

ABSTRACT

USER ACCEPTANCE ANALYSIS OF THE INFO PERUMDAM TIRTA SATRIA APPLICATION USING THE UTAUT2 (CASE STUDY: PERUMDAM BANYUMAS)

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The Regional Drinking Water Company (Perumdam) in Banyumas Regency continues to make efforts to improve the quality of service to customers such as services in checking billing information, network repair information and customer complaint information. Therefore, Perumdam Banyumas developed the Info Perumdam Tirta Satria application. However, in operationalizing the application, there are problems with the application such as the lack of maximizing the water network repair information feature, the help service feature is not optimal for use, the application often lags or is slow in providing responses, and the application does not provide adequate notifications about network repair updates. The study aims to identify factors that influence the acceptance of the Perumdam Tirta Satria Info application using UTAUT 2 which involves the factors of performance expectancy, effort expectancy, social influence, facilitating conditions, motivation, hedonic, price value and habit on behavioral intention and use behavior moderated by age, gender and experience. A total of 25 hypotheses were tested on 100 research respondents, all of whom were users of the Perumdam Tirta Satria Info application from the Purwokerto subdistrict. Based on the test results, all data were declared valid and reliable. From hypothesis testing, it was found that H8 = habit on behavioral intention, H9 = habit on use behavior, and H15 = habit on use behavior moderated by gender were accepted and significant because the p -value < 0.05 . A total of 22 hypotheses were rejected because they had a p -value < 0.05 . A total of 22 hypotheses were rejected because they had a p -value > 0.05 . Optimizing the user experience of the Perumdam Tirta Satria Info application can be achieved by improving application usage habits, such as developing habit-based features, easily accessible training, gamification and loyalty systems, UI/UX improvements, and content tailored to users' gender preferences.

Keywords: *User Acceptance Analysis, SmartPLS, UTAUT2*