

The Influence of Perceived Ease of Use on Attitudes in Using the GaYa Application in Creating a Social Enterprise in The Field of Fine Arts

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Abstract

Indonesian painters often encounter significant economic and social challenges, limiting their ability to exhibit work and access the art market. Virtual galleries (VGs) offer a promising avenue to overcome these barriers, with applications like GaYa designed to facilitate digital exhibitions and curation and foster social enterprise in fine arts. However, successful adoption hinges on user perceptions. This study investigates the influence of Perceived Ease of Use (PEOU) on painters' attitudes toward the Use GaYa application, utilizing the Technology Acceptance Model (TAM) framework. It specifically examines the direct and indirect relationships involving PEOU, Perceived Usefulness (PU), and Attitude Toward Use GaYa. Data were collected via questionnaires from 120 painters across Semarang, Yogyakarta, and Surakarta and analyzed using Generalized Structured Component Analysis (GSCA). The results demonstrate that PEOU significantly positively influences both PU ($CR = 3.87, p < 0.05$) and A ($CR = 3.22, p < 0.05$). Furthermore, PU exerts a strong, significant positive influence on A ($CR = 14.0, p < 0.05$). These findings confirm that painters' belief in the ease of using GaYa enhances their perception of its Usefulness and fosters a positive attitude towards its adoption. The study validates the relevance of TAM in the context of fine arts. It underscores the critical importance of designing user-friendly and beneficial virtual gallery platforms to support artists' engagement and professional development.

Keywords: Technology Acceptance Model (TAM), Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Use GaYa, Virtual Gallery

1. Introduction

Painting activities in Indonesia are often faced with economic and social challenges. Some painters view artwork as a commodity that is a source of livelihood, while others consider it a pure expression of the artistic soul without considering economic value (Rachmadani, 2023). Although idealistic, this second view often impacts painters' economic well-being due to the lack of market awareness of the value of art. On the other hand, the low public appreciation of painting has also strengthened the stereotype that painters are synonymous with poverty (Rachmadani, 2023). A painter's existence is often determined by how often he exhibits or has access to art galleries. However, the organization of physical exhibitions requires significant costs and logistics that are not simple (Zhang et al., 2023). In this context, virtual gallery technology is a new opportunity to

expand the reach and involvement of artists in art exhibitions digitally. Virtual galleries can bridge the needs of painters and markets with higher efficiency and enable more transparent and structured digital curation (Lee, H. K., Park, S., & Lee, Y., 2022; Lederer et al., 2000).

Along with the development of information technology, virtual galleries have emerged as an innovative solution to facilitate digital art exhibitions. This innovation allows painters to exhibit their work without the geographical restrictions or high costs usually accompanying conventional exhibitions. One of the technologies developed is the GaYa app, which provides a digital showroom for painters and involves curators in the curation process to guarantee transparency in the price and quality of the artwork. In this kind of technology adoption context, understanding the factors that influence user attitudes is crucial. One of the main variables in the *Technology Acceptance Model* (TAM) is *Perceived Ease of Use* (PEOU), which is defined as the level of individual confidence that the use of a technological system does not require a great deal of effort (Davis, 1989). Previous research has shown that when users find technology easy to use, they are more likely to develop positive attitudes toward it (Scherer et al., 2019; Yi & Hwang, 2003). In the context of GaYa's application, this perception of convenience can play a significant role in shaping painters' attitudes toward the use of virtual galleries, especially for those who are not yet familiar with digital platforms. Therefore, this study examines how perceived *ease of use* affects attitudes toward using the GaYa application as a virtual gallery in fine arts.

The Technology Acceptance Model is a theoretical framework that aims to understand the factors influencing individuals' intention to adopt and use new technologies. One key variable in the Technology Acceptance Model is perceived ease of use, which refers to the extent to which individuals believe that using a particular system would require minimal effort or difficulty (Dlodlo & Mafini, 2013). Studies have shown that perceived ease of use significantly impacts individuals' attitudes toward using technology. For example, if individuals perceive a technology as easy to use, they are more likely to develop a positive attitude toward it. This positive attitude, in turn, increases their intention to adopt and use the technology.

