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Factors Influencing Public Acceptance of the Online Population Administration System in Mojokerto

Fidianti Ramadani Suhadi Ayer[1], Aries Dwi Indriyanti[2]
[1,2] *Information Systems, Faculty of Engineering, State University of Surabaya*
fidianti.19051@mhs.unesa.ac.id, ariesdwi@unesa.ac.id

ABSTRACT

This research investigates factors influencing the acceptance of the POSKeTanMu online population administration system in Mojokerto Regency using the Technology Acceptance Model (TAM 3). POSKeTanMu (*Pelayanan Online Sistem Kependudukan Tanpa Ketemu*) is a self-service online population administration system for residents of Mojokerto Regency. A quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied, analyzing data from 159 respondents through questionnaires. Findings indicate that Behavioral Intention (BI) significantly influences user independence and responsibility. Key factors affecting technology acceptance include perceived usefulness, ease of use, social influence, and experience, while computer anxiety and system usability showed no significant impact. Additionally, the study explores the implementation of the Double Track program using a qualitative case study approach, guided by Thomas Lickona's character-building theory. Data collection involved interviews, observations, and documentation, analyzed using Miles and Huberman's framework. Results highlight ease of use, perceived benefits, and social perceptions as major drivers of technology adoption. Positive user experiences and social support play crucial roles in enhancing e-government adoption. This research contributes to the development of POSKeTanMu and provides strategic recommendations for the government to strengthen digital service implementation. Findings offer valuable insights for policy formulation to improve e-government services and promote broader technology adoption in society.

Keywords: Administrative Services, Technology Acceptance Model (TAM 3), POSKeTanMu, Behavioral Intention (BI), PLS-SEM (Partial Least Squares Structural Equation Modeling), E-Government.

Article Info:	**Corresponding Author**
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Revised February 08, 2025	Fidiantiramadani.19112@mhs.unesa.ac.id
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1. INTRODUCTION

The rapid advancement of technology has driven governments worldwide to adopt digital public services to enhance service quality and accessibility. This initiative aligns with *Presidential Instruction No. 3 of 2003*, which establishes national policies and strategies to strengthen e-government in realizing good governance through efficiency, effectiveness, transparency, and accountability. Digital services facilitate public access to various administrative functions while ensuring their needs are met effectively. Furthermore, e-government implementation supports bureaucratic transformation toward more responsive, innovative, and inclusive services [1]. Mojokerto Regency, one of the regions actively adopting e-government in East Java, launched the *Pelayanan Online Sistem Kependudukan Tanpa Ketemu* (*POSKeTanMu*) application on March 8, 2023, as an effort by the Department of Population and Civil Registration to provide online administrative services to the public [2].

Despite these advancements, several challenges hinder the effectiveness of public service applications, including the quality of information provided, security and privacy concerns, and suboptimal user interface design. Local governments often perceive digital applications as merely formal efforts to fulfill administrative requirements without fully considering user needs and preferences. The success of digital public service innovations largely depends on how well user requirements are understood and accommodated [3]. According to Davis, perceived usefulness and ease of use are critical factors influencing technology acceptance, suggesting that digital public services must prioritize usability to enhance adoption [4]. Similarly, Venkatesh and Bala emphasize that interventions should focus on addressing user concerns and improving system functionalities to increase acceptance [5]. Additionally, the *UN E-Government Survey (2022)* underscores a citizen-centric approach in developing digital services to ensure sustainability and relevance [6]. As such, improving digital public service applications should focus on enhancing user experience and addressing real societal problems rather than solely meeting administrative standards.

