
THE EFFECT OF TECHNOLOGY AWARENESS AND GOVERNMENT SUPPORT ON THE ACCEPTANCE OF *IDENTITAS KEPENDUDUKAN* DIGITAL APPS IN SUMEDANG USING TAM FRAMEWORK

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ABSTRACT

The acceptance of digital identity applications is crucial for the digitalization of public services in Sumedang Regency. Despite advancements, there remains a significant gap in understanding the factors influencing public acceptance of these applications. This study analyzes how external factors, specifically technology awareness and government support, impact the perceived usefulness and Ease of use of digital identity applications employing the technology acceptance model (TAM). Data were collected from 315 respondents across the Sumedang Regency using a quantitative survey method. The analysis reveals that Technology Awareness and Government Support significantly enhance Perceived Ease of Use and Usefulness. Notably, this research uncovers new findings indicating that enhanced government socialization efforts directly correlate with increased public acceptance. The study concludes with recommendations for local governments to improve socialization strategies, policy support, and application process simplification to foster greater acceptance of digital identity applications.

Keywords: Technology Acceptance, Digital Identity, Technology Awareness, Government Support, TAM

INTRODUCTION

In recent years, the development of digital technology has been increasingly rapid and covers various sectors, including population administration. One of the innovations in the field of population administration is the development of a digital population identity application that aims to improve the efficiency and quality of public services (Luki Karunia, 2023). The Indonesian government has made efforts to utilize this technology to enhance the efficiency of public services, one of which is through the application of digital population identity (Nafi'ah, 2022; Tasyah et al., 2021). This application aims to make it easier for the public to access population administration services quickly and practically without carrying out manual processes that are often time-consuming and costly. However, the successful implementation of this application is inseparable from various factors, including public technology awareness and government support.

Sumedang Regency, one of the regions transforming towards digitizing public services, also encourages using this digital population identity application. However, the level of public acceptance of this application still varies. Some people are still hesitant to use it due to a lack of understanding of the technology or concerns related to the security of personal data (Anggen Suari & Sarjana, 2023). Support from the local government in terms of socialization and promotion is also an important factor in increasing the acceptance of this application among the public (Maliha, 2023; Zuraida et al., 2023).

However, the success of these applications relies heavily on several factors, notably public technology awareness and government support. Research indicates that the level of public acceptance of digital identity applications varies, with some individuals hesitant to adopt this technology due to concerns over security and a lack of understanding regarding its benefits.

The Technology Acceptance Model (TAM) is one of the approaches that can be used to understand the factors that affect the public's acceptance of technology (D. M. Putra, 2016; D. S. H. Putra & Kurniawati, 2019; Y. W. S. Putra & Hardiyanti, 2021; Santoso et al., 2020). In this model, perceived usefulness and ease of use are the key variables affecting the user's attitude and intention to use technology (Amalia et al., 2023; Mulyanto et al., 2020). TAM itself is a model introduced by Davis Where there are variables of perceived usefulness and perceived ease of use that affect attitude toward using and behavioral intention to use to actual using by applying the TAM model (Firmansyah et al., 2021; Irawan et al., 2022). The TAM model can also have external variables, such as in this study, namely community technology awareness and government support. The reason for choosing the two external variables is that these two factors are considered important in encouraging the community's adoption of digital technology.

This study uses the TAM model to analyze the influence of technology awareness and government support on the acceptance of digital population identity applications in the Sumedang Regency. It hopes to gain a deeper understanding of the factors that affect people's intentions and behaviors regarding this application and provide recommendations for local governments to increase the acceptance of digital technology in the population service sector.

METHOD

This study uses a quantitative approach to analyze the acceptance of digital population identity applications in Sumedang Regency. The TAM (Technology Acceptance Model) model aims to understand the influence of external variables, such as technology awareness and government support, on application acceptance.