Furthermore, research suggests that perceived ease of use indirectly influences attitudes toward using technology through its impact on perceived Usefulness. In other words, if individuals believe that a technology is easy to use, they are more likely to see it as beneficial, increasing their attitude toward using it (Yi & Hwang, 2003). The Technology Acceptance Model (TAM) is a widely used theoretical framework that explains how users' attitudes and perceptions toward a technology influence their intention to use it and, ultimately, their actual usage (Scherer et al., 2019). The model posits that two key factors, perceived Usefulness and perceived ease of use, are the primary determinants of user acceptance. Perceived Usefulness refers to the degree to which an individual believes that using the technology will improve their performance or productivity, while perceived

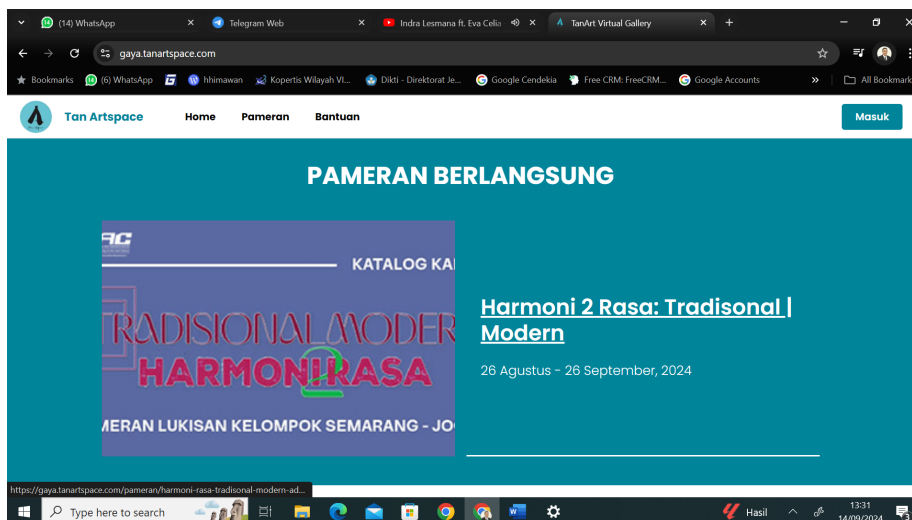
ease of use refers to the degree to which an individual believes that using the technology will require minimal effort.

2. Literature Review

Virtual Gallery. Virtual gallery and exhibit space software require users to navigate 3D environments and interact with digital artifacts, which may pose challenges for some users. Therefore, understanding how perceived ease of use impacts attitudes toward using this technology is important for designers and developers to create more user-friendly and accessible virtual experiences (Scherer et al., 2019; Saadé, 2007; Nawi et al., 2022).

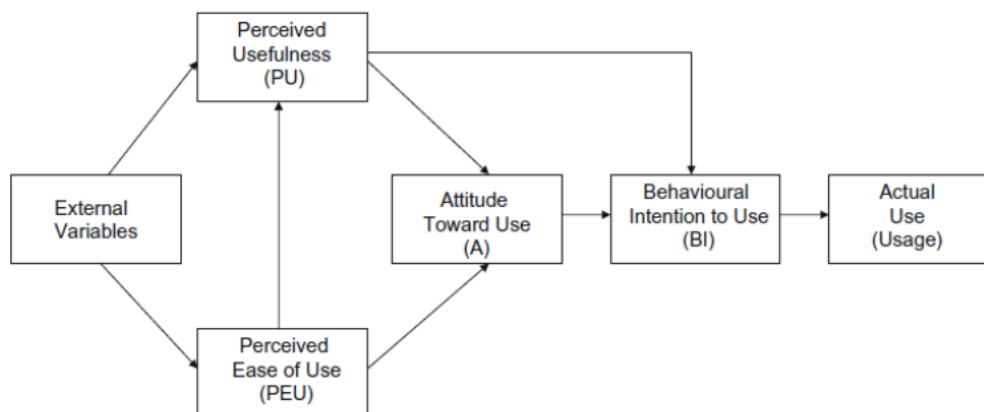
GaYa. GaYa is a web-based application that combines three painting entities: painters, curators of paintings, and art enthusiasts. With this application, a painter can open an exhibition and exhibit his paintings that a curator has curated. Curation activities by a painting curator are important to obtain price transparency and other knowledge about a painting. A painter should set the selling price according to the curator's direction. With this more transparent information, buyers will no longer hesitate to purchase transactions. This GaYa application will make it easier for a painter to introduce his work to the broader public. Art connoisseurs will no longer hesitate to buy because of the curation from the curator for each painting exhibited. Tan Art Space, as the manager, can also organize a painting exhibition involving more than one painter. Thus, the painter's work can be installed for a longer time.

