

**ANALISIS PENERIMAAN DAN KESUKSESAN PENERAPAN SISTEM
INFORMASI E-SAMSAT BERDASARKAN PENDEKATAN *UNIFIED
THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY* (UTAUT) DAN
DELONE & MCLEAN**

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ABSTRAK

Sejak diluncurkan pada tahun 2017, pengguna e-samsat di Kabupaten Buleleng hanya sebesar 3,9% dari total keseluruhan wajib pajak. Untuk mencapai tujuan dalam menyediakan informasi, keberhasilan suatu sistem informasi merupakan hal yang penting dalam proses pelaksanaannya. Maka tindakan analisis penerimaan pengguna dan kesuksesan e-samsat perlu dilakukan untuk mengetahui sejauh mana e-samsat mampu diterima dan memberikan manfaat bagi penggunanya. Tujuan penelitian ini untuk mengetahui bagaimana penerimaan dan kesuksesan e-samsat di Kabupaten Buleleng berdasarkan *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *system quality*, *information quality*, *service quality*, *behavioral intention*, *user satisfaction*, dan *net impact*. Teori yang digunakan dalam penelitian ini yaitu teori penerimaan sistem informasi UTAUT dan teori kesuksesan sistem informasi D&M. Berdasarkan hasil analisis yang dilakukan menunjukkan bahwa penerimaan dan kesuksesan e-samsat berdasarkan *performance expectancy* memiliki kategori sangat tinggi dengan nilai 87,5%. *Effort expectancy* memiliki kategori sangat tinggi dengan nilai 84,4%. *Social influence* memiliki kategori tinggi dengan nilai 78,6%. *Facilitating conditions* memiliki kategori tinggi dengan nilai 80,3%. *System quality* memiliki kategori sangat tinggi dengan nilai 86,5%. *Information quality* memiliki kategori sangat tinggi dengan nilai 85,35%. *Service quality* memiliki kategori tinggi dengan nilai 77%. *Behavioral intention* memiliki kategori sangat tinggi dengan nilai 86,06%. *User satisfaction* memiliki kategori tinggi dengan nilai 80,3%. Serta *net impact* memiliki kategori tinggi dengan nilai 78,3%.

Kata Kunci: e-samsat, UTAUT, DeLone & McLean, Penerimaan Sistem Informasi, Kesuksesan Sistem Informasi

**ANALYSIS OF ACCEPTANCE AND SUCCESS OF IMPLEMENTING
THE E-SAMSAT INFORMATION SYSTEM BASED ON AN
INTEGRATED THEORY APPROACH OF TECHNOLOGY
ACCEPTANCE AND USE (UTAUT) AND DELONE & MCLEAN**

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ABSTRACT

Since its launch in 2017, e-samsat users in Buleleng Regency are only 3.9% of the total taxpayers. To achieve the goal of providing information, the success of an information system is important in the implementation process. Therefore, the action of analyzing user acceptance and e-samsat success needs to be done to find out the extent to which e-samsat is able to be accepted and provide benefits to its users. The purpose of this study is to determine how the acceptance and success of e-samsat in Buleleng Regency based on performance expectancy, effort expectancy, social influence, facilitating conditions, system quality, information quality, service quality, behavioral intention, user satisfaction, and net impact. The theories used in this study are UTAUT information system acceptance theory and D&M information system success theory. Based on the results of the analysis conducted, it shows that the acceptance and success of e-samsat based on performance expectancy has a very high category with a value of 87.5%. Effort expectancy also has a very high category with a value of 84.4%. Social influence has a high category with a value of 78.6%. Facilitating conditions have a very high category with a value of 80.3%. System quality has a very high category with a value of 86.5%. Information quality has a very high category with a value of 85.35%. Service quality has a high category with a value of 77%. Behavioral intention has a very high category with a value of 86.06%. User satisfaction has a high category with a value of 80.3%. Moreover, net impact has a high category with a value of 78.3%

Keywords: e-samsat, UTAUT, DeLone & McLean, Information System Acceptance, Information System Success