

Abstract

The digital divide remains a major barrier to elderly individuals' adoption of e-government services. This study examines how children's assistance availability influences elderly individuals' intention to apply government digital services, using the Technology Acceptance Model and Indonesia's JKN Mobile Application (BPJS Kesehatan) as a case study. Employing a quantitative quasi-experimental design, data were collected from 115 elderly respondents in Yogyakarta and analysed using Ordinary Least Square (OLS) regression analysis. The findings indicate that children's assistance availability significantly influences perceived ease of use (PEOU) but does not directly affect perceived usefulness (PU). Consistent with TAM, PEOU significantly influences PU, and both variables positively influences Intention to Apply (ITA). These findings suggests that while children's assistance helps to reduce cognitive and usability barriers, but elderly individuals' perception of usefulness is primarily comes from personal needs and how they see the benefits of the service.

Keywords: *E-Government, Elderly Individuals, Technology Acceptance Model (TAM), Digital Divide, Children's Assistance*

Intisari

Kesenjangan digital masih menjadi hambatan utama bagi lansia dalam mengadopsi layanan e-government. Penelitian ini menganalisis pengaruh bantuan anak terhadap niat lansia menggunakan layanan digital pemerintah dengan pendekatan *Technology Acceptance Model* dan studi kasus aplikasi JKN Mobile. Data dari 115 responden lansia di Yogyakarta dianalisis menggunakan regresi OLS. Hasil menunjukkan bahwa bantuan anak berpengaruh signifikan terhadap *perceived ease of use (PEOU)*, tetapi tidak langsung terhadap *perceived usefulness (PU)*. PEOU berpengaruh terhadap PU, dan keduanya meningkatkan *Intention to Apply (ITA)*. Temuan ini menunjukkan bahwa bantuan anak membantu mengurangi hambatan penggunaan, sementara persepsi kegunaan lebih dipengaruhi oleh kebutuhan dan manfaat yang dirasakan lansia.

Kata Kunci : *E-Government*, Lansia, *Technology Acceptance Model (TAM)*, Kesenjangan Digital, Bantuan Anak