Figure 1. Web GaYa page



Technology Acceptance Model (TAM) and its development. TAM hypothesizes that the acceptance and use of technology can be explained from the user's internal side, such as beliefs, attitudes, and intentions. Thus, TAM can predict the acceptance and use of future technologies by implementing TAM when the new technology is introduced. TAM uses four internal variables to determine interest in using technology: PEOU, PU, attitude toward use GaYa, and behavioral intention to use (BI). TAM uses BI as a dependent and independent variable, where BI as a dependent variable is used to test the validity of PU and PEU variables and as an independent variable to predict actual usage (Davis, 1989; Davis et al., 1989).

Figure 2. Model Technology Acceptance Model (TAM)



Perceived Usefulness (PU). Perceived Usefulness is essential to measure IT usage satisfaction (Davis, 1989; Venkatesh et al., 1996). Perceived Usefulness is "the extent to which an individual believes that using a particular IT will improve the quality of his or her work" (Davis, 1989). When performance enhancement is associated with rewards such as promotion or incentive, Usefulness can trigger attitudes towards technology (Vroom, 1964). Perceived Usefulness is usually measured by performance improvement, effectiveness, productivity, and overall Usefulness (Davis, 1989; Venkatesh and Davis, 2000). Previous research studies have shown that IT usage satisfaction is highly correlated with Usefulness, such as Bhattacharjee (2001). A person who can feel the Usefulness of an IT will be more likely to feel satisfied than someone who does not understand its Usefulness. The relationship between perceived ease of use and attitude toward using technology has been well documented in the extant literature. Studies have found that when users perceive technology as easy to use, they are likelier to develop a positive attitude toward it. It is because a technology perceived as easy to use can enhance a user's sense of self-efficacy and control, leading to more positive attitudes. For example, one study found that perceived ease of use influenced

attitudes toward web-based information systems through its impact on self-efficacy and enjoyment. Similarly, another study showed that the effect of technology readiness on use intention was fully mediated by both perceived Usefulness and ease of use (Lin et al., 2005).

Perceived Ease of Use (PEOU). Perceived Ease of Use is defined as "the extent to which a user believes that using a particular technology will be liberating from making an effort" (Davis, 1989). The type of IT that a person feels makes it easier or less complicated to use may be more interesting to use (Davis, 1989). Ease of Use is measured by items such as ease of use or operation of technology, ease of getting work done, and ease of learning (Davis, 1989; Venkatesh and Davis, 2000). Previous research has shown that there is a strong and positive relationship between PU and PEOU (Wu & Chen, 2005; Pai et al., 2011).

Attitude toward Use GaYa. Attitude is defined as a state of individual mental readiness that is formed through experience to act towards all objects and situations associated with it (Allport, 1933). In the context of this study, attitude toward the use of GaYa is an attitude in using the GaYa application. If an application is perceived to be challenging to use, users tend to have a negative attitude towards the application (Mantello et al., 2023). A person develops positive or negative attitudes about using GaYa applications based on evaluating usability and ease of use (Taylor and Todd, 1995). The user's attitude towards an application is the main factor that determines whether someone accepts or rejects the system (Davis, 1985).

3. Research Method

A painter will be recognized for his existence when they can show his work to the public. Usually, a painter holds his work at an exhibition; it would be even better if a painter had a gallery. However, a painter still has to fight for his life in Indonesia because of the low public appreciation for painting. Let alone having a gallery; most Indonesian painters can only exhibit their work in free exhibition venues. With GaYa, a web-based application that allows painters to have a virtual gallery, it should make it easier for painters to publish their work in a wider scope and at a lower cost. Supported by the ease of joining and operating the application, more painters should join. Especially if painters feel the benefits of this GaYa application, more painters will use it. This study examines the relationship between variables that affect PEOU and PU of Davis' (1989) TAM model on the use of GaYa applications. Figure 3 shows the research model and Based on empirical studies, frameworks and conceptual development, the hypotheses in this study are showed in table 1.

