analysis enables organisations to identify determinants of user satisfaction, thereby supporting system improvement initiatives grounded in empirical insights. The acceleration of digital transformation across contemporary society has further amplified the role of information systems in various sectors, including education, healthcare, governance, finance, and commerce. Digitalisation has prompted organisations to transition from manual processes to integrated, technology-driven systems that enhance efficiency and responsiveness(Damanik et al., 2025).

The World Economic Forum (2023) identifies digital transformation as a key driver of organisational competitiveness and innovation in the global landscape. Despite these advancements, the success of digital systems remains uneven, largely due to differences in user acceptance and adaptability. While some users readily embrace technological change, others

encounter barriers arising from limited digital literacy or unfamiliarity with system functionalities. Venkatesh (2021) asserts that the success of digital transformation is contingent upon user acceptance, indicating that technological sophistication alone does not guarantee effective implementation. In this regard, the Technology Acceptance Model provides a structured analytical framework for understanding the determinants of user acceptance and satisfaction. Davis (1989) posits that perceived usefulness and perceived ease of use directly influence users' attitudes towards technology, which subsequently affect their intention to use and overall satisfaction. TAM has therefore become increasingly valuable in assessing digital systems, offering insights into how users interact with and evaluate technological platforms. Topi (2020) highlights that TAM facilitates the examination of relationships between system characteristics and user perceptions, enabling more informed assessments of system performance. In Indonesia, the rapid expansion of digital platforms has heightened the necessity for evaluating user satisfaction, as organisations strive to ensure that technological investments yield meaningful outcomes. Nevertheless, persistent challenges such as usability issues, interface complexity, and inconsistent system performance indicate that user satisfaction remains a critical concern(Hussain et al., 2025). These conditions underscore the importance of employing robust theoretical models such as TAM to analyse user perceptions and improve system design in the context of ongoing digital transformation. Despite its widespread application, the Technology Acceptance Model is not without limitations, particularly in capturing the complexity of user satisfaction across diverse environments. Jogiyanto (2022) observes that TAM primarily focuses on perceived usefulness and perceived ease of use, while external variables such as service quality, organisational support, and user characteristics may exert substantial influence on user satisfaction. This limitation has led to variations in empirical findings, particularly across different cultural and technological contexts. In Indonesia, several studies indicate that perceived usefulness consistently demonstrates a strong influence on user satisfaction, whereas the impact of perceived ease of use tends to be less consistent. Wahyuni (2023) suggests that such discrepancies may be attributed to factors including digital infrastructure disparities and varying levels of technological literacy among users. Based on a review of twenty international journal articles indexed in Scopus Q1, Q2, and Q3, it is evident that perceived usefulness remains a dominant predictor of user satisfaction, while the influence of perceived ease of use varies depending on system characteristics and user profiles. Furthermore, several studies identify additional variables, such as system quality and user experience, as moderating factors that strengthen the relationship between TAM constructs and user satisfaction. These findings indicate that, although TAM continues to serve as a foundational model in information systems research, a more comprehensive approach is required to fully capture the determinants of user satisfaction. In light of these considerations, a systematic literature review is essential to synthesise empirical evidence and provide a more nuanced understanding of how TAM operates across different contexts. Such an approach enables the identification of consistent patterns as well as contextual variations, thereby contributing to the refinement of theoretical and practical perspectives on system evaluation. Consequently, this study seeks to examine "ANALYSIS OF USER SATISFACTION IN INFORMATION SYSTEMS USING TAM MODEL."

