

ABSTRACT

EVALUATION OF PUBLIC ACCEPTANCE OF THE JAKI APPLICATION USING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY MODEL 2

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Rapid advances in information technology have changed many aspects of life, especially in improving the performance of public services based on good governance. The presence of e-government is expected to improve the productivity and efficiency of the bureaucracy and increase economic growth. The creation of the smart city concept is able to create good governance and foster public satisfaction with the services provided by the government. To support Jakarta's smart city, an application called JAKI or an abbreviation of Jakarta Kini was created. The purpose of creating this application is to make it easier for people to carry out activities in Jakarta. the JAKI application already provides services that are considered to contain almost all information about Jakarta and also includes e-government services, in fact, there are still few Jakarta people who download the JAKI application due to the lack of digital literacy of the community. this study will evaluate public acceptance of using the JAKI application using variabels that encourage the use of technology based on the Unified Theory of Acceptance and Use of Technology model 2 (UTAUT2) theory. Data will be processed using SEM-PLS. The result showed that facilitating conditions and hedonic motivation are significant factor in influencing public accpetance of the use of the JAKI aplication. While thr moderating variable does not become an influence between the independent variable and the variable behavioral intention.

Keywords: Behavioral intention, Facilitating condition, Hedonic motivation, JAKI