Figure 3. Research Model

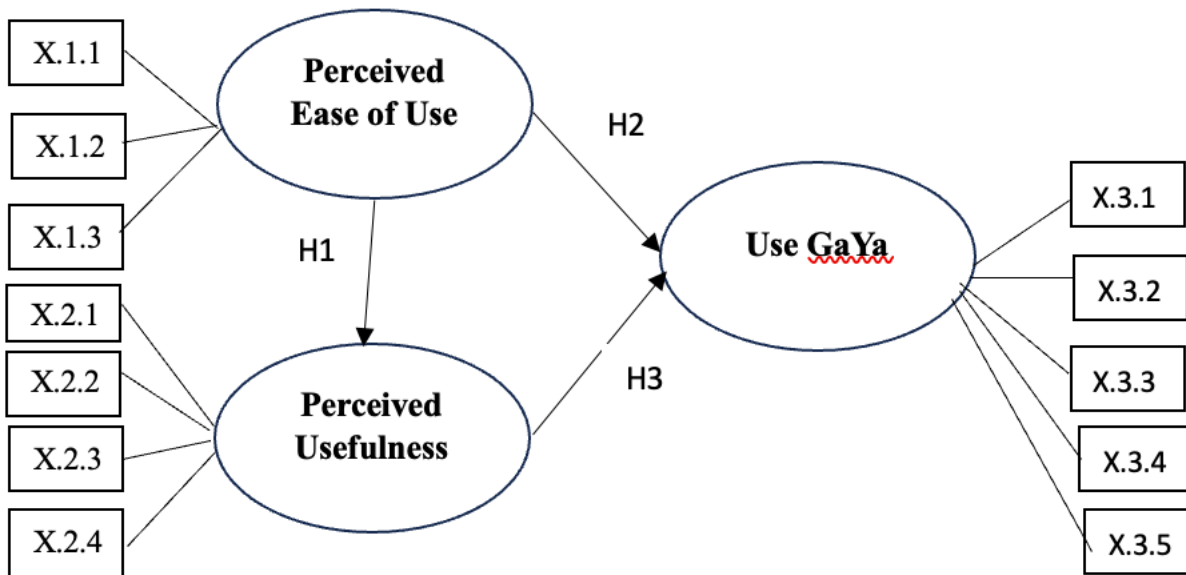


Table 1. Hypothesis and Source Formulation

No.	Formula	Theory	Previous research
H1	<i>Ease of use affects Usefulness</i>	TAM, Davis (1989)	Chen, L., & Aklikokou, A. K., 2019; Tahar, A., Riyadh, H. A., Sofyani, H., & Purnomo, W. E. 2020; Ahmad Daragmeh, Csaba Lentner, Judit Sági (2021); Humida, T., Al Mamun, M.H. & Keikhosrokiani, P (2022).
H2	<i>Ease of use affects the use GaYa</i>	TAM, Davis (1989); MOPTAM, Van Biljon dan Kotze(2008)	Chen, L., & Aklikokou, A. K., 2019; Tahar, A., Riyadh, H. A., Sofyani, H., & Purnomo, W. E. 2020; Ahmad Daragmeh, Csaba Lentner, Judit Sági

			(2021); Humida, T., Al Mamun, M.H. & Keikhosrokiani, P (2022).
H3	<i>Usefulness</i> affects the use <i>GaYa</i>	TAM, Davis (1989); MOPTAM, Van Biljon dan Kotze(2008)	Chen, L., & Aklikokou, A. K., 2019; Tahar, A., Riyadh, H. A., Sofyani, H., & Purnomo, W. E. 2020; Ahmad Daragmeh, Csaba Lentner, Judit Sági (2021); Humida, T., Al Mamun, M.H. & Keikhosrokiani, P (2022).

The study was conducted on 120 painters from various Semarang, Yogyakarta, and Surakarta painting communities. The distribution of respondents by age is as follows:

Table 2. Distribution of Respondents by Age

Age	Frequency	Percentage
31 - 40 Years	112	93.33%
> 40 years	8	6.67%
Total	120	100%

The research was conducted on painters who are members of the painter community spread across Semarang, Yogyakarta, and Surakarta. Data collection was carried out by filling out a questionnaire. This filling activity lasted for 2 weeks in an exhibition activity. The hypothesis test in this study used *the Generalized Structured Component Analysis (GSCA)* method.