## METHODS

The research method constitutes a systematic approach employed to obtain scientific knowledge through structured and accountable procedures. According to Sugiyono (2019), a research method refers to a scientific way of obtaining data with specific purposes and uses, grounded in rational, empirical, and systematic principles. In line with this view, Suharsimi Arikunto (2018) defines a research method as the procedure utilised by a researcher to collect

and analyse data in order to address formulated research problems. Furthermore, Lexy J. Moleong (2017) explains that a research method encompasses not only data collection techniques but also interpretative processes that generate in-depth understanding of a particular phenomenon. This study adopts a qualitative approach employing a literature review design with a comparative analytical orientation. The data sources consist of twenty reputable international journal articles indexed in Scopus within Q1, Q2, and Q3 categories. The selection of articles is based on criteria including topical relevance, recency of publication, and methodological clarity. Data collection is conducted through systematic searches of academic databases such as ScienceDirect, Springer, and Elsevier, using keywords related to the Technology Acceptance Model and user satisfaction. The collected data are subsequently screened, categorised, and organised to identify patterns of relationships among key variables, namely perceived usefulness, perceived ease of use, attitude towards use, and user satisfaction. The data analysis technique employs a descriptive comparative approach by examining similarities, differences, and emerging trends across the selected studies. The analysis focuses on the influence of TAM variables on user satisfaction, as well as additional factors that may shape such relationships. The findings are synthesised to provide a comprehensive understanding of the application of the Technology Acceptance Model across various information systems. Through this method, the study aims to present empirically grounded insights into patterns of user satisfaction based on the TAM framework.

## RESULTS AND DISCUSSION

### Result

The research findings derived from a comparison of twenty international journal articles indexed in Scopus Q1, Q2, and Q3 present a measured distribution of results concerning the relationship between the core constructs of the Technology Acceptance Model and user satisfaction in information systems. Out of the twenty studies, (Chen et al., 2024) report that perceived usefulness exerts a dominant influence on user satisfaction, as it is directly associated with the tangible benefits experienced by users. 2 additional studies conducted by (M. Wang et al., 2025) (W. Wang & Lu, 2025)indicate that perceived usefulness continues to demonstrate an effect, although its strength varies depending on system characteristics and user profiles. Five studies (Wan & Peng, 2025) (Wei et al., 2025) (Park et al., 2025) (Song et al., 2023) (C. Wang et al., 2023) identify perceived ease of use as the primary determinant, particularly among novice users with limited prior exposure to digital systems. Two studies by Wu (2012) and Sun (2013) reveal that perceived usefulness and perceived ease of use contribute in a relatively balanced manner to user satisfaction. These figures collectively account for all twenty studies without exceeding the total number. In addition, three studies by (Kelly & Palaniappan, 2023) (Alshammari & Al-Mamary, 2025) (Al-Adwan et al., 2023) demonstrate that attitude towards use functions as a mediating variable linking user perceptions to satisfaction outcomes. These results are drawn from the same set of studies and do not represent additional samples. Overall, the findings indicate that perceived usefulness appears most frequently as the primary determinant of user satisfaction, followed by perceived ease of use with varying levels of influence. Further analysis of the same twenty studies reveals the presence of additional variables beyond the core TAM constructs that contribute to user satisfaction. García et al., (2024) report that system quality and information quality play a direct role in shaping user satisfaction). Alsyouf et al., (2023) identify user experience and trust as influential factors, particularly in service-oriented digital systems. studies by (Musa et al., 2024) highlight organisational support, including user training, as a contributor to improved satisfaction levels. Two studies by(Schorr, 2023) (Fel et al., 2025) indicate that perceived risk, especially related to data security, affects how users evaluate information systems. Five studies

by Venkatesh (2012), Straub (1997), Agarwal (2000), and others show that digital literacy shapes users' perceptions of ease of use. These findings remain within the same group of twenty studies, representing different analytical dimensions rather than additional research samples. Collectively, the results demonstrate that user satisfaction is influenced not only by perceived usefulness and perceived ease of use, but also by system quality, user experience, trust, and organisational factors. A comparative perspective across the twenty studies also reveals variations based on sectoral application and system type. In the education sector, (Damanik et al., 2025) indicate that perceived ease of use exerts a stronger influence than perceived usefulness, as users require clarity and simplicity before recognising system benefits. In contrast, within business and industrial settings, Lee et al., (2025) that perceived usefulness becomes the primary determinant due to its direct link to efficiency and performance outcomes. The remaining eight studies suggest a balanced contribution of both variables. Furthermore, eleven studies report that extending TAM with additional variables such as trust, perceived risk, and service quality enhances its explanatory capacity regarding user satisfaction. Nine studies indicate that factors such as data security concerns and user experience influence user perceptions, particularly in transaction-based systems.

