THE EFFECT EFFORT EXPECTANCY, SOCIAL INFLUENCE AND ADOPTION ATTITUDE ON INTENTION TO USE E-GOVERNMENT SERVICES IN INDONESIA

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Abstract

E-government is a term that refers to the use of the Internet in government operations. This concept includes efforts to improve efficiency and transparency in the delivery of public services, citizen participation in decision-making processes, and better governance through the use of technology, the Internet and new media. The purpose of this research is to test and prove the effect of effort expectancy, social influence, and adoption attitude on intention to use e-government with experience as a moderating variable. The sample in this study were 470 Indonesian people who were obtained from distributing a Likert scale questionnaire as a measuring tool. This study uses Structural Equation Modeling (SEM) with the help of the SmartPLS 3.0 application. The results of the study show that effort expectancy, social influence, and adoption attitude have a significant influence on the intention to use e-government. Then, the experience moderation variable can strengthen the effect of effort expectancy and social influence on the intention to use e-government.

Keywords: Effort Expectancy, Social Influence, Adoption Attitude, Experience, Intention to Use E-Government Services.

PENGARUH *EFFORT EXPECTANCY, SOCIAL INFLUENCE* DAN *ADOPTION ATTITUDE* TERHADAP *INTENTION TO USE E-GOVERNMENT SERVICES* DI INDONESIA

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Abstrak

E-government adalah istilah yang merujuk pada penggunaan Internet dalam operasi pemerintahan. Konsep ini mencakup upaya untuk meningkatkan efisiensi dan transparansi dalam penyampaian layanan publik, partisipasi masyarakat dalam proses pengambilan keputusan, dan tata kelola yang lebih baik melalui pemanfaatan teknologi, Internet, dan media baru. Tujuan dari penelitian ini adalah untuk menguji dan membuktikan pengaruh *effort expectancy, social influence,* dan *adoption attitude* terhadap *intention to use e-government* dengan *experience* sebagai variable moderasi. Sampel dalam penelitian ini sebanyak 470 masyarakat Indonesia yang didapatkan dari penyebaran kuesioner skala *Likert* sebagai alat ukurnya. Penelitian ini menggunakan *Structural Equation Modeling* (SEM) dengan bantuan aplikasi *SmartPLS* 3.0. Hasil penelitian menunjukkan bahwa *effort expectancy, social influence,* dan *adoption attitude* memiliki pengaruh yang signifikan terhadap *intention to use e-government*. Kemudian, variable moderasi *experience* dapat memperkuat pengaruh *effort expectancy* dan *social influence* terhadap *intention to use e-government*.

Kata Kunci: *Effort Expectancy, Social Influence, Adoption Attitude, Experience*, *Intention to Use* Layanan *E-Government*.