Respondent's perception of the research variables: The interpretation of the description of the variables of this study is based on the percentage and mean score of the answer to each question/statement item on the research questionnaire. In the research questionnaire, alternative answers were given with the lowest score of 1 and the highest score of 5. To provide an interpretation of the score of each item of the research variable, the author sets the criteria for classifying the score into five classes by first calculating the class interval with the following formula:

Range = (highest value-lowest value)/(Number of classes), (Dajan A, 2010)

Range = (5-1)/5= 0,8

Furthermore, the author sets the criteria for assessing the score of each research variable as follows:

Table 3. Score Interpretation Criteria

Score	Interpretation
1,00 – 1,80	Very low
1,81- 2,60	Low
2,61 – 3,40	Neutral
3,41 – 4,20	High
4,21 – 5,00	Very high

Respondents' Perception of the Ease of Use

Table 4. Respondents' Perception of the Ease of Use

		Respondent's Answer					Mean
		SS	S	RR	TS	STS	
X.1.1	F	28	78	14	0	0	4.11
	%	23.0%	64.6%	11.9%	0.0%	0.0%	
X1.2	F	24	85	11	0	0	4.10
	%	19.8%	70.8%	9.5%	0.0%	0.0%	
X.1.3	F	26	82	12	0	0	4.10
	%	21.4%	67.9%	10.3%	0.4%	0.0%	
Mean							4.10

The calculation results show that out of 120 respondents, at most, 64.6% agreed that this GaYa application is straightforward to understand. Then, 23.0% of respondents stated that they strongly agreed that they Believe this GaYa application is very easy to understand. This item's average of 4.11 indicates that respondents agree that this GaYa application is straightforward to understand.

Out of 120 respondents, 70.8% agreed that MSFA devices were very easy to use. Then, 19.8% of respondents stated that they strongly agreed that the GaYa application is very easy to use. This item's average of 4.10 indicates respondents are likely to agree that the GaYa app is very easy to use. Furthermore, out of 120 respondents, a maximum of 67.9% agreed that the GaYa application was straightforward to operate. Then, 21.4% of respondents stated that they strongly agreed that the GaYa application is very easy to operate. This item's average of 4.10 indicates respondents are likely to agree that the GaYa app is very easy to operate.

Respondents' Perception of the Usefulness

Table 5. Respondents' Perception of the Usefulness

		Respondent's Answer					Mean
		SS	S	RR	TS	STS	
X.2.1	F	38	70	10	2	0	4.20
	%	31.7%	58.4%	8.2%	1.6%	0.0%	
X.2.2	F	29	67	17	7	0	3.98
	%	23.9%	55.6%	14.4%	5.8%	0.0%	
X.2.3	F	25	74	13	8	0	3.97
	%	20.6%	61.3%	11.1%	6.6%	0,0%	
X.2.4	F	39	71	5	5	0	4.20
	%	32.5%	58.4%	4.5%	4.5%	0.0%	
Mean							4.09

The results showed that out of 120 respondents, 58.4% agreed that the GaYa application was useful for making it easier to complete work. Then, 31.7% of respondents strongly agreed that the GaYa application was useful for making it easier to complete work. The average of this item of 4.20 indicates that respondents agree that the GaYa application is useful for making it easier to complete work. Then, out of 120 respondents, a maximum of 55.6% agreed that the GaYa application accelerates the completion of work because the frequency of exhibitions can be increased. Then, 23.9% of respondents stated that the GaYa application speeds up work completion because exhibitions can be more frequent. The average of this item of 3.97 indicates that respondents agree that the GaYa application speeds up work completion because exhibitions can be more frequent. Furthermore, out of 120 respondents, a maximum of 61.3% agreed that the GaYa application produces the right work, namely the increase in the number of viewing/buying transactions. Then, 20.6% of respondents strongly agreed that the GaYa application produces the right work, namely increasing the number of viewing/buying transactions. The average of this item of 3.97 shows that respondents agree that the GaYa application produces work appropriately, namely an increase in the number of viewing/buying transactions. Next, out of 120 respondents, 58.4% agreed that the GaYa application makes painters feel more efficient in creating exhibitions/galleries. Then, 32.5% of respondents stated that the GaYa application makes painters feel more efficient in creating exhibitions/galleries. The average of this item of 4.20 shows that respondents agree that the GaYa application makes painters feel more efficient in creating exhibitions/galleries.