The *Technology Acceptance Model* (*TAM*) proposed by Davis highlights that users' perceptions of usefulness and ease of use significantly influence technology adoption [7]. According to Jogiyanto, the effectiveness of an information system is not solely determined by technological sophistication but also by users' willingness to accept and utilize it in their work context [8]. Prior studies have demonstrated that perceived usefulness and perceived ease of use significantly affect behavioral intention toward technology adoption [9]. Furthermore, Venkatesh and Bala argue that interventions such as user training and technical support play a crucial role in improving technology adoption rates [10]. This aligns with Ajzen's *Theory of Planned Behavior*, which suggests that an individual's intention to use technology is influenced by perceived behavioral control, social norms, and personal attitudes [11]. Therefore, applications like *POSKeTanMu* must consider user needs, provide adequate training, and offer technical support to encourage broader adoption. Additionally, Rogers' *Diffusion of Innovations* theory emphasizes the importance of clear communication and demonstrable benefits in promoting new technology acceptance [12].

This research employs the *Technology Acceptance Model 3* (*TAM 3*) methodology to assess user acceptance of the *POSKeTanMu* application. *TAM 3* effectively identifies factors influencing user acceptance of information technology, including perceived usefulness, ease of use, and external determinants such as social influence and technical support [13]. According to Venkatesh and Bala, *TAM 3* extends previous models by incorporating intervention strategies to enhance technology adoption, including system design improvements and user training [14]. Previous studies, such as those by Irawati and Mafrudhoh, have shown that these variables significantly impact behavioral intention to adopt technology [15], [16]. Additionally, Ajzen emphasizes that an individual's intention to use a system is shaped by subjective norms, perceived behavioral control, and personal attitudes, which are crucial considerations in digital public service adoption [17].

This study builds upon prior research while introducing a distinct focus on the online population administration system in Mojokerto Regency. The novelty of this research lies in its examination of the *POSKeTanMu* application from a societal acceptance perspective, incorporating a comprehensive analysis of user perceptions, system usability, and external factors influencing technology adoption. Rogers highlights that the diffusion of technological innovations depends on their relative advantage, compatibility, complexity, trialability, and observability [18]. In line with this, enhancing digital public services requires not only technological improvements but also fostering user trust and engagement [19]. The findings provide strategic recommendations for optimizing application features, simplifying the user interface, and strengthening overall user experience. This study not only contributes to the development of the *POSKeTanMu* application but also serves as a reference for future research on technology-based public services, offering insights into improving e-government adoption within society.

2. METHODS

This study employs a structured methodological approach to analyze the acceptance of the POSKeTanMu application using the Technology Acceptance Model 3 (TAM 3). The research process includes problem identification, literature review, data collection, validity and reliability testing, and factor analysis. The study focuses on users of the POSKeTanMu application in Mojokerto Regency, with data collected from 150 respondents through purposive and accidental sampling techniques. The sample size determination follows the guidelines of Wong (2013) and Hair (2012) for Structural Equation Modeling (SEM) applications. Primary data were gathered using questionnaires distributed in both printed and digital formats, ensuring accessibility for respondents from diverse backgrounds. The questionnaire items were adapted from TAM 3 indicators, as outlined by Venkatesh and Bala (2008), and tested for validity using the Pearson Product Moment method. Reliability was assessed using Cronbach's Alpha, with values exceeding 0.5 indicating data consistency. Secondary data were obtained through literature studies from books, journals, and prior research relevant to *e-government* and TAM 3 applications.For data analysis, Structural Equation Modeling-Partial Least Squares (SEM-PLS) was utilized to evaluate relationships between independent, dependent, and moderator variables. The SMART-PLS software facilitated statistical calculations, including regression and correlation analysis, to determine significant factors influencing user acceptance. Additionally, descriptive analysis provided insights into respondents' general perceptions and trends regarding application usage. The methodological approach ensures scientific rigor in evaluating the acceptance and effectiveness of the POSKeTanMu application in public service digitalization.

3. RESULTS AND DISCUSSION

3.1 Development of Instruments

This study utilized a questionnaire as the main instrument, which was distributed online via Google Forms on social media. A total of 159 respondents participated, exceeding the minimum threshold of 150 respondents. The questionnaire consisted of 52 statements regarding the use of the POSKETANMU application in Mojokerto. Respondents provided answers using a 1-5 Likert scale, and the data was exported to Excel for further analysis using SEM-PLS software.

