

ABSTRACT

BPJS Ketenagakerjaan is a public program aimed at providing protection to workers against certain socio-economic risks through a social security mechanism. As a state institution operating in the field of social security, BPJS Ketenagakerjaan implements labor social security laws. The labor social security program is a mandatory initiative launched by the government, urging all companies to register their employees.

Digital transformation has emerged as a critical strategy for enhancing governance and delivering public services more efficiently and inclusively. In Indonesia, the implementation of e-government services, including social security, licensing, official documentation, and tax payments, reflects significant progress toward addressing service gaps and fostering citizen engagement.

This study focuses on the adoption of the Jamsostek Mobile (JMO) application, a digital initiative by BPJS Ketenagakerjaan to streamline access to social security services. Using the Unified Theory of Acceptance and Use of Technology 2 framework, this study explores the key factors affecting user adoption and engagement in Jakarta, identified as a critical area for the expansion of services. Responses were collected from 400 participants through a structured questionnaire.

The findings indicate strong levels of user acceptance, especially for variables such as Trust in e-Government, Habit, Effort Expectancy, Performance Expectancy, Behavioral Intention, Facilitating Conditions, and Use Behavior. Although Social Influence scored slightly lower, it still achieved high ratings, emphasizing the application's positive reception across various dimensions. Key challenges include addressing usability barriers and raising public awareness, as nearly half of the respondents were unaware of the application. Recommendations include improving usability, enhancing institutional trust, leveraging habitual engagement, and increasing social influence through targeted campaigns.

This research highlights the critical role of well-designed systems and trust in e-government services as essential factors for achieving successful digital adoption. The insights and strategies derived from this research offer valuable guidance for optimizing the JMO application and serve as a model for advancing digital government initiatives.

Keywords: E-government, Jamsostek Mobile, UTAUT2, Digital Transformation, Technology Acceptance