The population in this study is the entire community of Sumedang Regency, which can use the digital population identity application. The sample was determined using the stratified random sampling technique, so the research sample covered various age groups, education, and occupations in the Sumedang area. After the questionnaire was distributed, 500 questionnaires were distributed in various sub-districts in Sumedang Regency. Of these, 315 respondents became the final sample used in the analysis, while the rest were considered invalid due to incomplete data or inconsistencies in the answers.

Data was collected through a Google form questionnaire distributed online in various areas of Sumedang Regency. Offline dissemination is done through administrative service posts, such as sub-district offices, while online dissemination is done through social media and instant messaging. The questionnaire consisted of several parts, namely questions about

the respondent's profile and question items related to the research variables measured using the Likert scale.

The following are the operational definitions and research instruments used:

Table 1. Operational Definitions and Research Instruments

Variable	Operational Definition	Indicators / Question Items	Measurement Scale
Technology Awareness	The level of knowledge and understanding of individuals regarding the application of digital population identity.	1. I know the existence of a digital population identity application.	Likert 1-7
		2. I understand the function of the digital population identity application.	Likert 1-7
Government Support	The form of support provided by the government is related to the use of digital identity applications.	1. The government is actively providing socialization about this application.	Likert 1-7
		2. The government provides assistance to facilitate the use of this application.	Likert 1-7
Perceived Usefulness (PU)	Individuals' perception of the usefulness of digital identity applications in increasing their productivity or efficiency.	1. This application makes it easier for me to take care of population administration.	Likert 1-7
		2. This application saves me time in accessing population services.	Likert 1-7
		3. Using this application makes population affairs more practical.	Likert 1-7
Perceived Ease of Use (PEOU)	Individual perception of the ease of use of digital identity applications.	1. This application is easy to learn to use.	Likert 1-7
		2. The use of this application does not require excessive effort.	Likert 1-7
		3. The features of this app are easy to understand.	Likert 1-7
Attitude Toward Using (ATT)	Individual attitudes towards the use of digital identity applications.	1. I feel positive about the use of this app.	Likert 1-7
		2. Using this app is fun for me.	Likert 1-7

Variable	Operational Definition	Indicators / Question Items	Measurement Scale
Behavioral Intention (BI)	An individual's desire or intention to use a digital identity app in the future.	3. I believe that using this app is the right decision.	Likert 1-7
		1. I plan to use this app continuously.	Likert 1-7
		2. I want to use this application whenever I need population services.	Likert 1-7
		3. I intend to use this app in the long run.	Likert 1-7
		4. I would recommend this app to others.	Likert 1-7
		5. I feel it is important to use this app regularly.	Likert 1-7
Actual Use (AU)	The real use of digital identity applications by individuals in managing population administration.	1. I use this app regularly.	Likert 1-10
		2. I use this application every time I do population administration.	Likert 1-10
		3. I use this app more often than conventional methods.	Likert 1-10
		4. I prefer to use this app over other methods.	Likert 1-10
		5. I feel comfortable using this app for daily use.	Likert 1-10

The data collected was analyzed using Structural Equation Modeling (SEM) to test the relationship between the variables contained in the TAM Model. Before SEM analysis, validity and reliability tests are conducted to ensure that the instruments used are feasible and consistent in measuring the variables studied.

Of the total 370 questionnaires distributed, as many as 315 respondents were declared valid after data-checking. Respondents came from various sub-districts in Sumedang Regency that had registered digital population identity applications, with an even distribution to ensure population representation. Invalid respondents (as many as 55 respondents) were disqualified due to incomplete answers or inconsistencies in filling out the questionnaire.

The Technology Acceptance Model (TAM) explains the factors that affect users' acceptance of technology. This model identifies relationships between various variables,

such as Perceived Use, Perceived ease of Use, Attitude towards using, intention to use, and actual use. The TAM model assumes that perceived usefulness (PU) and perceived ease of use (PEOU) affect user attitudes and intentions to use the technology, which will ultimately affect the actual use of the technology (USE).