3.2 Respondent Characteristics

1. Age

   Based on the results of the questionnaire, the age characteristics of the respondents showed that the majority of POSKETANMU application users were aged 17-25 years, with 83 people (52%), followed by 26-36 years with 68 people (42%), and over 36 years with 8 people (6%). This indicates that the majority of users are adults capable of making informed decisions.

Table 1. Respondents' Ages

No	Characteristics		Number of Respondents	
			Person	Percentage
1	Respondent Age	Age 17-25	83	52%
		Age 26-36	68	42%
		Age >36	8	6%
Total			**159**	**100%**

2. Gender

Based on gender, 74 respondents (46%) are male, and 85 respondents (54%) are female. This indicates that the POSKETANMU application users are predominantly female.

Table 2. Gender

No	Characteristics		Number of Respondents	
			Person	Percentage
1	Gender	Male	74	46%
		Female	85	54%
Total			**159**	**100%**

3. Education
   The educational characteristics of the respondents include 42 individuals (27%) with a high school education, 15 individuals (9%) with a diploma, 95 individuals (60%) with a bachelor's degree, and 7 individuals (4%) with a master's degree. This indicates that the majority of users are individuals with a bachelor's degree education.

Table 3. Education

No	Characteristics		Number of Respondents	
			Person	Percentage
1	Education	High School	42	27%
		Diploma	15	9%
		Bachelor	95	60%
		Master	7	4
Total			**159**	**100%**

4. Last Application Usage
   Based on the data regarding the last use of the POSKETANMU application, 94 respondents (59%) had used the application more than six months ago, while 65 respondents (41%) had used it within the last six months. This indicates that most users utilize the application less frequently, only for specific needs.

Table 4. Last Usage

No	Characteristics		Number of Respondents	
			Person	Percentage
1	Last Usage	>6 Months	94	59%
		<6 Months	65	41%
Total			**159**	**100%**

3.3 Data Description

Deskripsi Data description involves the process of collecting, processing, and presenting information to provide a comprehensive overview of the characteristics of the obtained data. In this study, an interval of 0.8 was applied for analysis, with the assessment criteria divided into five categories: strongly disagree, disagree, neutral, agree, and strongly agree.

This step is essential to ensure that the collected data can be analyzed in a structured and easily understandable manner. Clear assessment criteria assist the researcher in classifying responses and identifying patterns within the data, ensuring that the research results are more objective and measurable.

According to Durianto et al. (2001:43), interval measurement in research can be conducted using respondents' answers through the formula:

$$Interval = \frac{Highest\ Score - Lawest\ Score}{Number\ of\ Class}$$

$$Interval = \frac{5 - 1}{5}$$

Interval = 0,8

Table 5. Research Interval Criteria

Interval	Explanation
1,00 –1,80	Strongly Disagree
1,81 –2,60	Disagree
2,61 –3,40	Neutral
3,41 –4,20	Agree
4,21 –5,00	Strongly Agree

Table 5. shows that the majority of respondents demonstrate a high level of agreement regarding the use of the POSKETANMU application, with average (mean) scores exceeding 4 for most indicators. Several indicators with the highest mean values suggest that respondents find the POSKETANMU application easy to use, convenient, and of high quality in managing population services.These findings reflect a positive acceptance of the application, indicating that most users feel it provides tangible benefits and facilitates access to population services. These results can serve as a basis for further development to enhance user experience and ensure the application remains relevant to the community.

Overall, the total mean score of 4.037 indicates that the majority of respondents tend to agree or provide positive assessments of the POSKETANMU application. This demonstrates that respondents perceive the application as beneficial, practical to operate, and advantageous in managing population services. These results affirm the community's strong acceptance of the application, which not only simplifies administrative processes but is also perceived as adding value by improving service efficiency. This success can serve as a reference for expanding the adoption of similar applications in other regions.

