

ANALYSIS OF ACCEPTANCE LAYANAN TANGGAP KARAWANG APPLICATION (TANGKAR) USING TECHNOLOGY ACCEPTANCE MODELS 3 (TAM 3)

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Abstract. In today's era, the role of social media is very important for society. Most people even use social media such as Facebook, Instagram, Twitter, etc. to convey their aspirations. Tangkar, is the name / term given to the Local Complaints Portal for the Karawang Community. This application was launched on February 22, 2019. This study aims to determine the factors that can affect user intentions, in this case the people of Karawang Regency to use the Tangkar application. The research method used in this research is the Technology Acceptance Models 3 (TAM 3) method. Meanwhile, the data collection method in this study is to use a survey by distributing questionnaires to users of the Tangkat application, namely the people of Karawang Regency. The number of samples in this study were 60 respondents. This study was analyzed using the Structural Equation Model (SEM) with the help of SmartPLS 3 software. The results of this study indicate that the intention to use the Tangkar application is the main factor of respondents using the Tangkar application. The user's intention to use Tangkar application is influenced by the perceived usefulness, ease of use and subjective norms.

Keywords: Acceptance Analysis, Tangkar Application, Technology Acceptance Models 3 (TAM 3)

1. INTRODUCTION

Complaints or dissatisfaction related to the behavior or implementation of a government agency's duties as a form of aspiration from the community for the benefit of improvement for an agency. There are many complaints and aspirations from the community as part of an effort to optimize performance. The Karawang Regency Government facilitates people's aspirations by launching a Karawang (Tangkar) response application on February 22, 2019. The Tangkar Application is an Online Aspiration and Complaint Service for the Karawang Community based on Android, Web, SMS Gateway, and Social Media, run on a comfortable, integrated principle. And complete. Every complaint that comes in through the Android application and the Website is stored in the system. Other complaint channels (LAPOR, SMS Gateway, Social Media, Whatsapp, and Email) will be recorded and verified by the TANGKAR admin team. The admin and the public can check the status of a complaint through the TANGKAR website and Android application, whether it is still in the waiting stage, processed, or resolved. The Tangkar application's use supports the effectiveness of conveying the aspirations made by the Karawang

regency community. The acceptance of Tangkar application by the Karawang community is a consideration in measuring the application's adoption rate. Karawang Regency has implemented the Tangkar application to convey community aspirations for almost two years. It has attracted researchers to determine the adoption rate of the Tangkar application by the Karawang community. The level of application adoption can be an input for the Karawang district government to continue to improve services to people.

The method used by researchers in this study is the Technology Acceptance Model (TAM). Davis argues that TAM is a technology acceptance model that explains individual attitudes and behavior towards technological devices or systems (Davis, 1989). McFarland & Hamilton (2006) in (Zheng & Li, 2020), explained that TAM is the simplest, easiest to use and most influential technology acceptance model that proposes two variables, namely the perception of user ease and perceptions of usability, which affect attitudes towards application use, new systems or technologies which then ultimately affect their behavioral intentions in using the.

2. LITERATURE REVIEW

2.1. Definition of Application

Verdi Yasin (2007) in (Hartati et al., 2017) defines applications as a subcategory of computer software that utilizes direct computer capabilities to perform tasks required by users. Usually, it compares integrated system software with various computer functions but does not directly apply it to perform a task that benefits the user.

Besides, Jogiyanto (2012) in (Fauzi Rahman, 2015) provides an overview of the application, namely converting a manual method into a computer by creating a system or program to be processed more efficiently and optimally.

Meanwhile, according to (Abdurahman & Riswaya, 2014), the application is a ready-to-use program that can execute application user commands to make applications to obtain more accurate results. Application means using application data processing technology to solve problems. This technology is usually based on the required or expected computation as well as the desired data processing.

2.2. Definiton of Services

According to (Fernandes & Marlius, 2018), producers to consumers or companies/organizations provide satisfaction to the public and respond to consumer reactions. Service has many meanings and different opinions for each person. Impressive service advantages can increase customer loyalty: for example, in reliable pre-sales, in-sales, and after-sales activities.

