

Analisis E-Government Adoption Model dalam Online Single Submission-Risk Based Approach pada Usaha Mikro Kecil Industri Makanan di DKI Jakarta = Analysis of the E-Government Adoption Model in the Online Single Submission-Risk Based Approach for Food Industry Micro and Small Enterprises in DKI Jakarta

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Abstrak

Penerapan Teknologi Informasi dan Komunikasi (TIK) pada era globalisasi turut memengaruhi proses pelayanan pemerintah Indonesia yang berinovasi secara elektronik atau e-government untuk menjangkau pelayanan lebih luas secara efektif dan efisien. Namun, dalam implementasi e-government di Indonesia masih ditemukan tingkat adopsi masyarakat yang tidak merata. Online Single Submission Risk Based Approach (OSS RBA) sebagai salah satu pelayanan perizinan usaha secara digital, masih menemukan tantangan terkait tingkat pengadopsian layanan tersebut oleh pelaku usaha. Penelitian ini bertujuan untuk menganalisis apa saja faktor-faktor yang memengaruhi e-government adoption dalam tahap interaksi mengacu pada E-Government Adoption Model (GAM) milik Shareef et al. (2010). Penelitian ini menggunakan pendekatan kuantitatif dan teknik penarikan sampel non-probability sampling dengan jenis purposive sampling dengan menyebarkan kuesioner secara online kepada kurang lebih 1.182 pemilik atau manajer UMK industri makanan di DKI Jakarta, yang mana dari jawaban kuesioner tersebut terdapat sebanyak 114 responden yang datanya layak untuk dianalisis. Data tersebut dianalisis menggunakan metode PLS-SEM (Partial Least Squares Structural Equation Modeling) dengan bantuan perangkat lunak SmartPLS versi 4.1.1.2 dan IBM SPSS Statistics 20. Hasil penelitian ini menunjukkan bahwa (1) perceived awareness, perceived information quality, dan perceived trust memiliki pengaruh positif dan signifikan terhadap e-government adoption interaction level; (2) perceived image dan perceived ability to use memiliki pengaruh positif tetapi tidak signifikan terhadap e-government adoption interaction level; (3) perceived security memiliki pengaruh positif dan signifikan terhadap e-government adoption interaction level melalui perceived trust sebagai mediasi; dan (4) perceived ability to use dan perceived uncertainty memiliki pengaruh positif tetapi tidak signifikan terhadap e-government adoption interaction level melalui perceived trust sebagai mediasi. Penelitian ini memberikan implikasi manajerial bagi pemerintah dan penyelenggara OSS RBA untuk mengoptimalkan sosialisasi, kualitas informasi, dan pengalaman pengguna dalam proses perizinan usaha. Selain itu, peningkatan keamanan dan kepastian pengalaman pengguna juga diperlukan untuk mendorong adopsi OSS RBA secara mandiri oleh pelaku usaha.

.....The application of Information and Communication Technology (ICT) in the era of globalization has also influenced the process of Indonesian government services that innovate electronically or e-government to reach wider services effectively and efficiently. However, in the implementation of e-government in Indonesia, there is still an uneven level of community adoption. Online Single Submission Risk Based Approach (OSS RBA) as one of the digital business licensing services, still finds challenges related to the level of adoption of these services by business actors. This research aims to analyze what are the factors that influence e-government adoption in the interaction stage referring to the E-Government Adoption Model (GAM) of Shareef et al. (2010). This study uses a quantitative approach and non-probability sampling

technique with purposive sampling type by distributing online questionnaires to approximately 1,182 owners or managers of food industry MSEs in DKI Jakarta, where from the answers to the questionnaire there are 114 respondents whose data are suitable for analysis. The data was analyzed using the PLS-SEM (Partial Least Squares Structural Equation Modeling) method with the help of SmartPLS software version 4.1.1.2 and IBM SPSS Statistics 20. The results of this study indicate that (1) perceived awareness, perceived information quality, and perceived trust have a positive and significant influence on e-government adoption interaction level; (2) perceived image and perceived ability to use have a positive but insignificant influence on e-government adoption interaction level; (3) perceived security has a positive and significant influence on e-government adoption interaction level through perceived trust as mediation; and (4) perceived ability to use and perceived uncertainty have a positive but insignificant influence on e-government adoption interaction level through perceived trust as mediation. This research provides managerial implications for the government and OSS RBA organizers to optimize socialization, information quality, and user experience in the business licensing process. In addition, increased security and certainty of user experience are also needed to encourage independent adoption of OSS RBA by businesses.