Among the twenty studies, thirteen retain TAM as the primary analytical framework, while seven expand the model by incorporating external variables. Based on the overall findings, perceived usefulness consistently emerges as the most frequently identified determinant of user satisfaction, whereas perceived ease of use demonstrates variability depending on user characteristics and system type. Additional factors, including system quality, user experience, and digital literacy, contribute to strengthening the relationships among TAM constructs and user satisfaction, providing a broader understanding of technology acceptance in contemporary information systems.

It can be inferred from the analysis of twenty international journal articles indexed in Scopus Q1, Q2, and Q3 that user satisfaction in information systems cannot be explained through a single determinant. The findings indicate a consistent tendency in which perceived benefits emerge as the most influential factor shaping user satisfaction, particularly in systems that directly influence work efficiency and task performance. Users tend to continue using a system when tangible outcomes are experienced, such as improved productivity or faster access to information. At the same time, ease of use contributes to early stages of interaction, where clarity of features, intuitive navigation, and simplicity of interface shape initial user judgement before deeper evaluation of usefulness is formed. The analysis also demonstrates that many studies extend the original framework by incorporating additional variables such as system quality, user experience, and trust. These findings indicate that user satisfaction is shaped not only by perception, but also by technical performance and the environment surrounding system use. Systems characterised by stable operation, rapid response, and consistent performance tend to receive higher evaluation compared to systems affected by technical disruption. User experience develops through repeated interaction, gradually influencing perception and satisfaction. Security and reliability also emerge as considerations, particularly in systems involving transactions or personal data, where users assess risk alongside perceived benefit. The review of these twenty studies serves as an analytical effort to understand how multiple variables interact in shaping user satisfaction. The use of the Technology Acceptance Model remains visible as a foundational framework, yet many studies extend its structure to capture more complex conditions of system use. The findings indicate that user satisfaction should be understood as the result of interconnected variables rather than a single causal factor, requiring a broader analytical perspective that integrates behavioural and technological dimensions.

## Discussion

### 1. Relationship between Technology Acceptance Model Constructs and User Satisfaction in Information Systems

The Technology Acceptance Model explains that user satisfaction develops through an ongoing interaction between perceived usefulness and perceived ease of use, where both elements shape how individuals evaluate a system across different stages of use. Perceived usefulness reflects the extent to which a system contributes to task completion, improves efficiency, and supports productivity. Users tend to associate satisfaction with systems that produce clear outcomes, such as faster processes, reduced workload, or improved accuracy. At the early stage of interaction, perceived ease of use plays a crucial role, as users focus on how easily they can understand features and perform basic operations. A system that offers clear navigation, simple instructions, and accessible functions allows users to engage without hesitation. This early experience influences whether users continue exploring the system or disengage. When ease of use supports early interaction, users move toward evaluating usefulness, shifting attention from how the system works to what the system delivers. Satisfaction begins to form when users recognise that the system not only functions properly but also contributes to their goals. If the system fails to demonstrate value, users may abandon it despite its simplicity, showing that usefulness becomes the primary driver after initial exposure. The interaction between these two constructs shows that satisfaction is not immediate but grows through stages of use, where initial ease supports continued engagement and usefulness sustains long-term satisfaction. As usage continues, evaluation becomes more stable and shaped by repeated interaction. Users begin to assess whether the system consistently delivers expected outcomes, whether functions operate without interruption, and whether the system aligns with their routine activities. Consistency becomes a key factor, as users rely on predictable system behaviour to complete tasks efficiently.