3.4 Pilot Test

A pilot test is the initial step in testing research instruments before further data analysis is conducted. At this stage, reliability and validity tests are carried out to ensure that all measurement tools in the questionnaire function properly. The results of this pilot study are used to evaluate the level of reliability and validity of the instruments, as well as to assess the effectiveness of the questionnaire (Widiastuti, 2019).

In a pilot study, the testing focuses on Average Variance Extracted (AVE), which must exceed 0.5, and Composite Reliability (CR), which should surpass 0.7, as the standard for assessing the quality of the instruments (Hair, 2019). This stage is crucial to ensure that the instruments used can provide accurate and reliable data, thereby enabling further analysis to be conducted with high confidence.

1. Validity Test

a. Convergent Validity: Convergent validity testing is conducted using the outer loading values, which must exceed 0.5. The research results reveal that all indicators meet this criterion, indicating that the indicators used to measure variables are proven to be valid in a convergent manner. Convergent validity is essential to ensure that each indicator in the model measures the intended concept consistently. By meeting the outer loading criterion above 0.5, it demonstrates that these indicators are effective in representing the measured variables and support the accuracy of measurements in the study.

Table 6. Validity Test Convergent Validity

Variable	Code	Outer *Loading*	Limit	Explanation
Behavioral Intention	BI1	0.879	> 0,5	*Valid*
	BI2	0.891	> 0,5	*Valid*
	BI3	0.850	> 0,5	*Valid*
Computer anxiety	CANX1	0.874	> 0,5	*Valid*
	CANX2	0.851	> 0,5	*Valid*
	CANX3	0.929	> 0,5	*Valid*
Computer Playfulness	CPLAY1	0.735	> 0,5	*Valid*

Variable	Code	Outer *Loading*	Limit	Explanation
	CPLAY2	0.788	> 0,5	*Valid*
	CPLAY3	0.716	> 0,5	*Valid*
	CPLAY4	0.761	> 0,5	*Valid*
Computer Selfefficacy	CSE1	0.756	> 0,5	*Valid*
	CSE2	0.843	> 0,5	*Valid*
	CSE3	0.849	> 0,5	*Valid*
	CSE4	0.827	> 0,5	*Valid*
Perceived Enjoyment	ENJ1	0.859	> 0,5	*Valid*
	ENJ2	0.904	> 0,5	*Valid*
	ENJ3	0.866	> 0,5	*Valid*
Experience	EXP	1.000	> 0,5	*Valid*
Image	IMG1	0.782	> 0,5	*Valid*
	IMG2	0.799	> 0,5	*Valid*
	IMG3	0.789	> 0,5	*Valid*
Objective Usability	OU	1.000	> 0,5	*Valid*
Output Quality	OUT1	0.812	> 0,5	*Valid*
	OUT2	0.852	> 0,5	*Valid*
	OUT3	0.798	> 0,5	*Valid*
Perception of external control	PEC1	0.812	> 0,5	*Valid*
	PEC2	0.788	> 0,5	*Valid*
	PEC3	0.828	> 0,5	*Valid*
	PEC4	0.775	> 0,5	*Valid*
Perceived Ease of Use	PEOU1	0.834	> 0,5	*Valid*
	PEOU2	0.833	> 0,5	*Valid*
	PEOU3	0.841	> 0,5	*Valid*
	PEOU4	0.798	> 0,5	*Valid*
Perceived Usefulness	PU1	0.890	> 0,5	*Valid*
	PU2	0.874	> 0,5	*Valid*
	PU3	0.880	> 0,5	*Valid*
	PU4	0.716	> 0,5	*Valid*
Job relavance	REL1	0.856	> 0,5	*Valid*
	REL2	0.858	> 0,5	*Valid*
	REL3	0.872	> 0,5	*Valid*
Result	RES1	0.907	> 0,5	*Valid*
demonstrability	RES2	0.823	> 0,5	*Valid*
	RES3	0.884	> 0,5	*Valid*
	RES4	0.846	> 0,5	*Valid*
Subjective Norm	SN1	0.755	> 0,5	*Valid*
	SN2	0.805	> 0,5	*Valid*
	SN3	0.857	> 0,5	*Valid*
	SN4	0.789	> 0,5	*Valid*
. Use Behavior	USE1	1.000	> 0,5	*Valid*
Voluntariness	VOL1	0.877	> 0,5	*Valid*
	VOL2	0.856	> 0,5	*Valid*
	VOL3	0.798	> 0,5	*Valid*

