

ABSTRACT

The rapid development of the internet in Indonesia has made widespread use of internet use, one of them for government. Sukabumi City is one of the cities that is vigorous in developing the application of electronic-based governance. The study was conducted to determine the factors that can increase interest in using one of the applications launched by the City Government of Sukabumi, namely Super application.

The study was conducted by adopting the UTAUT2 model using seven independent variables and one dependent variable. The study was conducted in one period for six months by distributing questionnaires to the community in Sukabumi City.

This research uses quantitative methods, through distributing questionnaires to 223 respondents in the city of Sukabumi. Data analysis techniques using multiple linear regression technique to determine level of significant influence of the factors used in the study to increase Behavioral Intention in the use of Super applications.

From hypothesis test carried out the results obtained there are four variables that have significant affect on Behavioral Intention in using Super applications in the City of Sukabumi. Four variables that have significant affect including Facilitating Conditions, Hedonic Motivation, Price Value, and Habit.

From the results of these studies, it is recommended for the Government to pay attention to these four factors to be able to increase Behavioral Intention of the community to use Super applications. While for further research to add a moderator variable or other independent variable to find out other factors that can influence the interest in using the application.

Keywords: E-Government, UTAUT2