

ABSTRACT

ANALYSIS OF THE CILACAP DISTRICT DEPARTMENT OF TRANSPORTATION WEBSITE USING TECHNOLOGY ACCEPTANCE MODEL (TAM) METHOD

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The Cilacap Regency Transportation Service is a government agency tasked with carrying out regional government activities in the transportation sector. The level of technological development from time to time changes rapidly and penetrates various areas of life, be it in the fields of offices, health, education, and others. As website technology develops, the key to website success is influenced by user acceptance. User acceptance can affect the success or failure of the technology. Therefore this study will analyze user acceptance of the Cilacap Regency Transportation Service website along with the most influential factors from the employee side and the community side. This research will use the Technology Acceptance Model (TAM) method and use a simple random sampling technique with the number of samples to be measured as many as 84 employee respondents and 154 community respondents who have been determined using the slovin formula. This research will be measured using four perceptual constructs, namely Perceived Ease of Use, Perceived Usefulness, Behavioral Intention to Use, and Actual System Use. The results of this study are that on the employee side the Perceived Usefulness factor on Perceived Ease of Use has the greatest influence on website user acceptance of the Cilacap Regency Transportation Service, and on the community side the Behavioral Intention Of Use factor on Actual System Use has the greatest influence on website user acceptance Cilacap Regency Department of Transportation.

Keywords: Dishub, User Acceptance, Measurement, TAM, Website.