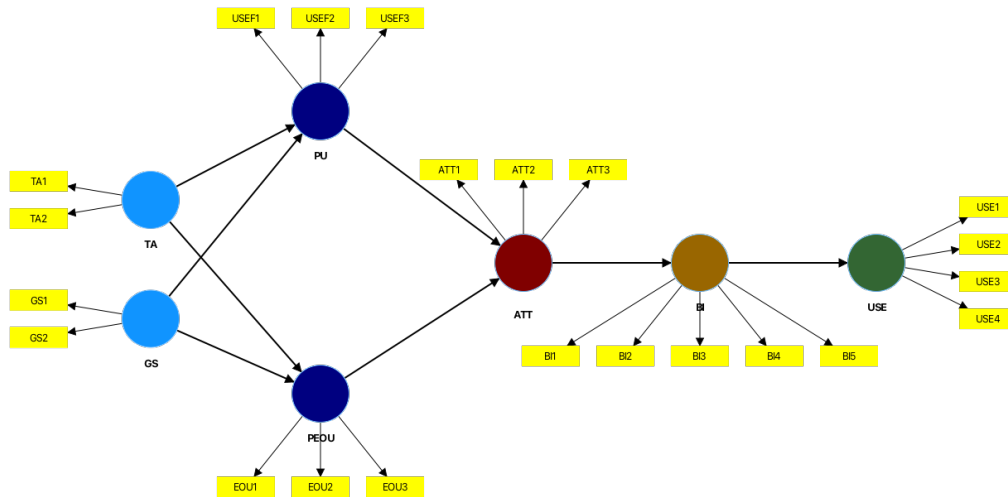


Figure 1.

Conceptual Model of Technology Acceptance for Digital Population Identity Applications in Sumedang Regency

Equations in TAM Models

In the TAM model, several equations explain the relationships between variables. Here are the main equations used in this model:

1. Perceived Usefulness (PU)

$$PU = b_1 \cdot GS + b_2 \cdot TA + e_1$$

Government Support (GS) and Technology Awareness (TA) influence perceived usefulness, and parameters a_1 and a_2 indicate the magnitude of each variable's contribution.

2. Perceived Ease of Use (PEOU)

$$PEOU = b_3 \cdot GS + b_4 \cdot TA + e_2$$

Government Support (GS) and Technology Awareness (TA) also influence perceived ease of use.

3. Attitude Toward Using (ATT)

$$ATT = b_5 \cdot PU + b_6 \cdot PEOU + e_3$$

Attitudes towards using (ATT) are influenced by Usability Perception (PU) and Ease of Use Perception (PEOU). The parameters c_1 and c_2 show the magnitude of each variable's contribution.

4. Behavioral Intention Equation (BI)

$$BI = b_7 \cdot ATT + b_8 \cdot PU + e_4$$

The intention to Use (BI) is influenced by the Attitude to Use (ATT) and the Perception of Use (PU).

5. Actual Use Equation (USE)

$$USE = b_9 \cdot BI + e_5$$

Actual Usage (USE) is influenced by Behavioral Intention (BI).

Equation Caption

- a. $b_1, b_2, \dots, b_9$: Coefficients that describe the influence of each variable in the model. This value is determined through statistical analysis, such as regression or Structural Equation Modeling (SEM).
- b. e_1, e_2, e_5 : Error

This study uses **Structural Equation Modeling (SEM)** to test and measure the relationship between these variables. SEM allows for simultaneous observation of the influence of independent variables on dependent variables and identification of direct and indirect influences between variables in the TAM model.

