

ABSTRACT

Mobile application is a software developed on a smart phone. Currently, there are so many government services that can be accessed through mobile-based applications. This phenomenon is also an effort by the government to enter the era of digital transformation. Therefore, in 2021 the Traffic Corps (Korlantas) of the Indonesian National Police (Polri) officially launched an integrated online mobile-based service application to make it easier for the public to get traffic services. With this new breakthrough, of course, it is highly utilized by the community, especially in East Java Province which is under the auspices of the East Java Regional Police (Polda Jatim). This study aims to identify what factors influence user interest, behavior and intention towards the Korlantas Polri Digital application. The model used in this study is adapted from the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), and Unified Theory of Acceptance and Use of Technology (UTAUT) models which are integrated simultaneously with Service Quality and moderation in the form of education level in Indonesia. The collected data were analyzed using Covarian-based Structural Equation Modeling (CB-SEM) method. The results showed that Performance Expectancy and Effort Expectancy have a significant positive effect on the behavioral intention (BI) of application users. Meanwhile, Perceived Trust and Service Quality have a positive but insignificant effect on the behavioral intention of application users. Social Influence and Facilitating Conditions have a negative influence on the behavioral intention of application users; and Perceived Risk has a negative influence on user behavioral intention where this illustrates that the risks they are worried about can reduce their interest in using the application. In addition, Behavioral Intention affects word of mouth (WOM). The results also show that moderating factors have an influence on users' Behavioral Intention to continued intention to use.

Keywords: *Behavior, East Java, Mobile Application, Technology Acceptance Model, Theory of Planned Behavior, Unified Theory of Acceptance and Use of Technology, Services*