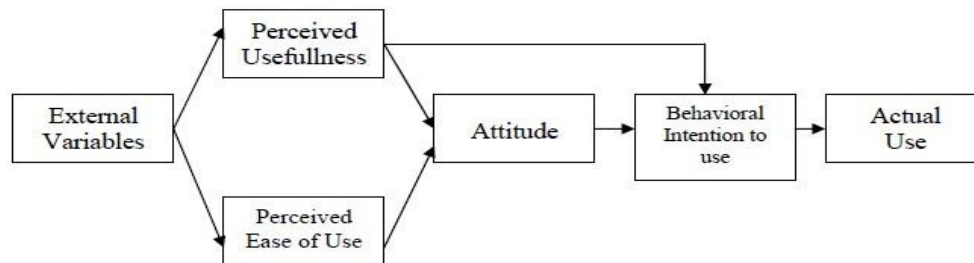
Meanwhile, Ratminto and Winarsih (2005) in (Hidayat et al., 2018) defines service as one or more activities or a series of invisible (untouched) activities that occur in interactions between consumers and employees or other things service providers aim to solve. consumer / customer problems.

Besides, Kotler (2004, Sembiring, 2014) argues that service is an activity or benefit that a person can provide to others. Such activities or benefits are essentially intangible and do not lead to any ownership.

2.3. Definition of Technology Acceptance Models 3 (TAM 3)

Davis first introduced the TAM method in 1989. TAM is an information systems theory that makes a model about how the user accepts and uses technology. This model explains that when users use information systems, some factors influence how and when to use them.

TAM's main purpose is to establish a basis for tracing the influence of external factors on computer users' beliefs, attitudes (personalization), and goals. TAM considers that the two central behavioral variable beliefs in adopting information systems are user perceptions of perceived usefulness and user perceptions ease of use (Elhadi & Kuryanti, 2020).



a. Perceived Usefulness

Davis et al. (1989) in (Priambodo & Prabawani, 2016) defines the perceived usefulness of use as the level at which users believe technology can improve their work performance. Meanwhile, Rahmatsyah (2011) in (Wibowo et al., 2015) defines perceived usefulness as the subjective probability of potential users using the application will improve their work performance. The comfortable performance will lead to increased profits, both physically and non-physically. The results will be faster and more satisfying than products without new technology. Meanwhile, Huang et al. (2000) in (Rijatullah et al., 2020) argued that the perceived usefulness is the degree to which individuals believe that using a specific technology will drive their duties' performance.

b. Perceived Ease of Use

Davis et al. (1989) in (Priambodo & Prabawani, 2016) defines the Perceived Ease of Use as the level at which users think technology can easily be used without problems. The intensity of use and interaction between the user and the system can also indicate the ease of use. Then Jogiyanto (2009) in (Wibowo et al., 2015) reveals that the perception of ease of use shows how much someone believes that technology will make a business easier. From the definition, it can be seen that perceived ease is a belief about the decision-making process. If someone believes that information systems are easy to use, then he will use them. Besides, according to (Rijatullah et al., 2020), the perception of ease of use is the level of individual belief that using technology will be free from effort. This concept implies that users will tend to use the information system if the information system is easy to use. Perceived ease of use is a person's confidence that information systems are comfortable and do not require the user's hard effort.

c. Attitude Toward Using

According to Davis (1989) in (Rijatullah et al., 2020), The attitude towards use in TAM is conceptualized as an attitude towards using a system in the form of acceptance or rejection of a person when using technology in his work. Meanwhile, according to Aakers and Myers (1997) in (Hanggono, 2015) Attitude to use is an attitude of liking or disliking using a product. It is an attitude of liking or disliking the product, which predicts people's intentions when using the product. Also, Jogiyanto (2007) in (Sari & Hermanto, 2016) states that the attitude towards use

is an evaluation of belief or positive or negative feelings from someone if they have to do the behavior that will be

d. Behavioral Intention

According to Davis (1989) in (Hanggono, 2015) defines User Behavior Interest as a behavioral tendency to continue using technology. Meanwhile, Jogiyanto (2007) in (Amri & Surya, 2013) defines behavioral intention as a desire (interest) for someone to do a specific behavior. Someone will do a behavior if they have a behavioral intention to do it. Also, Wibowo (2007) in (Amri & Surya, 2013) argues that interest in usage behavior is a behavioral tendency to keep using a technology. The level of use of computer technology in a person is predicted from the attitude of his attention to the technology, for example, the desire to add supporting peripherals, motivation to keep using, and the desire to motivate other users.

e. Actual Use

Davis (1989) in (Hanggono, 2015) argues that actual use is a simple system use condition. Someone will be satisfied using a system if they realize that the system is easy to use and will increase productivity, reflected in the real production use (Tangke, 2004).