Research Hypothesis

Based on the formulation of the problem that has been prepared, the research hypothesis in this study is as follows:

Partial hypothesis

1. **H1a**: Technology awareness (TA) partially influences the perceived usefulness (PU) of digital population identity applications in Sumedang Regency.
2. **H2a**: Government support (GS) partially positively influences the Perceived Usefulness (PU) of digital population identity applications in Sumedang Regency.
3. **H3a**: Technology awareness (TA) partially positively influences the perception of perceived ease of use (PEOU) of digital population identity applications in Sumedang Regency.
4. **H4a**: Government support (GS) partially influences the Perceived ease of Use (PEOU) of digital population identity applications in Sumedang Regency.
5. **H5a**: Perceived Usefulness (PU) partially influences attitudes toward using (ATT) digital population identity applications in Sumedang Regency.
6. **H6a**: Perceived ease of Use (PEOU) partially positively influences attitudes towards using (ATT) digital population identity applications in Sumedang Regency.
7. **H7a**: Attitude towards using (ATT) partially positively influences behavioral intention (behavioral intention, BI) in applying digital population identity in Sumedang Regency.
8. **H8a**: Behavioral Intention(BI) partially positively influences the actual use (USE) of digital population identity applications in Sumedang Regency.

Direct Effects Hypothesis

1. **H9**: Technology Awareness (TA) directly influences the Perceived Usefulness (PU).
2. **H10**: Technology Awareness (TA) directly influences the Perceived ease of Use (PEOU).
3. **H11**: Government support (GS) directly influences the Perceived Usefulness (PU).

4. **H12:** Government support (GS) directly affects the Perceived ease of Use (PEOU).
5. **H13:** Perceived ease of Use (PEOU) directly affects attitudes towards using (ATT).
6. **H14:** Perceived Usefulness (PU) influences attitudes towards using (ATT).
7. **H15:** Attitude towards using (ATT) directly influences intention to use (BI).
8. **H16:** Intention to use (BI) directly affects actual use (USE).

Indirect Effects Hypothesis

1. **H17:** Technology awareness (TA) has a positive indirect influence on attitudes towards using (ATT) through the Perceived ease of Use (PEOU) and Perceived Usefulness (PU).
2. **H18:** Government support (GS) has a positive indirect influence on attitudes towards using (ATT) through the Perceived ease of Use (PEOU) and Perceived Usefulness (PU).
3. **H19:** Perceived Usefulness (PU) has a positive indirect influence on intention to use (BI) through Attitude towards using (ATT).
4. **H20:** Perceived ease of Use (PEOU) has a positive indirect influence on intention to use (BI) through Attitude towards using (ATT).
5. **H21:** Technology Awareness (TA) has a positive indirect influence on Behavioral Intention(BI) through Perceived ease of Use (PEOU), Perceived Usefulness (PU), and Attitude towards using (ATT).
6. **H22:** Government support (GS) has a positive indirect influence on intention to use (BI) through Perceived ease of Use (PEOU), Perceived Usefulness (PU), and Attitude towards using (ATT).
7. **H23:** Attitude towards using (ATT) has a positive indirect influence on actual use (USE) through intention to use (BI).

RESULTS AND DISCUSSION

Research Results

In this study, path analysis was carried out to see the direct, indirect, and total effects between the variables contained in the TAM Model, including Technology Awareness (TA), Government Support (GS), Ease of Use Perception (PEOU), Usability Perception (PU), Attitude towards using (ATT), Intention to Use (BI), and Actual Use (USE). The following discusses the output table of direct, indirect, and total effects analysis results (see the Direct, Indirect, and Total Effects tables). The following is the output of the model:

