

INTISARI

Unit Pelaksana Teknis Pelayanan Pendapatan Daerah (UPT PPD) Pontianak Wilayah 1 mengadopsi teknologi dalam distribusi layanan melalui Program SAMSAT *Home Service*. Program ini menawarkan pembayaran pajak kendaraan melalui pelayanan penjemputan, pembayaran melalui transfer serta tersedianya aplikasi dukungan untuk mendapatkan berbagai informasi. Namun dalam prakteknya, program tersebut diberhentikan sementara terutama pada pembayaran melalui transfer.

Penelitian ini bertujuan untuk memberikan pedoman perbaikan serta pengembangan layanan elektronik Pemerintah yang relevan dan dapat diterima oleh masyarakat. Penelitian ini melihat adopsi *e-Government* dari perspektif organisasi sebagai penyedia dan perspektif masyarakat sebagai pengguna. Pendekatan yang digunakan dalam penelitian ini yaitu *E-readiness*, *Technology Readiness Index* dan *Unified Theory of Acceptance and Use of Technology*. Penelitian ini menggunakan metode kualitatif dan kuantitatif dimana data kualitatif diperoleh melalui wawancara dan dokumentasi sedangkan data kuantitatif melalui kuesioner yang disebar kepada 120 responden.

Hasil penelitian menunjukkan bahwa dari perspektif organisasi, kesiapan UPT PPD Pontianak Wilayah 1 didukung oleh kebijakan, namun anggaran dan sumber daya manusia yang dimiliki belum memadai. Selain itu, terdapat kendala pada pelaksanaan layanan berupa belum adanya pola mekanisme penjemputan pajak dan rekening tampungan. Sedangkan dari perspektif pengguna, kesiapan masyarakat atau pengguna layanan tergolong pada tingkat kesiapan yang rendah atau *low technology readiness*. Namun demikian sikap masyarakat menunjukan sikap *explorer* atau penjelajah. Niat perilaku masyarakat yang menggunakan layanan Samsat *Home Service* dipengaruhi oleh variabel ekspektansi kinerja, pengaruh sosial, kondisi yang mendukung dan ekspektansi kinerja serta telah menjadi prediktor terkuat yang mempengaruhi niat pengguna.

Kata kunci: Adopsi *e-Government*; *e-Government*; *Unified Theory of Acceptance and Use of Technology*; *Technology Readiness Index*; *E-readiness*

ABSTRACT

Regional Revenue Service Technical Implementation Unit (UPT PPD) Pontianak Region 1 has adopted technology in service distribution through the SAMSAT Home Service program. This program offers vehicle tax payment through pickup service, payment via transfer and the supporting applications to find out various information. But in practice, the program was temporarily suspended particularly on payments through transfers.

This study aims to provide guidelines for improvement and development of Government electronic services that are relevant and acceptable to the public. This study observes the e-Government adoption from the perspective of the organization as a provider and the perspective of the community as a user. The approaches used in this research are E-readiness, Technology Readiness Index and Unified Theory of Acceptance and Use of Technology. This study used qualitative and quantitative methods. Qualitative data is obtained through interviews and documentation, while quantitative data is obtained through questionnaires which distributed to 120 respondents.

The results showed that from an organizational perspective, the readiness of UPT PPD Pontianak Region 1 was supported by the policies, however the budget allocation and the human resources were inadequate yet. In addition, there are some obstacles to the implementation of services such as the pattern of tax pickup mechanism and the storage account has not been provided yet. Meanwhile, from the user's perspective, the readiness of the community or service users is classified as low technology readiness, yet the community attitudes showed explorer attitude. Behavioral motives of people that use services of Samsat Home Service are influenced by some variables such as performance expectation, social influence, facilitating conditions, and performance expectations. Those variables have become the strongest predictors that influence user intentions.

Keywords: e-Government Adoption; e-Government; Unified Theory of Acceptance and Use of Technology; Technology Readiness Index; E-readiness