3. RESEARCH METHODS/METHODOLOGY

Technology Acceptance Model 3 (TAM 3) suggested three relationships that were not tested empirically in Venkatesh (2000) and Venkatesh and Davis (2000). We suggest that experience will moderate the relationship between (i) perceived ease of use and perceived usefulness; (ii) computer anxiety and perceived ease of use; and (iii) ease of use and intention to behave (Venkatesh & Bala, 2008).

Based on the description of the literature and hypothesis above, the following research model can be presented:

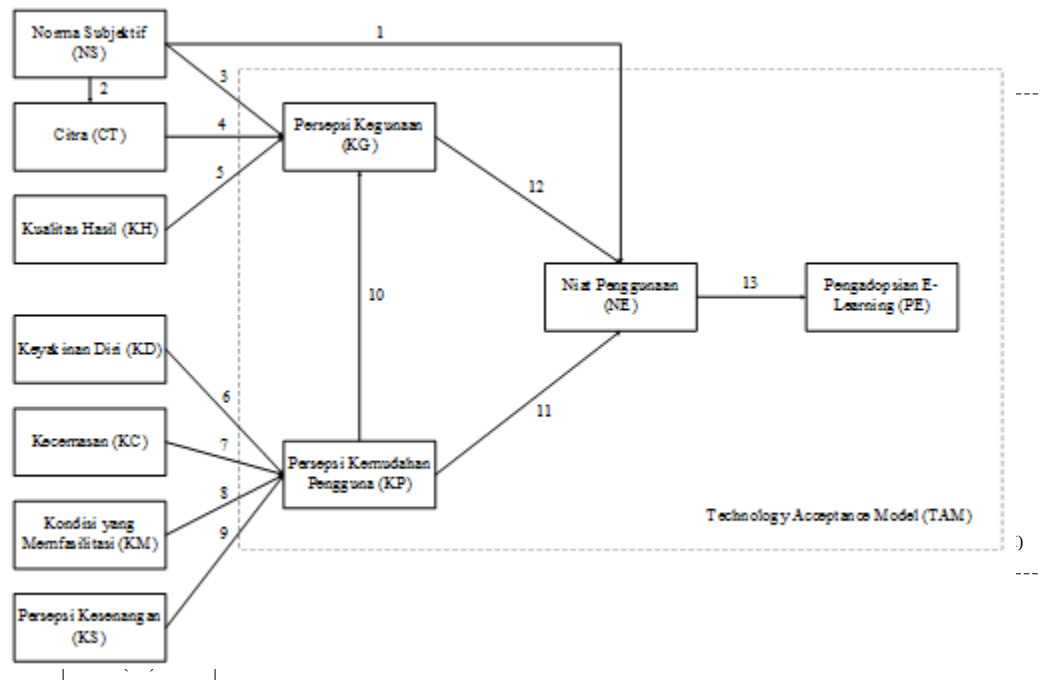


Fig 2. Research Model

The research method used in this research is a quantitative approach because this research is presented with numbers. Quantitative research is a method for testing specific theories by examining the relationship between variables. These variables are measured so that data consisting of numbers can be analyzed based on statistical procedures (Creswell, 2012). According to (Azwar 2011), a quantitative approach is carried out in inferential research (in the context of testing the hypothesis) and relies on the conclusion of the results on a probability of null hypothesis rejection error. With quantitative methods, it will be obtained the significance of group differences or the significance of the relationship between the variables studied.

3. RESULTS AND DISCUSSION

3.1. Descriptive Analysis

Descriptive analysis is intended to determine respondents' characteristics and responses to the statement items in the questionnaire. Respondents in this study were people in Karawang Regency who used the Tangkar application system. There are 60 questionnaires distributed in this study. All of the questionnaires have met the expected

Table 1 Details of Respondent

Media	No of Sample	Percentage
Android	18	30%
Facebook	4	6.67%
Instagram	1	1,67%
Twitter	2	3,33%
WhatsApp	6	10%
Lapor.go.id	2	3,33%
Website tangkar.karawangkab.go.id	27	45%
Total	60	100%

3.2. Respondent Characteristics

The respondents as general description is obtained from the personal data contained in the questionnaire on the respondents' characteristics, including the gender and age of the respondent. The general description of respondents can be seen in the following tables.

