Factors Influencing the Intention to Use of E-Government Services in Indonesia

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Abstract

E-Government is a system of digital interaction between the government and the community. The application of e-government in public operations is considered capable of encouraging public aspirations, information disclosure, and public participation in the government administration system. However, there is still inequality and not optimal implementation of e-government services. This must be a concern for the government because if it is not handled, the public cannot get comprehensive information and services. This study attempts to bridge the gap by examining the factors influencing intentions in using e-government services in Indonesia. The purpose of this study is to test the effect of accessibility, usefulness, electronic word of mouth, ease of obtaining service through electronic word of mouth as a mediation variable. The sample in this study was 511 Indonesian citizens obtained from the distribution of questionnaires. The data obtained were analyzed using the PLS Structural Equation Model (SEM) version 3. The results showed that accessibility, usefulness, electronic word of mouth, and ease of obtaining service significantly influenced the intention in using e-government services and electronic word of mouth mediated the influence between usefulness and ease of obtaining service on intention in using e-government services.

Keywords: Intention to use e-government services, accessibility, usefulness, electronic word of mouth, and ease of obtaining services.

Faktor-Faktor yang Mempengaruhi *Intention to Use* Layanan *E-Government* di Indonesia

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Abstrak

E-Government merupakan sistem interaksi digital antara pemerintah dengan masyarakat. Penerapan *e-government* dalam operasional publik dinilai mampu mendorong aspirasi masyarakat, keterbukaan informasi, dan partisipasi publik dalam sistem penyelenggaraan pemerintahan. Namun, masih terdapat ketidakmerataan dan tidak maksimalnya pelaksanaan penerapan layanan *e-government*. Hal tersebut harus menjadi perhatian pemerintah karena jika kurang penanganan, masyarakat tidak bisa mendapatkan informasi dan pelayanan secara menyeluruh. Penelitian ini mencoba untuk menjembatani kesenjangan dengan memeriksa faktor-faktor yang mempengaruhi niat dalam menggunakan layanan *e-government* di Indonesia. Tujuan dari penelitian ini untuk menguji pengaruh *accessibility, usefulness, electronic word of mouth, ease of obtaining service* melalui *electronic word of mouth* sebagai variabel mediasi. Sampel dalam penelitian ini adalah 511 warga negara Indonesia yang didapatkan dari penyebaran kuesioner. Data yang diperoleh dianalisis menggunakan *Structural Equation Model* (SEM) PLS versi 3. Hasil penelitian menunjukkan bahwa *accessibility, usefulness, electronic word of mouth, dan ease of obtaining service* secara signifikan mempengaruhi niat dalam menggunakan layanan *e-government* dan *electronic word of mouth* memediasi pengaruh antara *usefulness* dan *ease of obtaining service* terhadap niat dalam menggunakan layanan *e-government*.

Kata kunci: *Intention to use* layanan *e-government*, *accessibility*, *usefulness*, *electronic word of mouth*, dan *ease of obtaining service*.