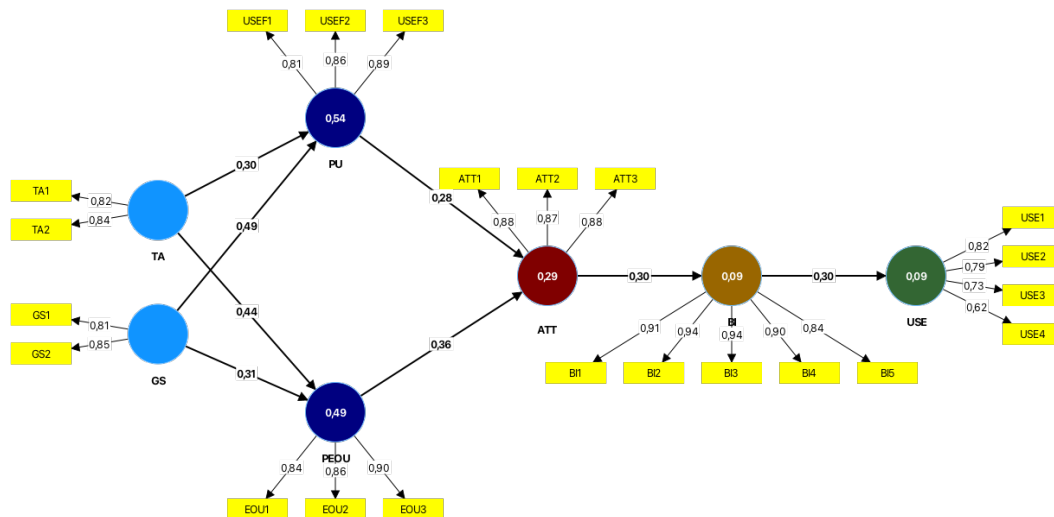


Figure 2.
Equations in TAM Models

The TAM model is used to understand how various variables affect the acceptance and use of technology. Here is an equation that illustrates the relationship between the variables in this model:

1. Similarity of Perceived Usefulness (PU)

$$PU = 0,49 \cdot GS + 0,30 \cdot TA + e_1$$

Government Support (GS) and Technology Awareness (TA) influence perceived usefulness, and the a1a_1a1 and a2a_2a2 parameters show the magnitude of each variable's contribution.

2. Ease of Use Perception Equation (PEOU)

$$PEOU = 0,31 \cdot GS + 0,44 \cdot TA + e_2$$

Government Support (GS) and Technology Awareness (TA) also influence perceived ease of use.

3. Attitude Equality to Use (ATT)

$$ATT = 0,28 \cdot PU + 0,36 \cdot PEOU + e_3$$

Attitudes towards using (ATT) are influenced by Usability Perception (PU) and Ease of Use Perception (PEOU). The c1c_1c1 and c2c_2c2 parameters show the magnitude of each variable's contribution.

4. Behavioral Intention Equation (BI)

$$BI = 0,30 \cdot ATT + 0,08 \cdot PU + e_4$$

The intention to Use (BI) is influenced by the Attitude to Use (ATT) and the Perception of Use (PU).

5. Actual Use Equation (USE)

$$USE = 0,30 \cdot BI + e_5$$

Actual Usage (USE) is influenced by Behavioral Intention (BI).

Interpretation of R-square Values

The R-square value gives an idea of how much the independent variable can explain the variation of the dependent variable in the model:

Table 2. R-Square

Variable	R2	Interpretation
BI	0,09	9% of the variation in Behavioral Intention the app can be explained by independent variables.
ATT	0,29	29% of the variation in attitudes towards using can be explained by PEOU and PU.
PEOU	0,49	49% of the variation in the Perceived ease of Use can be explained by TA and GS.
PU	0,54	54% of the variation in the Perceived Usefulness can be explained by TA and GS.
USE	0,09	9% of the variation in actual usage can be explained by BI.

The validity and reliability of the construct can be seen in the following table:

Table 3. Validity and Reliability of Constructs

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0,95	0,96	0,96	0,82
ATT	0,85	0,86	0,91	0,76
GS	0,81	0,81	0,81	0,68
PEOU	0,83	0,84	0,9	0,75
PU	0,82	0,82	0,89	0,73
TA	0,81	0,81	0,82	0,69
USE	0,73	0,74	0,83	0,55

Based on the table, it can be concluded that

1. Cronbach's Alpha: Most variables have values above 0.7, indicating good internal consistency.

2. Composite Reliability (rho_c): All constructs have a value above 0.7, which indicates good reliability.
 3. AVE: Most constructs have an AVE value above 0.5, indicating good convergence validity.
- Fit Models can be seen in the following table:

Table 4. Model Fit

	Saturated model	Estimated model
SRMR	0,08	0,13
d_uls	1,67	4,5
d_g	0,7	0,77
Chi-square	1322,57	1445,47
NFI	0,72	0,69

Based on the table, it can be concluded that:

1. SRMR: An SRMR value of 0.08 indicates a fairly good match.
2. Chi-square: The Chi-square results show the difference between the model and the data covariance matrix, which can be affected by the sample size.
3. NFI: An NFI of 0.72 indicates a moderate model fit.

