

ABSTRACT

The Digital Transformation of government system started with inauguration of Electronic-Based Government System (SPBE) by President Jokowi in August 2018. The Directorate General of Customs and Excise (DJBC) implemented SPBE by building Customs Excise Information System and Automation (Ceisa) as its main service application. The damage of Ceisa data center in July 2021 caused national losses, and the Customs office in the region, especially KPPBC TMP A Tangerang (Tangerang Customs) anticipated it by building several independent applications to support customs and excise services, among others: Applications in the Tangerang network (SiJagger), Tangerang Customs Email (BeTa), Customs and Excise Service Email (PKC), Treasury Email, and Certificate of Origin Counter Email (SKA) Tangerang. In order to simplify all applications that exist were SiJagger V2 purposed to made.

This research aims to find out Technology Readiness Index (TRI) of SiJagger V2 users, analyze whether the user readiness factor has positive and significant effect on the acceptance of the SiJagger V2 service using Technology Readiness Acceptance Model (TRAM) method, analyze whether user acceptance factor has positive and significant effect on the acceptance SiJagger V2 service using the TRAM method, as well as to find out what needs to be improved the readiness of SiJagger V2 users.

The data research was explored with quantitative method using online questionnaire with 110 respondents representing companies that use SiJagger V2 in the Tangerang Customs inspection area. Data analysis technique using Structural Equation Model (SEM) with SmartPLS program.

The results of the statistical test show that the TRI index of SiJagger V2 users is 2.77 categorized in Low Technology Readiness. TRAM variables that influence the readiness of SiJagger V2 application in Tangerang Customs are Optimism (OPT) and Innovativeness (INN) have positive and significant influence, while the variables Discomfort (DIS) and Insecurity (INS) have negative and significant influence, which are explained as follows: (1) OPT has positive and significant influence on PEU, (2) OPT has positive and significant influence on PU, (3) INN has positive and significant influence on PEU, (4) INN has positive and significant influence on PU, (5) DIS has negative and significant influence on PEU, (6) DIS has negative and significant influence on PU, (7) INS has negative and significant influence on PEU, (8) INS has negative and significant influence on PU. TRAM variables that influence the acceptance of SiJagger V2 application in Tangerang Customs are Perceived ease of use (PEU), Perceived usefulness (PU), and Behavioral intention (BI) have significant positive influence, which explained as follows: (9) PEU has positive influence and significant to PU, (10) PEU has positive and significant effect on BI, (11) PU has positive and significant effect on BI.

The results of this research expected to evaluate SiJagger V2 to be better, so the users of SiJagger V2 get faster and better response, better experience in accessing information so they are satisfied with the services provided by Tangerang Customs and increase acceptance country from customs and excise services.

Keywords: *SiJagger V2, Technology Readiness Acceptance Model (TRAM), technology readiness, and technology acceptance.*