ABSTRACT

Bandung City Government seeks to solve urban problems with creative solutions through the utilization of ICT in which it is known as Smart City. One of the programs on smart government sector is the implementation of online public aspiration and complaint report service through an application/system called LAPOR. As far as application is implemented in Bandung, this system is considered to be quite effective in engaging public participation, but it is contrary to the negative comments by the users. Thus, it is important to find out the acceptance of LAPOR system in Bandung citizen.

Factors affecting interest and behavior of the use of such systems can be identified by the UTAUT 2 model developed by Venkatesh et al. in 2012. The model has nine constructs: Performance Expectancy, Effort Expectancy, Social Influence, Facillitating Condition, Hedonic Motivation, Price Value, and Habit. This research uses Structural Equation Modeling-Partial Latest Square (SEM-PLS) method with an application called SmartPLS 3.0. Related to data collection, this study uses questionnaires which is distributed to 405 respondents with the criteria of residents who live in the city of Bandung, and those respondents are not only users of LAPOR application but also who have not used the system.

The result shows that the most influential factor on the interest of using the LAPOR system is Price Value. This indicates that people want a comparable benefit from the cost/spending on the use of the system. The next influential factors are Hedonic Motivation, Social Influence, Habit, and Facilitating Condition. The user's perceived convenience, the influence of people who are close to them, as well as the conditions that facilitate the use of LAPOR system also affect a person's acceptance of this system. Therefore, these findings enable practitioners to gain information in improving the successful implementation of technology-based governance programs. For future researchers, the result of this study is expected to provide an understanding of the adoption and behavior of the use of technology through UTAUT 2 model in the new research context.

Keywords*: *Smart City, Smart Government, UTAUT 2