

ABSTRACT

This study aims to analyze the acceptance of the e-Registration of Traditional Medicines and Food Supplements (ASROT) application by the Indonesian Natural Herbal Medicine Association (PPJAI) using the Technology Acceptance Model (TAM) approach, expanded with the variable of trust of the government. Digital transformation in public services, including traditional medicine registration, is expected to enhance the efficiency, transparency, and accountability of registration services. However, the implementation of ASROT faces several challenges, such as user adaptation to the digital system, procedural complexity, and limitations in the application's features. This study examines the influence of Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Trust of the Government on Attitude Toward Use (ATU), as well as the influence of ATU on Intention to Use (ITU) of the ASROT application. The research method uses a quantitative approach with data collection through questionnaires to PPJAI members and data analysis using Structural Equation Modeling (SEM). The research hypothesis aims to demonstrate the influence of perceived usefulness, perceived ease of use of the application, and trust of the government on attitude toward use and the intention to continue using the application. This study will provide strategic recommendations for improving the quality of ASROT services through analysis of correlated variables. Theoretically, this study can contribute to the development of literature related to e-government implementation in public services, as well as provide practical input for government efforts to accelerate the digital transformation of traditional medicine registration services.

Keywords: Public Services, Digital Transformation, e-Government, ASROT, Technology Acceptance Model (TAM), Perceived Usefulness, Perceived Ease of Use, Trust of the Government.