

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh penerimaan teknologi, *trust toward e-government* (TTEG) dan *perceived risk* (PR) terhadap *attitude toward using* (AT) dan *actual use* (AU) media sosial. Penelitian ini juga memodifikasi *technology acceptance model* (TAM) dengan menambahkan variabel TTEG dan PR. Kuisisioner dalam penelitian ini dibagikan kepada 125 admin media sosial pemerintah daerah. Analisis data dalam penelitian dilakukan dengan menggunakan *software* WarpPLS 6.0. Penelitian ini menemukan bahwa PEOU berpengaruh secara positif dan signifikan terhadap PU. Kemudian, PEOU, PU, TTEG mempengaruhi AT secara positif dan signifikan sedangkan PR tidak berpengaruh terhadap AT. Selain itu, penelitian ini membuktikan adanya pengaruh yang signifikan dan positif antara TTEG dan AT terhadap AU dan pengaruh yang negatif dan signifikan antara PR dengan AU. Penelitian ini memiliki beberapa keterbatasan diantaranya adalah penggunaan *non-probability sampling* dan *self-perceptual measures*. Studi-studi sebelumnya kurang menaruh perhatiannya terhadap penerimaan teknologi, risiko dan kepercayaan yang dirasakan oleh admin media sosial. Studi ini memverifikasi pentingnya memperhatikan ketiga variabel tersebut untuk meningkatkan penggunaan media sosial.

Kata kunci: *technology acceptance model*, *trust toward e-government*, *perceived risk*, media sosial, *social media officer* dan Twitter

ABSTRACT

This study tests the impact of technological acceptance, trust toward e-government (TTEG) and perceived risk (PR) on attitude toward using (AT) and actual use (AU) of social media. It is also intended to examine the theoretical extension of technology acceptance model (TAM) by adding two variables namely trust toward e-government and perceived risk. A total of 125 social media officers were asked to fill out the questionnaire. For analyzing the data, researcher employed partial least square method using WarpPLS 6.0. Findings on this study indicate that perceived ease of use (PEOU) has a positive and significant impact on perceived usefulness (PU). Moreover, while PEOU, PU, and TTEG influence AT significantly and positively, this research found that PR has no impact on AT. Furthermore, we also confirm the positive and significant influence of AT, TTEG and on AU. Meanwhile, PR has a significant and negative effect on AU. Several limitations also found in this study. Firstly, this study used non-probability sampling. As a consequence, the result could not be generalized. Another limitation was this study used self-perceptual measures. The originality of this research is that the previous studies were less focused on the technological acceptance, trust and risk of local government's social media officer. This study verifies the importance of those three variables for increasing the actual use of social media.

Keywords: technology acceptance model, trust toward e-government, perceived risk, social media, social media officer and twitter