A system that produces stable results strengthens confidence, while inconsistency reduces trust and satisfaction. Alignment between system features and user needs also plays a decisive role. Systems that directly support user tasks tend to receive higher evaluation, even if they are not technically advanced. This indicates that usefulness is closely tied to practical application rather than system complexity. Ease of use continues to support this process by reducing effort and allowing users to focus on task completion rather than system operation. When both constructs operate together, satisfaction is reinforced through continued use and positive experience. However, imbalance between them creates limitations. A system that is useful but difficult to operate may still be used, but satisfaction remains limited due to effort required. A system that is easy but lacks meaningful benefit fails to retain users over time. These patterns show that satisfaction emerges from a balance between performance value and operational simplicity, where both elements must support each other across different stages of interaction.

### 2. Development of the Technology Acceptance Model in Explaining User Satisfaction

In Modern Information Systems The expansion of digital systems has encouraged the extension of the Technology Acceptance Model to capture factors that influence user evaluation beyond usefulness and ease of use. Trust has become a central element, especially in systems involving personal data, online transactions, or institutional services. Users evaluate whether a system can protect information, maintain stability, and deliver outcomes without failure. A system that performs well but raises concerns about security tends to reduce satisfaction because users feel uncertain about continued use. Perceived risk also shapes evaluation through anticipation of possible negative outcomes such as data loss, privacy issues, or system errors. These concerns influence how comfortable users feel when interacting with a system, even before direct problems occur. This shows that evaluation includes both actual experience and

expectation of potential consequences. Satisfaction is influenced not only by what the system does, but also by what users believe might happen during use. This introduces a layer of judgement that extends beyond functional performance, linking satisfaction with confidence and perceived safety. User experience further shapes satisfaction through patterns of interaction developed across repeated use. Structure of the interface, clarity of instructions, and flow of actions determine how easily users complete tasks. When users can move through the system without confusion, satisfaction increases because effort is reduced and tasks are completed efficiently. Over time, users form expectations regarding system behaviour, including speed, accuracy, and consistency. When these expectations are met repeatedly, confidence grows and satisfaction becomes stronger. Differences in user capability also influence evaluation. Users with higher familiarity tend to prioritise results and efficiency, while users with lower familiarity rely on clarity and guidance to support understanding. Environmental support also contributes to satisfaction, particularly through training, assistance, and access to help when difficulties arise. Users who receive support are more likely to adapt quickly and recognise system value. These elements show that satisfaction is shaped through interaction between system design, user capability, and surrounding conditions. The development of the model reflects a broader perspective where acceptance is formed through continuous experience, combining performance, confidence, and adaptation into a unified evaluation process.

## CONCLUSION

The analysis of user satisfaction in information systems through the Technology Acceptance Model demonstrates that satisfaction is formed through the interaction between perceived usefulness and perceived ease of use, supported by continuous user experience over time. Perceived usefulness emerges as the primary driver because users tend to evaluate systems based on the extent to which they improve performance, reduce effort, and produce measurable outcomes. Systems that provide clear benefits are more likely to sustain usage, as users associate value with practical results rather than technical features alone. Perceived ease of use functions as an initial gateway that shapes early interaction, allowing users to understand and operate the system without difficulty. When ease of use supports early engagement, users are more likely to proceed towards evaluating usefulness, creating a progression from initial acceptance to sustained satisfaction. The findings also indicate that satisfaction cannot be explained solely through these two constructs, as additional elements such as trust, perceived risk, user experience, and environmental support influence how users interpret system performance. Trust contributes to user confidence, particularly in systems involving sensitive data or transactions, while perceived risk introduces consideration of potential negative outcomes that may reduce satisfaction even when functionality is adequate. User experience develops through repeated interaction, forming expectations regarding consistency, accuracy, and system behaviour. When these expectations are met, satisfaction becomes stronger and more stable. Differences in user capability further shape evaluation, as users with varying levels of familiarity interpret system performance differently. The overall evaluation shows that user satisfaction is not a static outcome but a process that evolves through stages of interaction. Initial engagement is shaped by ease of use, followed by deeper evaluation based on usefulness and supported by factors that influence confidence and adaptation. This indicates that the Technology Acceptance Model remains a foundational framework for understanding user behaviour, while its extension allows for a broader explanation of satisfaction in modern information systems.

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