

ABSTRACT

Utilization of ICT in the city of Bandung, became one of the efforts made by the City Government in overcoming urban problems where it is well-known as the concept of Smart City. On smart government sector there are many programs that have implemented in Bandung, one of them is an Information Systems Assessment Service Bandung Juara or known as SIP Bdg Juara. But the expectations and achievements that have been obtained from the presence of SIP Bdg Juara is still relatively low, where there are still factors that become consideration of Bandung society in adopting SIP Bdg Juara have not been understood well enough. Hence, it is important to find out the acceptance of this website.

This research uses UTAUT 2 modification model which is derived from UTAUT 2 Theory by Venkatesh et al. (2012), with the main variables consisting of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, and Habit, as well as two moderator variables which are Age and Gender. This research uses SEM-PLS method with SmartPLS 3.0 software. For the data collection, this study uses questionnaires that distributed to 400 respondents with the criteria of residents living in the city of Bandung, whether they have or not yet participated in this website.

Finally, this study shows that the most influencing factor on the interest of using SIP Bdg Juara website is Price Value, followed by Hedonic Motivation, then Habit, where all those three factors have positive influence in both types of latent variables. While the variables that affect Use Behavior related to the use of public service website SIP Bdg Juara are Habit and Behavioral Intention. Therefore, these findings expected to enable practitioners in order to gain more information in improving the successful implementation of ICT-based governance programs. For future researchers, the results of this study especially for the new research context, might help to provide an understanding of the adoption and behavior of technology use through UTAUT 2 model.

Keywords: Smart City, Smart Government, SIP Bdg Juara, UTAUT 2