Predictive Relevance (Q²)

Construct Cross-Validated Communality (Q² Communality) is used to evaluate how well a model can predict and represent the variables in its construct using relevant indicators. The following is a table that describes these values.

Table 5. Construct cross-validated commonality

	SSO	SSE	Q ² (=1-SSE/SSO)
BI	1570	436,6	0,72
ATT	942	472,24	0,5
GS	628	557,8	0,11
PEOU	942	488,19	0,48
PU	942	516,1	0,45
TA	628	551,94	0,12
USE	1256	918,18	0,27

The Q² value shows that this model has good predictive validity for variables such as PEOU and PU but is not good for GS and TA.

Hypothesis test

The hypothesis test was carried out by testing the t-statistic value (t-stat) compared to the t-table of 1.96. The following is a table of hypothesis testing on the study:

Table 6. Research Hypothesis Test

It	Research Hypothesis	t-stat	p-value	Decision
H1a	Technology awareness (TA) has a positive influence on the Perceived Usefulness (PU) of digital identity applications.	3.58	0,00	Accepted
H2a	Government support (GS) has a positive influence on the Perceived Usefulness (PU) of digital identity applications.	6.51	0,00	Accepted
H3a	Technology awareness (TA) has a positive influence on the Perceived ease of Use (PEOU) of digital identity applications.	5.28	0,00	Accepted
H4a	Government support (GS) has a positive influence on the Perceived ease of Use (PEOU) of digital identity applications.	4.04	0,00	Accepted
H5a	The Perceived Usefulness (PU) has a positive influence on attitudes towards the use (ATT) of digital identity applications.	4.43	0,00	Accepted
H6a	Perceived ease of Use (PEOU) has a positive influence on attitudes towards the use (ATT) of digital identity applications.	6.52	0,00	Accepted
H7a	Attitude towards using (ATT) has a positive influence on Behavioral Intention(BI) digital identity applications.	5.00	0,00	Accepted
H8a	Intention to use (BI) has a positive influence on the actual use (USE) of digital identity applications.	5.48	0,00	Accepted
H9	Technology awareness (TA) has a direct positive influence on the Perceived Usefulness (PU).	3.58	0,00	Accepted
H10	Technology awareness (TA) has a direct positive influence on the Perceived ease of Use (PEOU).	5.28	0,00	Accepted
H11	Government support (GS) has a direct positive influence on the Perceived Usefulness (PU).	6.51	0,00	Accepted
H12	Government support (GS) has a direct positive effect on the Perceived ease of Use (PEOU).	4.04	0,00	Accepted
H13	Perceived ease of Use (PEOU) has a direct positive influence on attitudes towards using (ATT).	6.52	0,00	Accepted
H14	The Perceived Usefulness (PU) has a direct positive influence on attitudes towards using (ATT).	4.43	0,00	Accepted
H15	Attitude towards using (ATT) has a direct positive influence on intention to use (BI).	5.00	0,00	Accepted
H16	Intention to use (BI) has a direct positive effect on actual use (USE).	5.48	0,00	Accepted

