ABSTRACT

ANALYSIS OF INTEREST USING FACTORS E-GOVERNMENT FOR COMMUNITIES USING K-MEANS ALGORITHM

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E-Government is a public service carried out by all government agencies that are coordinated with each other optimally using telematics technology. In order for the implementation of e-government to be carried out properly, it is necessary to pay attention to technical and non-technical factors that can affect success. In general, non-technical factors dominate more than technical factors, therefore an in-depth understanding of non-technical factors is needed when designing and implementing e-government. The implementation of e-government that is associated with efforts to meet the needs of all sectors of activities both in the government and the community requires patrons from leaders who can provide examples and joint commitments. For this reason, it is necessary to analyze the level of e-government services using the K-means algorithm on RapidMiner tools that use supporting variables, namely survey questions from service factors, namely performance expectancy, effort expectancy, and social influence that will be examined. The output of this study is the level of influence of e-government service factors that are more dominant in government. Based on the results of the study, K-means have an analytical level of accuracy that can reach 91%.

Key Words: E-Government, K-Means, Clustering, Rapid Miner