Respondents' Perception of the Use GaYa Variable

Table 6. Respondents' Perception of use the GaYa

		Respondent's Answer					Mean
		SS	S	RR	TS	STS	
Y.1.1	F	32	71	10	7	0	4.06
	%	26.3%	59.3%	8.6%	5.8%	0.0%	
Y.1.2	F	26	76	14	4	0	3,97
	%	21.4%	63.4%	11.9%	2.9%	0.4%	
Y.1.3	F	27	78	11	4	0	4.07
	%	22.6%	65.0%	9.5%	2.9%	0.0%	
Y.1.4	F	16	87	17	0	0	3.99
	%	13.6%	72.0%	14.4%	0.0%	0.0%	
Y.1.5	F	20	68	22	9	1	3.84
	%	16.9%	56.4%	18.5%	7.4%	0.8%	
Mean							3.98

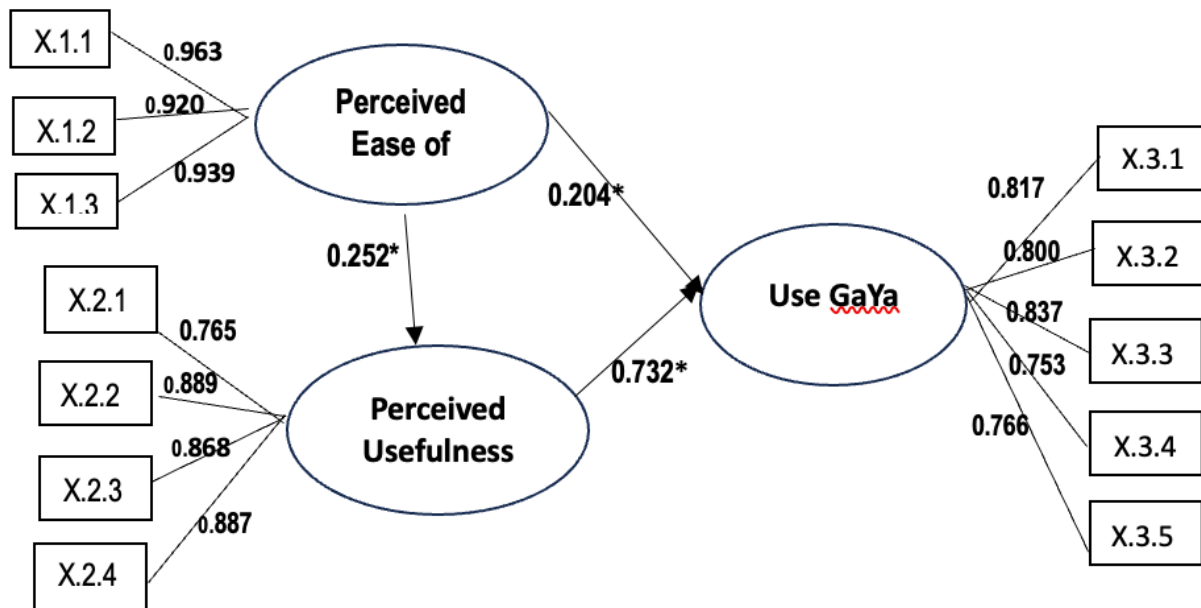
The calculation results show that out of 120 respondents, 59.3% agreed that painters feel comfortable when interacting with the GaYa application. Then, 26.3% of respondents stated that they strongly agree that painters feel comfortable when interacting with the GaYa application. This item's average of 4.06 indicates that respondents tend to agree that painters feel comfortable interacting with the Gaya app. Out of 120 respondents, 63.4% agreed that storing painting data in the GaYa application is convenient. Then, 21.4% of respondents stated that they strongly agreed that storing painting data in the GaYa application is convenient. This item's average of 3.97 indicates that respondents agree that storing deep painting data in the GaYa application is convenient. Furthermore, out of 120 respondents, 65.0% agreed that painters like to use the Gaya application because of the secure system. Then, 22.6% of respondents strongly agreed that painters enjoy using the GaYa application because of the secure system. This item's average of 4.07 indicates that respondents likely agree that painters enjoy using the GaYa app because of the secure system. Next, out of 120 respondents, 72.0% agreed that they were happy with the completeness of the system. Then, 14.4% of respondents expressed doubts that they were happy with the completeness of the system. The average of this item of 3.99 indicates that respondents agree that they are happy with the completeness of the system. Out of 120 respondents, a maximum of 56.4% agreed that because of the attractive appearance of the GaYa application, painters are willing to continue using it. Then, 18.5% of respondents expressed doubts that because of the attractive appearance of the GaYa application, painters would want to continue using it. The average of this

item of 3.84 indicates that respondents tend to agree that because of the attractive appearance of the GaYa application, painters are willing to continue using it.