Table 2 Respondent Classification base on Gender

Gender	No of Sample	Percentage
Men	20	33,33%
Woman	40	66,67%
Total	60	100%

Table 2 shows that of the 60 respondents, 33.33% or 20 respondents were male, and the remaining 66.67% or 40 respondents were female.

Table 3 Respondent Classification Bse on Age group

Age Group	No of sample	Percentage
≤ 20	9	15%
21 – 30	47	78,33%
31 – 40	3	5%
41 – 50	1	1,67%
Total	60	100%

Table 3 shows, most respondents were in the age group between 21-30 years, with a percentage level of 78.33% or as many as 47 respondents.

Tabel 4 Classification of Respondents Based on Education

Education Level	No of Sample	Percentage
SMA/SMK	32	53.33%
Diploma (D3)	4	6,67%
Sarjana (S1)	24	40%
Total	60	100%

Table 4 shows that most of the respondents in this study were respondents at the SMA / SMK education level, with a percentage level of 53.33% or as many as 32 respondents.

The results of hypothesis testing using t-statistical calculations and the correlation coefficient can be seen in Table 10. The thumb rules used in this study are t-statistic > 1.96 with a p-value significance level of 0.05 (5%) and beta coefficient positive value.

Table 10 T-Statistik Value

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
CT → KG	-0.394	-0.380	0.206	1.918	0.056
KC → KP	0.052	0.021	0.097	0.536	0.592
KD → KP	0.184	0.193	0.142	1.297	0.195
KG → NE	0.236	0.242	0.081	2.909	0.004
KH → KG	0.431	0.436	0.196	2.196	0.029
KM → KP	0.195	0.191	0.117	1.662	0.097
KP → KG	0.473	0.464	0.123	3.841	0.000
KP → NE	0.744	0.739	0.069	10.728	0.000
KS → KP	0.537	0.528	0.134	4.016	0.000
NE → PE	0.895	0.897	0.026	33.828	0.000
NS → CT	0.646	0.658	0.067	9.700	0.000
NS → KG	0.290	0.294	0.143	2.030	0.043

3.3. Image has a positive effect on perceived of usefulness of the Tangkar application

The results of testing the first hypothesis (H1) show that the image's beta coefficient value on the perceived usefulness of the Tangkar application is -0.394, and the t-statistic is 1.918. This result stated that the t-statistic is not significant because it is <1.96 with a p-value > 0.05, so

that the first hypothesis (H1) rejected. Proves that the image is not proven to affect the perceived usefulness of the Tangkar application positively.

3.4. User Anxiety Has a Positive Effect on Perceived Ease of Use

The result of testing the second hypothesis (H2) shows that user anxiety's beta coefficient value on the perceived ease of use Tangkar application users is 0.052, and the t-statistic is 0.536. From this result, it is stated that the t-statistic is not significant because it is <1.96 with a $p\text{-value} > 0.05$ so that the second hypothesis (H2) rejected. This proves that user anxiety is not proven to positively affect the perceived ease of use of the Tangkar application.

3.5. Self-Confidence Has a Positive Effect on Perceived Ease of Use

The results of testing the third hypothesis (H3) show that the beta coefficient value of self-confidence on the perceived ease of use of the Tangkar application is 0.184, and the t-statistic is 0.236. From these results, the t-statistic is not significant because it is <1.96 with a $p\text{-value} < 0.05$ so that the third hypothesis (H3) is rejected. This proves that self-confidence is not proven to positively affect the perceived ease of use of the Tangkar application.

3.6. Usability Perception Has Positive Effect on Intention to Use Tangkar Application

The results of testing the fourth hypothesis (H4) show the value of the perceived usefulness beta coefficient of intention to use the Tangkar application of 0.184 and the t-statistic is 2.909. the fourth hypothesis (H4) is accepted. This proves that the perceived usefulness has a positive effect on the intention to use the Tangkar application.

3.7. Result Quality Has Positive Influence on Perception of Usability of Tangkar Application

Testing the fifth hypothesis (H5) shows the value of the beta coefficient of the quality of the results on the perceived usefulness of the Tangkar application of 0.431 and the t-statistic is 2.196. the fifth hypothesis (H5) is accepted. This proves that the results' quality is proven to positively affect the Tangkar application's perceived usefulness.