b. Discriminant Validity

Discriminant validity is measured based on cross-loading values. The analysis results show that each indicator's cross-loading value is higher compared to the indicators of other variables, indicating that these indicators exhibit good discriminant validity. In other words, the indicators correlate more strongly with the variables they represent than with other variables, further strengthening their validity.

Table 7. Discriminant Validity Test

	BI	CANX	CPLAY	CSE	ENJ	EXP	IMG	OU	OUT	PEC	PEOU	PU	REL	RES	SN	USE	VOL
BI1	0.879	0.524	0.617	0.752	0.744	0.692	0.691	0.741	0.656	0.744	0.740	0.734	0.674	0.783	0.728	0.665	0.687
BI2	0.891	0.557	0.639	0.685	0.689	0.700	0.666	0.697	0.667	0.719	0.710	0.705	0.661	0.752	0.718	0.680	0.723
BI3	0.850	0.437	0.509	0.637	0.633	0.607	0.624	0.701	0.593	0.681	0.684	0.656	0.596	0.686	0.642	0.572	0.694
CANX1	0.523	0.874	0.668	0.537	0.427	0.429	0.449	0.462	0.414	0.553	0.473	0.455	0.435	0.493	0.449	0.447	0.409
CANX2	0.467	0.851	0.599	0.520	0.345	0.420	0.473	0.430	0.357	0.534	0.442	0.408	0.377	0.444	0.386	0.411	0.382
CANX3	0.548	0.929	0.672	0.531	0.495	0.691	0.463	0.515	0.413	0.420	0.470	0.490	0.421	0.500	0.455	0.511	0.462

c. Average Variance Extracted (AVE)

The AVE calculation results indicate that each variable has an AVE value above 0.5, signifying adequate convergent validity. Simply put, these variables can explain most of the variance present in their indicators, which also proves that the research instruments are reliable.

Table 8. Average Variance Extracted Test (AVE)

Variable	(AVE)
Behavioral Intention (BI)	0.763
Computer anxiety (CANX)	0.784
Computer Playfulness (CPLAY)	0.563
Computer Selfefficacy (CSE)	0.672
Perceived Enjoyment (ENJ)	0.768
Exsperience (EXP)	1.000
Image (IMG)	0.625
Objective Usability (OU)	1.000
Output Quality (OUT)	0.674
Perception of external control (PEC)	(0.641
Perceived Ease of Use (PEOU)	0.683
Perceived Usefulness (PU)	0.711
Job relavance (REL)	0.743
Result Demonstrability (RES)	0.749
Subjective Norm (SN)	0.644
Use Behavior (USE)	1.000
Voluntariness (VOL)	0.713

2. Reliability Test

a. Cronbach's Alpha & Composite Reliability

Based on the reliability test results, the composite reliability and Cronbach's alpha values for all variables exceed 0.7, demonstrating that the research instruments are trustworthy. The variables with the highest scores are EXP and OU, each with a value of 1.000, ensuring that the data obtained is highly reliable and suitable for further analysis. This indicates a strong internal consistency of the research instruments.

