

## ABSTRACT

This research collaborate psychological empowerment and public service motivation with technology acceptance model (TAM). This research is expected to become an input for policy making in technology sector in the Ministry of Administrative and Bureaucratic Reform so investation in this area can yield optimal benefits.

Data was collected using a survey method on 108 respondents. In this study, the independent variables are: psychological empowerment and public service motivation; the dependent variables, namely: intention to use, where perceived usefulness and perceived ease of use both play as independent and dependent variable. The results obtained were tested using multiple regression analysis to determine the effect of independent variables on the dependent variable.

The results of the study proved the positive effect of public service motivation on the intention to use, perceived usefulness and perceived ease of use. While psychological empowerment only proven effect on perceived ease of use, but not proven effect on perceived usefulness and intention to use. Constructs TAM, ie perceived usefulness and perceived ease of use together affect the intention to use up to 70%.

*Key words: psychological empowerment, public service motivation, SiHarka, intention to use, technology acceptance model*

## INTISARI

Penelitian ini mengkolaborasikan pemberdayaan psikologis dan motivasi pelayanan publik dengan *technology acceptance model* (TAM). Penelitian ini diharapkan dapat menjadi masukan bagi pembuatan kebijakan di bidang teknologi pada Kementerian PAN & RB sehingga investasi yang ditanamkan pada bidang ini dapat menghasilkan manfaat optimal.

Data dikumpulkan dengan menggunakan metode survey pada 108 responden. Dalam penelitian ini variabel independen yaitu: pemberdayaan psikologis dan motivasi pemberdayaan psikologis; variabel dependen, yaitu: *intention to use* dan variabel *perceived usefulness* dan *perceived ease of use* berperan sebagai variabel independen juga dependen. Selanjutnya hasil yang didapatkan diuji dengan menggunakan regresi berganda untuk mengetahui pengaruh variabel independen terhadap variabel dependen.

Hasil penelitian berhasil membuktikan pengaruh positif motivasi pelayanan publik terhadap *intention to use*, *perceived usefulness* dan *perceived ease of use*. Sedangkan pemberdayaan psikologis hanya terbukti berpengaruh terhadap *perceived ease of use*, namun tidak terbukti berpengaruh pada *perceived usefulness* dan *intention to use*. Konstruk TAM, yaitu *perceived usefulness* dan *perceived ease of use* bersama-sama mempengaruhi *intention to use* hingga 70%.

*Kata kunci: pemberdayaan psikologis, motivasi pelayanan publik, SiHarka, intention to use, technology acceptance model*