4. Finding and Discussion

The hypothesis test in this study used *the Generalized Structured Component Analysis (GSCA)* method.

Figure 4. the Flowchart of the Research Results



Direct Effect Hypothesis Testing. This test is intended to test whether exogenous variables have a direct influence on endogenous variables. Significance testing can be found through the *critical ratio* (CR) value. The test criteria state that if the *critical ratio* (CR) is marked with an asterisk or *critical ratio* (CR) $\geq$ t-table ($t=2.00$, $\alpha=5\%$), then it is stated that there is a significant influence of exogenous variables on endogenous variables. The results of the analysis can be found through the summary in the following table,

Table 7: Direct Effect Hypothesis Analysis

Exogenous	Endogenous	Estimate	SE	CR
Perceived Usefulness	Use GaYa	0.732	0.052	14.0*

Perceived Ease of Use	Usefulness	0.252	0.065	3.87*
Perceived Ease of Use	Use GaYa	0.204	0.063	3.22*

Hypothesis 1 is the effect of Perceived Ease of Use on Perceived Usefulness. The test results in the table above show that the *critical ratio* (CR) value between ease of use and Usefulness is 3.87* (marked with an asterisk). It means that $CR > t\text{-table}$ ($t=2.00$, $\alpha=5\%$). Therefore, Perceived Ease of Use GaYa has a direct significant influence on Perceived Usefulness. Thus, hypothesis 1 is fulfilled. Hypothesis 2 is the effect of Perceived Ease of Use Gaya. The test results in the table above show that the *critical ratio* (CR) value between Ease of Use GaYa and Use m-SFA is 3.22* (marked with an asterisk). It means that $CR > t\text{-table}$ ($t=2.00$, $\alpha=5\%$). Therefore, Perceived Ease of Use has a direct significant influence on Use GaYa. Thus, hypothesis 2 is fulfilled. Hypothesis 3 is the effect of Perceived Usefulness on Use GaYa. The test results in the table above show that the *critical ratio* (CR) value between perceived Usefulness and Use GaYa is 14.0* (marked with an asterisk). It means that $CR > t\text{-table}$ ($t=2.00$, $\alpha=5\%$). Therefore, Perceived Usefulness has a significant influence on the Use GaYa. Thus, hypothesis 3 is fulfilled.

This study aimed to investigate the influence of PEOU and PU on Attitude Toward Use the GaYa virtual gallery application among Indonesian painters, utilizing the Technology Acceptance Model framework. The findings provide significant insights into the adoption dynamics of digital platforms within the fine arts sector in this specific context. All three proposed hypotheses were statistically supported, confirming the applicability and relevance of the core TAM constructs.

The first key finding confirmed that PEOU significantly positively influences PU (H1 supported). When painters perceive the GaYa application as straightforward and requiring minimal effort, they are significantly more likely to believe it will help enhance their professional activities, such as exhibiting artworks, reaching broader audiences, and managing their digital presence. This result strongly aligns with the extensions of TAM, such as TAM2 (Venkatesh & Davis, 2000), which posits PEOU as a direct determinant of PU, especially during the initial stages of technology adoption. For artists potentially navigating new digital tools, the initial usability experience is crucial in shaping their perception of the technology's value proposition. This finding resonates with studies like Chen, L., & Aklikokou, A. K. (2019) and Humida, T. et al. (2022), which also found PEOU influencing usefulness perceptions in different technology adoption contexts (e-government and e-learning, respectively).