Table 9. Cronbach's Alpha & Composite Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Results
Behavioral Intention (BI)	0.844	0.906	Pass
Computer anxiety (CANX)	0.866	0.916	Pass
Computer Playfulness (CPLAY)	0.761	0.837	Pass

Computer Selfefficacy (CSE)	0.837	0.891	Pass
Perceived Enjoyment (ENJ)	0.849	0.909	Pass
Experience (EXP)	1.000	1.000	Pass
Image (IMG)	0.780	0.833	Pass
Objective Usability (OU)	1.000	1.000	Pass
Output Quality (OUT)	0.758	0.861	Pass
Perception of external control (PEC)	0.813	0.877	Pass
Perceived Ease of Use (PEOU)	0.846	0.896	Pass
Perceived Usefulness (PU)	0.862	0.907	Pass
Job relevance (REL)	0.827	0.897	Pass
Result Demonstrability (RES)	0.888	0.923	Pass
Subjective Norm (SN)	0.815	0.878	Pass
Use Behavior (USE)	1.000	1.000	Pass
Voluntariness (VOL)	0.799	0.882	Pass

b. R-Square

The R-Square test shows how well the model explains data variation. Variables with $R^2 > 0.7$ (BI, EXP, IMG, PEOU, PU) indicate moderate relationships, while variables with R^2 between 0.5 and 0.6 (OUT, USE, VOL) show substantial relationships. In general, the regression model used is quite effective in explaining variations in the dependent variables, although there is still some variation that cannot be fully explained. This indicates that the model has good accuracy but still allows for improvements, such as adding relevant independent variables or using more complex regression methods. Further analysis can help identify other factors that may influence the dependent variables

Table 10. R-Square

Variable	*R Square*	Explanation
BI	0.741	Moderat
EXP	0.750	Moderat
IMG	0.637	Moderat
OUT	0.585	Subtantial
PEOU	0.757	Moderat
PU	0.861	Moderat
USE	0.538	Subtantial
VOL	0.572	Subtantial

Overall, this study demonstrates good validity and reliability of the instruments, as well as a regression model capable of explaining most of the data variations with varying levels of relationships for each variable.

3.5 Hypothesis

According to Andrews, as cited by Sangadji (2010), a hypothesis is a temporary answer to a specific research problem whose validity will be tested through obtained data. Buckley (in Sangadji, 2010) explains that a hypothesis is a statement representing the researcher's expectation about the relationships between variables in the study. Meanwhile, Kerlinger (in Sangadji, 2010) defines a hypothesis as an initial assumption about the relationship between two or more variables.

In hypothesis testing, a hypothesis is accepted if the t-statistic value exceeds 1.96 and the P Value is below 0.05. These criteria indicate the significance level, measuring how strongly the data supports the proposed hypothesis. According to Hair et al. (2020), hypothesis testing plays a crucial role in validating theoretical assumptions and ensuring that statistical evidence supports research conclusions. Furthermore, Widiastuti (2019) emphasizes the importance of pilot testing in refining research instruments, ensuring that hypotheses are tested using reliable and valid data.

Thus, hypotheses serve as an initial guide in research, directing data collection and analysis, ultimately determining the validity of the relationships between the variables. A well-structured hypothesis not only enhances the clarity of a study but also provides a framework for interpreting findings in a meaningful way (United Nations, 2022). The results of hypothesis testing are explained in Table 6: Hypothesis Results.

Table 11. Hypothesis test

Hypothesis	**Variable**	**Coefficient**	***(STDEV)***	***T Statistics***	***P Values***	**Results**
H0	BI -> USE	0.003	0.057	12.940	0.167	Failed
H1	PU -> BI	0.208	0.109	3.904	0.037	Pass
H2	SN -> EXP -> VOL -> BI	0.086	0.032	4.663	0.008	Pass
H3	SN -> EXP -> PU	0.049	0.022	3.188	0.029	Pass
H4	PEOU -> PU	0.313	0.075	4.192	0.000	Pass
H5	SN -> IMG	0.798	0.041	19.312	0.000	Pass
H6	PEOU -> BI	0.338	0.104	3.260	0.001	Pass
H7	IMG -> PU	0.098	0.159	3.668	0.016	Pass
H8	REL -> OUT -> PU	0.183	0.046	4.007	0.000	Pass
H9	RES -> PU	0.202	0.083	3.424	0.016	Pass
H10	CSE -> PEOU	0.288	0.105	3.756	0.006	Pass
H11	PEC -> PEOU	0.382	0.085	4.475	0.000	Pass
H12	CANX -> EXP -> PU	0.052	0.020	3.617	0.009	Pass
H13	CPLAY -> EXP -> PU	0.031	0.014	3.174	0.030	Pass
H14	ENJ -> EXP -> PEOU	0.111	0.045	5.479	0.014	Pass
H15	OU -> EXP -> PEOU	0.046	0.024	1.921	0.029	Pass