3.8. Facilitating Conditions Have a Positive Effect on Perceived Ease of Use

The results of testing the sixth hypothesis (H6) show the value of the condition's beta coefficient, which facilitates the perception ease of use of 0.195 and the t-statistic is 1.662. From these results it is stated that the t-statistic is not significant, because it is <1.96 with a $p\text{-value} > 0.05$ so that the sixth hypothesis (H6) is rejected. This proves that facilitating conditions are not proven to positively affect users' perceived ease of the Tangkar application.

3.9. Perceived Ease of User Has a Positive Effect on Perceptions of Usability

The results of testing the seventh hypothesis (H7) show that the value of the perceived beta coefficient of user convenience on the perceived usefulness of the Tangkar application is 0.473 and the t-statistic is 3.841. From this result it is stated that the t-statistic is significant, because it is > 1.96 with a $p\text{-value} < 0.05$ so that the seventh hypothesis (H7) is accepted. This proves that the perceived ease of users is proven to positively influence the perceived usefulness of the Tangkar application.

3.10. Perceived Ease of User Has a Positive Effect on Intention to Use the Tangkar Application

The results of testing the eighth hypothesis (H8) show that the value of the perceived beta coefficient of user convenience towards the intention to use the Tangkar application is 0.744 and the t-statistic is 10.728. From this result it is stated that the t-statistic is significant, because it is > 1.96 with a p-value < 0.05 , so the eighth hypothesis (H8) is accepted. This proves that the perceived ease of use is proven to positively influence the intention to use the Tangkar application. Perceived Pleasure Has a Positive Effect on Perceived Ease of use

3.11. Perceived Pleasure Has a Positive Effect on Perceived Ease of use

The results of testing the ninth hypothesis (H9) show that the value of the beta coefficient of the perception of pleasure on the perceived ease of user of the Tangkar application is 0.537 and the t-statistic is 4.016. From this result it is stated that the t-statistic is significant, because it is > 1.96 with a p-value < 0.05 so that the ninth hypothesis (H9) is accepted. This proves that the perception of pleasure is proven to positively influence the perceived ease of user of the Tangkar application.

3.12. The Intention to use the Application Has a Positive Effect on the Adoption of the Tangkar Application

Testing the tenth hypothesis (H10) shows that the beta coefficient of intention to use the adoption of Tangkar application is 0.895 and the t-statistic is 33.828. From this result, it is stated that the t-statistic is significant, because it is > 1.96 with a p-value < 0.05 so that the tenth hypothesis (H10) is accepted. This proves that the intention to use has a positive effect on the adoption of Tangkar application.

3.13. Subjective Norms Have a Positive Effect on Image

The eleventh hypothesis testing (H11) shows the subjective norm beta coefficient value of the Tangkar application image is 0.646, and the t-statistic is 9.700. From this result, it is stated that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the eleventh hypothesis (H11) is accepted. This proves that subjective norms have a positive effect on the image of Tangkar application.

3.14. Subjective Norms Have a Positive Effect on Perceived o Usefulness of the Tangkar Application

The results of testing the twelfth hypothesis (H12) show that the subjective norm beta coefficient value on the perceived usefulness of Tangkar application is 0.290 and the t-statistic is 2.030. From this result it is stated that the t-statistic is significant, because it is > 1.96 with a p-value < 0.05 , so that the twelfth hypothesis (H12) is accepted. This proves that subjective norms are proven to influence the perceived usefulness of the Tangkar application positively.

CONCLUSION

This research was conducted to determine the factors that encourage the Karawang community to use the Tangkar application. The factors tested in this study were subjective norms, image, quality of results, self-confidence, anxiety, facilitating conditions, perception of pleasure, usefulness of Tangkar application, ease of use of Tangkar application, and intention of using Tangkar application. The sample in this study is the community of Karawang district that

uses the Tangkar application. This study's results indicate that hypotheses 4, 5, 7, 8, 10, 11, and 12 of these results indicate that the t-statistic is significant because it is > 1.96 with a p-value < 0.05 so that the hypothesis is accepted. Meanwhile, hypotheses 1, 2, 3, and 6 of these results stated that the t-statistic was not significant because it was < 1.96 with p-value < 0.05 , so that the hypothesis was rejected.

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