

ABSTRACT

The Jakarta City Government seeks to solve urban problems with creative solutions through ICT utilization, which is known as Smart City. One program in the smart government sector is the implementation of online complaints services through an application system called Qlue. As far as its application, the application is considered quite effective in involving public participation, but this is contradictory to the many negative comments given by users. Therefore, it is important to find out the picture of acceptance of the Qlue system in the community.

The factors that influence the interest and behavioral intention of the system can be identified by the UTAUT model developed by Venkatesh et al. in 2003. The model has nine constructs namely Performance Expectancy, Effort Expectancy, Social Influence, Facillitating Condition. This study uses the Equation Multiple Linear Regression Analysis method for to analyze the influence of the level of use. Regarding data collection, this study used a questionnaire distributed to 300 respondents with the criteria of residents residing in the city of Jakarta, who had used the Qlue application.

The results showed that the most influential factor in interest in using the Qlue application was Performance Expectancy, Effort Expectancy. This shows that the public wants a system that can be relied upon to help solve their problems and the ease of use of the application, but Social Influence, Facilitating Condition that is not too influential For the next researcher, the results of this study are expected to provide an understanding of the adoption and use of technology through the UTAUT model in the context of the new research.

Keywords: Smart City, Smart Government, UTAUT.