The following are explanations regarding the hypothesis:

1. Hypothesis H0: The impact of Behavioral Intention (BI) on Use Behavior (UB) is not significant because the p-value of 0.167 is above 0.05, meaning the null hypothesis (H0) is accepted.
2. Hypothesis H1: Perceived Usefulness (PU) significantly influences Behavioral Intention (BI), with a t-statistic of 3.904 > 1.96 and a p-value of 0.037 < 0.05. The hypothesis is accepted.
3. Hypothesis H2: Subjective Norm (SN) significantly influences Behavioral Intention (BI), moderated by Experience (EXP) and Voluntariness (VOL), with a t-statistic of 4.663 > 1.96 and a p-value of 0.008 < 0.05. The hypothesis is accepted.
4. Hypothesis H3: Subjective Norm (SN) significantly influences Perceived Usefulness (PU), mediated by Experience (EXP), with a t-statistic of 3.188 > 1.96 and a p-value of 0.029 < 0.05. The hypothesis is accepted.
5. Hypothesis H4: Perceived Ease of Use (PEOU) significantly influences Perceived Usefulness (PU), with a t-statistic of 4.192 > 1.96 and a p-value of 0.000 < 0.05. The hypothesis is accepted.
6. Hypothesis H5: Subjective Norm (SN) significantly influences Image (IMG), with a t-statistic of 19.312 > 1.96 and a p-value of 0.000 < 0.05. The hypothesis is accepted.
7. Hypothesis H6: Perceived Ease of Use (PEOU) significantly influences Behavioral Intention (BI), with a t-statistic of 3.668 > 1.96 and a p-value of 0.016 < 0.05. The hypothesis is accepted.
8. Hypothesis H7: Image (IMG) significantly influences Perceived Usefulness (PU), with a t-statistic of 3.668 > 1.96 and a p-value of 0.016 < 0.05. The hypothesis is accepted.
9. Hypothesis H8: Job Relevance (REL) significantly influences Perceived Usefulness (PU), mediated by Output Quality (OUT), with a t-statistic of 4.007 > 1.96 and a p-value of 0.000 < 0.05. The hypothesis is accepted.

10. Hypothesis H9: Result Demonstrability (RES) significantly influences Perceived Usefulness (PU), with a t-statistic of 3.424 > 1.96 and a p-value of 0.016 < 0.05. The hypothesis is accepted.
11. Hypothesis H10: Computer Self-Efficacy (CSE) significantly influences Perceived Ease of Use (PEOU), with a t-statistic of 4.475 > 1.96 and a p-value of 0.000 < 0.05. The hypothesis is accepted.
12. Hypothesis H11: Perceptions of External Control (PEC) significantly influence Perceived Ease of Use (PEOU), with a t-statistic of 4.475 > 1.96 and a p-value of 0.000 < 0.05. The hypothesis is accepted.
13. Hypothesis H12: Computer Anxiety (CANX) significantly influences Perceived Ease of Use (PEOU), mediated by Experience (EXP), with a t-statistic of 3.617 > 1.96 and a p-value of 0.009 < 0.05. The hypothesis is accepted.
14. Hypothesis H13: Computer Playfulness (CPLAY) significantly influences Perceived Ease of Use (PEOU), mediated by Experience (EXP), with a t-statistic of 3.174 > 1.96 and a p-value of 0.030 < 0.05. The hypothesis is accepted.
15. Hypothesis H14: Perceived Enjoyment (ENJ) significantly influences Perceived Ease of Use (PEOU), mediated by Experience (EXP), with a t-statistic of 5.479 > 1.96 and a p-value of 0.014 < 0.05. The hypothesis is accepted.
16. Hypothesis H15: Objective Usability (OU) significantly influences Perceived Ease of Use (PEOU), mediated by Experience (EXP), with a t-statistic of 1.921 > 1.96 and a p-value of 0.029 < 0.05. The hypothesis is accepted

