

EVALUASI PENERIMAAN WEBSITE SI AJAIB MENGGUNAKAN METODE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECNOLOGY (UTAUT) DAN TECHNOLOGY ACCEPTANCE MODEL (TAM)

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ABSTRAK

Pelayanan publik berbasis elektronik merupakan salah satu upaya pemerintah dalam meningkatkan efektivitas, efisiensi, dan kualitas pelayanan kepada masyarakat. Salah satu implementasinya adalah Website Si Ajaib yang digunakan sebagai media pelayanan perizinan di Kabupaten Buleleng. Meskipun telah diterapkan, evaluasi terhadap tingkat penerimaan pengguna perlu dilakukan untuk mengetahui penerimaan website tersebut. Penelitian ini bertujuan untuk mengevaluasi penerimaan Website Si Ajaib menggunakan metode Unified Theory of Acceptance and Use of Technology (UTAUT) dan Technology Acceptance Model (TAM). Hasil penelitian menunjukkan bahwa seluruh variabel memperoleh nilai rata-rata pada kategori sangat tinggi, yang menunjukkan bahwa Website Si Ajaib telah diterima dengan sangat baik oleh para pengguna. Selain itu, hasil uji hipotesis menunjukkan bahwa Performance Expectancy, Perceived Ease of Use, dan Social Influence berpengaruh signifikan terhadap Behavioral Intention, sedangkan Facilitating Condition dan Behavioral Intention berpengaruh signifikan terhadap Use Behavior. Penelitian ini diharapkan dapat menjadi bahan evaluasi bagi Pemerintah Kabupaten Buleleng dalam meningkatkan kualitas layanan, kemudahan penggunaan, serta pengembangan Website Si Ajaib guna mendukung pelayanan perizinan berbasis digital yang lebih efektif dan efisien.

Kata Kunci: *Si Ajaib, UTAUT, TAM, evaluasi penerimaan.*

EVALUATION OF SI AJAIB WEBSITE ACCEPTANCE USING UTAUT AND TAM METHOD

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The use of information and communication technology in government processes (e-government) will improve the efficiency, effectiveness, transparency, and accountability of government administration. Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Buleleng (DPMPTSP) is responsible for providing administrative services in the field of licensing. In carrying out its duties, the Buleleng DPMPTSP maintains a website designed to facilitate the public in submitting licensing applications, including business licenses, practice licenses, operational licenses, and others. This website is Sistem Aplikasi Perijinan Online Buleleng or SI AJAIB. The implementation of this system not only improves efficiency but also reduces paper usage, which has a positive impact on environmental conservation. The success of a system is not only evaluated based on its technical aspects but also on user acceptance. The objective of this study is to determine the level of acceptance of the SI AJAIB system among the residents of Buleleng Regency based on Performance Expectancy, Perceived Ease of Use, Social Influence, Facilitating Conditions, Behavioral Intention to Use, and Use Behavior. The theories used in this study are the Information System Acceptance Theory based on the UTAUT and TAM models. The results of the analysis indicate that acceptance of the SI AJAIB website is influenced by the following independent and dependent variables: Performance Expectancy has a significant effect on Behavioral Intention to Use, and Perceived Ease of Use has a significant effect on Behavioral Intention to Use. Social Influence has a significant effect on Behavioral Intention to Use. Facilitating Conditions have a significant effect on system Use Behavior. Social Influence has a significant effect on Use Behavior.

Keywords: SI AJAIB, TAM, Technology Acceptance, UTAUT.