

ABSTRACT

Jakarta Kini (JAKI) platform provides seamless digital experience for various important needs of DKI Jakarta residents such as reporting and complaints, monitoring flood-prone areas, accessing emergency information, taxation and other important information. The significant role of the JAKI platform is important for further analysis. Especially in terms of the use of features on this platform by citizens and their acceptance. Despite the high number of downloads on the JAKI platform, it is also followed by a high number of uninstalls on the JAKI platform.

This study aims to analyze the use and acceptance of JAKI using the Unified Theory of Acceptance and Use of Technology (UTAUT) 2 model which consists of the variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit and Trust as main variable. Along with Age and Gender as moderate variables.

The data collection method was carried out by distributing questionnaires using an online form to 400 respondents who had used the JAKI platform. The sampling method uses non-probability sampling and convenience sampling. Partial Least Squares (PLS) technique is used to interpret and analyze the data, which is a method of the Structural Equation Model (SEM) using SmartPLS version 4 software.

Based on the analysis of this study, there are five direct variable relationships that have a positive and significant effect. Habit and Trust variables have a positive and significant effect on Behavioral Intention in using the platform. Habit, Trust and Behavioral Intention have a positive and significant effect on Use Behavior. In moderate variables, there is only one variable that has a significant effect. Age moderates the effect of Effort Expectancy on Behavioral Intention in using the platform.

The results of this study are expected to add as a reference material and provide comparison material on similar topics. It is also hoped that this will become a reference regarding a better approach for further development of various features of JAKI. As for suggestions for further similar research, is to be able to conduct a more in-depth analysis of JAKI users in certain age groups.

Keywords: *Technology Adoption, JAKI, Jakarta Smart City, UTAUT2, Government Platform*