CONCLUSION

A. Summary

Referring to the analysis and previous discussion, several conclusions can be drawn, as follows:

1. Behavioral Intention (BI) does not significantly influence Use Behavior (UB). This indicates that behavioral intention does not always directly reflect usage behavior.
2. Perceived Usefulness (PU) has a significant and positive influence on Behavioral Intention (BI). In other words, the perception of usefulness directly enhances users' behavioral intention toward a system or technology.
3. Subjective Norm (SN) significantly influences Behavioral Intention (BI), moderated by Experience (EXP) and Voluntariness (VOL). This means that subjective norms, through experience and voluntariness, substantially affect users' behavioral intentions.
4. Subjective Norm (SN) significantly affects Perceived Usefulness (PU), mediated by Experience (EXP). This confirms that individual experience strengthens the influence of subjective norms on perceived usefulness.
5. Perceived Ease of Use (PEOU) significantly and positively affects Perceived Usefulness (PU). Thus, the easier a technology is to use, the greater its perceived usefulness to users.
6. Subjective Norm (SN) has a significant and positive influence on Image (IMG). This implies that subjective norms can build a positive image of users regarding the technology they use.
7. Perceived Ease of Use (PEOU) significantly and positively affects Behavioral Intention (BI), indicating that the ease of using technology can enhance users' behavioral intentions.
8. Image (IMG) has a significant and positive influence on Perceived Usefulness (PU). This suggests that a positive image of technology can strengthen its perceived usefulness.

9. Job Relevance (REL) significantly and positively influences Perceived Usefulness (PU), mediated by Output Quality (OUT). This signifies that job relevance, through output quality, affects the perceived usefulness of technology.
10. Result Demonstrability (RES) has a significant and positive influence on Perceived Usefulness (PU). In other words, the ability to clearly demonstrate results can enhance the perceived usefulness of technology.
11. Computer Self-Efficacy (CSE) significantly and positively influences Perceived Ease of Use (PEOU). This shows that users' confidence in operating computers increases their perception of ease of use.
12. Perceptions of External Control (PEC) has a significant and positive influence on Perceived Ease of Use (PEOU), indicating that external support enhances the perception of ease in using technology.
13. Computer Anxiety (CANX) significantly affects Perceived Ease of Use (PEOU) through the mediation of Experience (EXP). This indicates that experience can reduce anxiety towards computers, thus improving the perception of ease of use.
14. Computer Playfulness (CPLAY) has a significant influence on Perceived Ease of Use (PEOU) through the mediation of Experience (EXP). This means that the playful nature of technology, along with experience, strengthens the perception of ease of use.
15. Perceived Enjoyment (ENJ) significantly affects Perceived Ease of Use (PEOU) through the mediation of Experience (EXP). This proves that the enjoyment felt, supported by experience, enhances the perception of ease of use.
16. Objective Usability (OU) significantly affects Perceived Ease of Use (PEOU) through the mediation of Experience (EXP). This confirms that objective usability, supported by experience, strengthens the perception of ease of use.

Overall, these results emphasize the importance of factors such as experience, social norms, and technology characteristics in influencing users' perceptions and intentions toward technology. Further studies could explore in greater depth how the interactions between these variables affect technology acceptance in various contexts.

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