Secondly, the study demonstrated that PEOU has a significant positive influence on Attitude Toward Use GaYa (H2 supported). This direct positive relationship underscores that an intuitive and user-friendly interface is not merely a facilitator for PU but also directly contributes to a more favorable disposition towards using the GaYa application. Painters who found the platform easy

to navigate and interact with developed a more positive attitude towards its adoption, indicating that ease of use impacts attitude directly, alongside its effect on PU. Consistent with the original TAM proposition (Davis, 1989), this finding underscores the affective dimension of usability: when interaction feels effortless, it generates positive feelings that directly enhance the user's attitude towards the technology (Scherer et al., 2019). For artists who prioritize creative expression over technological complexity, reducing the platform's friction is paramount for fostering acceptance.

Thirdly, and notably with the strongest effect size ($CR=14.0$), the research confirmed that PU significantly positively influences Attitude Toward Use GaYa (H3 supported). This finding powerfully emphasizes that the perceived benefits of using the GaYa application – such as enhanced visibility, the potential for sales, transparent curation, and overcoming geographical limitations – are the most critical drivers of painters' positive attitudes towards the platform. When artists believe that GaYa genuinely helps them achieve their professional goals and address existing challenges (like limited physical exhibition opportunities or market access), their attitude towards adopting and using it becomes significantly more positive. This result echoes the foundational work of Davis (1989) and is consistent with numerous TAM studies across various domains, including Igbaria (1994) which emphasized the role of Usefulness in technology acceptance. While some studies like Tahar A. et al. (2020) found PU non-significant for e-filing adoption in their specific context (potentially due to mandatory usage or different user motivations), our finding strongly suggests that for a discretionary tool like a virtual gallery aimed at professional artists, the perceived value and utility are indispensable for fostering positive attitudes and subsequent adoption. It aligns with Ahmad Daragmeh et al. (2021) findings regarding the importance of perceived benefits in Fintech adoption.

This research contributes to the body of knowledge by validating the core tenets of TAM within the relatively under-explored context of Indonesian fine artists and virtual gallery technology. It confirms the model's robustness and generalizability beyond traditional organizational or consumer settings. Specifically, it reinforces the causal chain where PEOU influences both PU and Use GaYa, and PU is a strong predictor of Use GaYa. The findings highlight that the fundamental drivers of technology acceptance – perceived ease and perceived benefits – remain critically important even in creative fields. It also suggests that the PU construct is particularly salient for technologies designed to support professional practice and potentially function as a social enterprise tool.

5. Conclusion

This study successfully applied the Technology Acceptance Model (TAM) to elucidate the factors influencing Indonesian painters' attitudes toward adopting the GaYa virtual gallery application. The findings conclusively demonstrate that PEOU significantly and positively influences both PU and Attitude Toward Use GaYa. It highlights that an intuitive and effortless user experience shapes artists' initial perceptions and overall disposition toward the technology. Crucially, PU emerged as a powerful positive predictor of Attitude Toward Use GaYa, underscoring that the artists' belief in the platform's tangible benefits—such as increased visibility, market access, and streamlined exhibition processes—is the most potent driver for fostering a positive attitude towards adoption. Collectively, these results emphasize that while usability forms a critical foundation, the perceived value and utility offered by the virtual gallery are paramount in determining its acceptance among the target artist community. Therefore, the successful adoption of virtual gallery technologies like GaYa within the fine arts sector hinges critically on a dual focus: ensuring a seamless, user-friendly interface while clearly demonstrating and delivering practical, professional advantages to the artists.

While this study provides valuable insights into TAM's application in this specific context, several avenues for future research remain. Investigations could incorporate additional variables beyond the core TAM framework to gain a more nuanced understanding, exploring factors such as social influence (opinions of peers or curators), facilitating conditions (digital literacy, internet accessibility), perceived enjoyment derived from using the platform, trust (in the platform, curators, or transaction security), and specific features related to social enterprise aspects could yield more profound insights. Methodologically, longitudinal studies would be beneficial to track the evolution of artists' perceptions, attitudes, and actual usage patterns over time, allowing for an assessment of the platform's long-term impact and potential shifts in adoption drivers. Comparative research analyzing GaYa against other digital art platforms or examining adoption behaviors across different artistic disciplines or geographical regions within Indonesia (and beyond) could provide valuable contextual understanding. Finally, employing qualitative approaches, such as in-depth interviews or focus groups with artists, could offer richer, more detailed perspectives on their experiences, motivations, and specific challenges related to adopting virtual gallery technologies.

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