

IMPLEMENTASI TECHNOLOGY ACCEPTACE MODEL (TAM) PADA PENGGUNA E-OFFICE OKU

ABSTRACT

Digital transformation in the government sector has encouraged the implementation of electronic systems such as E-Office to improve the efficiency and effectiveness of administrative management. Ogan Komering Ulu (OKU) Regency is one of the regions that has adopted the E-Office system since 2020 and continues to experience updates until 2024 to improve system performance and security. Although all employees have been provided with training, the implementation of E-Office still faces various obstacles, such as technical difficulties (for example, face ID errors), limited features, and challenges in adapting to technology, especially among elderly employees. This study uses the Technology Acceptance Model (TAM) approach with a focus on the variables Perceived Ease of Use, Perceived Usefulness, Attitude Toward Using Technology, Behavioral Intention, and Actual Technology Use to identify factors that influence the actual use of E-Office OKU. The results showed that only Perceived Usefulness had a significant effect on Actual Technology Use, while other variables did not have a significant effect. This finding emphasizes the importance of perceived benefits in increasing the adoption of the E-Office system. Thus, the strategy of strengthening the perception of the benefits of technology is the main key to the success of digital transformation in the government environment.

Keywords: *Implementation, Technology Acceptance Model, E-Office*

IMPLEMENTASI *TECHNOLOGY ACCEPTANCE MODEL* (TAM) PADA PENGGUNA *E-OFFICE* DI OKU

ABSTRAK

Transformasi digital dalam sektor pemerintahan telah mendorong penerapan sistem elektronik seperti *E-Office* untuk meningkatkan efisiensi dan efektivitas pengelolaan administrasi. Kabupaten Ogan Komering Ulu (OKU) merupakan salah satu daerah yang telah mengadopsi sistem *E-Office* sejak tahun 2020 dan terus mengalami pembaruan hingga tahun 2024 untuk meningkatkan kinerja serta keamanan sistem. Meskipun seluruh pegawai telah dibekali pelatihan, implementasi *E-Office* masih menghadapi berbagai kendala, seperti kesulitan teknis (contohnya *face ID error*), keterbatasan fitur, dan tantangan adaptasi teknologi khususnya di kalangan pegawai lansia. Penelitian ini menggunakan pendekatan *Technology Acceptance Model* (TAM) dengan fokus pada variabel *Perceived Ease of Use*, *Perceived Usefulness*, *Attitude Toward Using Technology*, *Behavioral Intention*, dan *Actual Technology Use* untuk mengidentifikasi faktor yang memengaruhi penggunaan sesungguhnya *E-Office* OKU. Hasil penelitian menunjukkan bahwa hanya *Perceived Usefulness* yang berpengaruh signifikan terhadap *Actual Technology Use*, sementara variabel lainnya tidak memberikan pengaruh yang signifikan. Temuan ini menekankan pentingnya persepsi manfaat dalam meningkatkan adopsi sistem *E-Office*. Dengan demikian, strategi penguatan persepsi terhadap manfaat teknologi menjadi kunci utama dalam keberhasilan transformasi digital di lingkungan pemerintahan.

Kata Kunci: Implementasi, *Technology Acceptance Model*, *E-Office*