

## **ABSTRACT**

### **IMPLEMENTATION OF THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) MODEL TO ANALYZE E- GOVERNMENT SERVICES ADOPTION OF CITIZEN IN BANDUNG CITY USING STRUCTURAL EQUATION MODELING METHOD**

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*At present the use of ICT is growing very rapidly. Changes in processes, functions and policies in various sectors, including the public service sector managed by the government. E-Government is a new mechanism between the government and the community and stakeholders, which involves the implementation of information technology, and aims to improve the quality (quality) of public services. Bandung City is one of the cities that is very intensively in developing the use of ICT in implementing e-Government. The focus of the Bandung city government is the Government to Citizen (G2C) application model. The application that is still lacking in use is the e-punten application. One important factor for the success of e-Government services is the acceptance and willingness of people to use e-Government services. The e-punten application services provided by the Bandung city government will not run perfectly if there are no people using it. To assess what factors influence the use of e-punten applications in the city of Bandung, the Unified Theory of Acceptance and Use of Technology (UTAUT) model is used. To analyze the factors that influence the acceptance of e-punten applications SEM analysis is used. In this study the PLS-SEM approach is used to resolve multiple regressions when specific problems occur in the data, such as the small sample size. PLS evaluation is done by evaluating the measurement model and structural model that best suits the model (UTAUT). Factors that influence the use of e-punten applications are effort expectancy for behavioral intention. The factors that have the most influence are performance expectancy, behavioral intention and effort expectancy.*

*Key Words : e-Government, UTAUT, SEM, PLS, Government, Society, G2C Service, acceptance, e-punten.*