

## ABSTRACT

Implementation of e-tourism platform through such a web technology gives many opportunities for the tourism marketing task which are borderless scope activities and covering global areas. However, the implementation of e-tourism applications built by Government Agencies could never yet meet the purpose as is expected as it still has a low level accessibility and also worse performance.

In this study, a model of e-tourism implementation success conducted by Government Institutions is developed based on the Task-Technology Fit Model of Goodhue and Thompson. The concept of organizational climate is then proposed as a variable moderates the effect to the utilization of web technology and to the job performance. This study is conducted by a survey method to 64 employees of Program and Promotion Division assigned as the website team at Local Government Tourism Department in Yogyakarta Region.

The results showed that the characteristic of Government promotional task and the tourism web technology have significantly affected the promotional task and website technology suitability (TTF), and finally it also influences the tourism web utilization and its job performance. When the employees of Local Government Tourism Office in Yogyakarta find the excess of tourism web have implemented, it is increasingly encouraging utilization of the website because of the task supporting they perceived, and then gives positive impact for their performance. In addition, the organizational climate covered the Government Institution is not found as a variable moderates the effect to technological usage and also to its job performance. The Institution promotional task performance still gives the positive impact even if some employees feel a negative appreciation in organization according to their tourism web operationalization attempted.

**Keywords** -- e-tourism, evaluation of information systems, Task-Technology Fit, organizational climate, moderating variable

## INTISARI

Implementasi *e-tourism* melalui media *website* memberikan peluang dilakukannya pemasaran pariwisata secara tak terbatas dan menjangkau wilayah yang luas dan global. Namun demikian, banyak aplikasi *e-tourism* yang dibangun oleh Instansi Pemerintah belum dapat dilakukan secara optimal karena tingkat aksesabilitas dan kinerja *website* pariwisata yang masih rendah.

Penelitian ini melakukan evaluasi terhadap kesuksesan implementasi *website* pariwisata yang diterapkan oleh Institusi Pemerintah Daerah di DI Yogyakarta berdasarkan model *Task-Technology Fit* yang dimodifikasi. Konsep iklim organisasi diajukan sebagai variabel yang memoderasi hubungan antara kesesuaian tugas promosi pariwisata dan teknologi *website* dengan pemanfaatan *website* dan performa kerja. Penelitian dilakukan dengan metode survey terhadap 64 orang pegawai tim *website* pada Dinas Pariwisata Pemerintah Daerah di DI Yogyakarta sebagai sampel, dan dianalisis dengan teknik *Structural Equation Modelling* berbasis varians menggunakan *software* SmartPLS versi 3.0.

Hasil pengujian menggunakan  $\alpha = 0,05$  menunjukkan bahwa karakteristik tugas promosi pariwisata dan karakteristik teknologi *website* berpengaruh positif dan signifikan terhadap kesesuaian antara tugas dan teknologi, dan kesesuaian tugas dan teknologi pada akhirnya berpengaruh terhadap pemanfaatan *website* dan berpengaruh signifikan terhadap performa kerja. Selain itu, iklim organisasi yang terdapat pada Instansi Dinas Pariwisata tidak berpengaruh signifikan dalam memoderasi hubungan antara kesesuaian tugas dan teknologi terhadap pemanfaatan *website* dan terhadap performa kerja. Kinerja *website* pariwisata yang diimplementasikan tetap memberikan hasil yang positif sekalipun sebagian pegawai Dinas Pariwisata merasakan kurangnya penghargaan atas upaya pengelolaan *website* yang mereka lakukan.

**Kata kunci** -- *e-tourism*, evaluasi sistem informasi, *Task-Technology Fit*, iklim organisasi, variabel moderasi.