

ABSTRACT

TAM MODEL TO EVALUATE USERS ACCEPTANCE OF VILLAGE INFORMATION SYSTEM (SID)

(Case Study : Gumiwang Village)

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The era of public information openness has changed the paradigm of society that requires more information about programs implemented by a government at all levels. The same applies to villages, which are currently undergoing a transformation to become more dynamic and progressive. The development of information technology has also provided opportunities for change in village governments in the provision of technology-based services. Gumiwang Village is one of 13 villages in the Kejobong district of Purbalingga Regency that has implemented the use of Village Information System (SID) services based on a website in its government mechanism. The implementation of SID in Gumiwang Village has not yet been optimal due to the poor management of the features on the SID and the incomplete information displayed. Based on this problem, a deeper study is needed to determine the factors that influence the acceptance of SID in Gumiwang Village. This study uses the Technology Acceptance Model as a research method framework, which includes several variables used, namely Perceived Usefulness, Perceived Ease of Use, Behavioral Intention, and Actual System Use. The sampling data collection technique was carried out by distributing questionnaires to Gumiwang Village residents who were familiar with and had used SID services using purposive sampling techniques. The questionnaire responses were measured using the Likert scale, and the data were then tested for validity and reliability using the Smart-PLS application software. This study was conducted using a quantitative method, and the data obtained consisted of 119 primary data respondents. The hypothesis testing results of the five proposed hypotheses found that four hypotheses had a significant effect between one variable and another variable, and one hypothesis was rejected with a T-statistic value of 0.806 and a p-value of 0.210. Based on the research results, it was found that the Gumiwang Village SID website needs to be improved, especially on features that are less usable, so that users can have confidence in the usefulness and benefits of the website.

Keywords: *Technology Acceptance Model, Smart-PLS, Village Information System*