It	Research Hypothesis	t-stat	p-value	Decision
H17	Technology awareness (TA) has a positive indirect influence on attitudes towards using (ATT) through PEOU and PU.	2.58	0.01	Accepted
H18	Government support (GS) has a positive indirect influence on attitudes towards using (ATT) through PEOU and PU.	3.69	0,00	Accepted
H19	The Perceived Usefulness (PU) has a positive indirect influence on Behavioral Intention(BI) through the Attitude towards using (ATT).	3.06	0,00	Accepted
H20	Perceived ease of Use (PEOU) has a positive indirect influence on intention to use (BI) through Attitude towards using (ATT).	3.50	0,00	Accepted
H21	Technology awareness (TA) has a positive indirect influence on Behavioral Intention(BI) through PEOU, PU, and ATT.	2.58	0.01	Accepted
H22	Government support (GS) has a positive indirect influence on Behavioral Intention(BI) through PEOU, PU, and ATT.	2.77	0.01	Accepted
H23	Attitude towards using (ATT) has a positive indirect influence on actual use (USE) through intention to use (BI).	3.24	0,00	Accepted

Discussion

Based on the results of the study, it was found that the actual use (USE) of digital population identity applications in Sumedang Regency is still relatively low. This shows that although people have a strong enough intention to use the application, other factors affect their realization of its use in daily life. One of the factors causing the low actual use is public skepticism about the security of government data. Concerns about potential privacy violations and data misuse can hinder the Behavioral intention of the app into real action (Ibad et al., 2024; Nofriani & Fatichuddin, 2022). These results align with previous research that shows that privacy and security-related concerns are significant barriers to adopting digital-based technology (Silvia Irawati et al., 2024).

In addition to data security issues, the complexity of managing IKD applications is also an obstacle. Although this application is designed to improve the efficiency of population administration services, managing digital identity still requires a visit to the Disdukcapil office, which is considered difficult by some people (Wahyuni et al., 2024). This shows that despite digital initiatives, the implementation of physical procedures remains an obstacle for people to make optimal use of the application. Similar research on the acceptance of the PeduliLindungi application also highlights that ease of access and uncomplicated processes contribute significantly to higher adoption (Andriani & Wahyu Winarno, 2022).

From the perspective of usability perception (PU) and ease of use perception (PEOU), government support and technology awareness significantly influence both variables. Government support, which includes the provision of infrastructure, policies, and socialization of digital identity applications, has an important role in increasing public perception of the usefulness of applications (Pangesti et al., 2024; Simanjuntak, 2015). The research of Sumaryono & Ismiati (2023) also supports these findings, showing that when users find technology easy to use and bring benefits, the adoption of the technology will increase.

However, public attitudes toward using applications (ATT) show that positive perceptions alone are not enough to increase adoption, especially when faced with technical or bureaucratic obstacles (Rafisa et al., 2022). A positive attitude must be accompanied by policy support that eliminates physical obstacles in using the application, making it easier for people to use it consistently.

The study indicates the importance of increasing technological awareness, simplifying usage procedures, and ensuring adequate data security so that actual usage rates increase. Therefore, government support needs to be more directed towards removing bureaucratic barriers and increasing transparency regarding data security to increase public trust and, ultimately, the adoption of digital identity applications (D. M. Putra, 2016; Warsono et al., 2023).

CONCLUSION

The study concludes that the acceptance of digital identity applications in Sumedang Regency is significantly influenced by two critical factors: technology awareness and government support. These findings align closely with the research objectives, which sought to explore the external variables that affect these applications' perceived usefulness and ease of use, as framed by the Technology Acceptance Model (TAM). The analysis demonstrated that when individuals are more aware of technology and receive strong support from the government, they are more likely to view digital identity applications as beneficial and easy to use. This perception subsequently enhances their attitude toward using the applications, thereby increasing their behavioral intention to adopt them. Given the findings, local authorities must prioritize enhancing public understanding of digital identity technologies. Effective socialization campaigns can educate residents about the benefits and functionalities of these applications, addressing concerns related to security and usability. Furthermore, government support plays a pivotal role in fostering trust and confidence among users. Local governments should consider implementing supportive policies that promote the applications and simplify the processes involved in their usage.

Practical recommendations include organizing workshops and seminars that engage the community, providing hands-on demonstrations of the applications, and creating informative materials that clarify their advantages. Additionally, streamlining application procedures can significantly lower users' barriers to entry, making it easier for individuals to transition from traditional methods to digital solutions.

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