

IMPLEMENTATION OF E-GOVERNMENT THROUGH IMPLEMENTATION OF TECHNOLOGY ACCEPTANCE MODEL

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Abstract: The objective of the study is to analyze the implementation of e-government of the users. The users were the citizen of Bogor City and the government officers in Bogor Government. The implementation of e-government was related to the website application of Bogor Government. The users were considered as the important thing because they could understand and comprehend the benefit of government website and the effectiveness of e-government implementation. The focus of the study was the implementation of the theory of technology acceptance model. The concept involved the perceived usefulness, the perceived ease of use, and the subjective norm. The model of TAM was extended by involving the perceived risk to clarify of the acceptance of e-government use. The research method was to collect the data and used the survey for distributing the questionnaires of 414 citizens as the respondents in Bogor City. The research result showed that the perceived use influenced the use of the website but it was not significant; meanwhile the perceived ease of use, the perceived risk and the subjective norm influenced the use of the website significantly.

Keywords: technology acceptance model, e-government, government website



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Implementation of e-Government is important to be optimized. Society as taxpayers as well as consumers has a right to get a number of benefits that should be obtained. In addition, society certainly trusts the leader or head of local government, who has been given a mandate by society to manage local government. The belief of society is manifested through everyday practices

as well as fulfilling of promises committed in political campaigns.

Legally, local government has a number of obligations as stipulated in Law Number 32 Year 2004 Article 2, concerning Local Government, which has several obligation as follows: 1) protect the society, keep the unity, keep the nation unified, keep the harmony of nation, and keep integrity of the Unitary State of the Republic of Indonesia; 2) improve the quality of society's life; 3) develop a democratic life; 4) realize justice and equity; 5) improve basic education services; 6) provide health care facilities; 7) provide appropriate social facilities and public facilities; 8) develop a social security system; 9) pre-

pare regional planning and spatial planning; 10) develop productive resources in regions; 11) preserve the environment; 12) administer population administration; 13) preserve socio-cultural values; and 14) establish and enforce legislation in accordance with its authority.

In carrying out their responsibilities, one of the right policies and plans to facilitate government administration is e-Government. E-Government is a form of improving government services for public sector. High-quality service is a priority for society in order to obtain their needs well (Caemmerer, 2013).

Based on Presidential Instruction Number 3 of 2003, e-Government is development of service system which is reliable and affordable for all society; the integrated management system and work process of central and regional government; optimal utilization of information technology; increasing the role of business world and the development of telecommunication and information technology industries; human resource development in government and improvement of community's e-literacy as well as systematic development implementation through realistic and measurable stages. Implementation of e-Government is expected to create public trust and accountability (Clift, 2004). E-Government also strengthens the legitimacy of the government because they are given a mandate to manage the government well. The implementation of e-Government can create satisfaction of the society and provide the access of society to the government easily, cheaply and quickly; therefore, society can have active participation and emotional attachment with the government. Implementation of e-Government within the scope of local government requires many supporting aspects, so that it can run well.

The effectiveness of e-Government implementation depends on the level of adoption of e-Government use. Public acceptance in the implementation of e-Government greatly determines the effectiveness of e-Government implementation. The ability of local government to provide optimal service is the key to success as a representative of the central government in a region. In order to be able to provide the best service to the society during the

administration, analysis of a good acceptance or adoption by the society is necessary.

Society is regarded as the end user in utilizing all e-Government applications offered by the government. Margetts and Dunleavy (2002) also explained that the readiness of society as citizens who take advantage of it becomes a challenge. The level of education and understanding of society is one of the most important factors to support the successful implementation of e-Government because society is the end user of e-Government utilization. If the level of education and understanding of the community is low, then the local government needs to do early education, so that the ability society can be more adaptive to the utilization of e-Government.

Implementation of e-Government can be declared more effective and efficient if local government conduct initial identification about the readiness to utilize technological facilities better. This initial identification is important to make it easier for the government to educate society on the benefits of e-Government early. The next step is to apply AIDA concept, namely understanding awareness, interest, desire and action of society. AIDA concept is a concept in developing an initial communication strategy to introduce consumers to new products of an organization (in Kotler & Keller, 2013). Local government can communicate the benefits of e-Government to society in order to build awareness or initial understanding of the society first, so that they know the benefits of providing services through e-Government. Then, the government can strengthen the interest of society through training, to introduce the use of e-Government. Therefore, people can try to practice using e-Government, so they can know the benefits of service provided by the government. To strengthen the desire of society to use e-Government, the government needs to give more intensive and persuasive socialization to introduce it to people in order to make better use of it.

Providing socialization and education to society is very important to be done by the government, so that the use of e-Government can be more effective on both parties. Problems will arise if there is antipathy or lack of understanding on the society in using e-Government. If so, then the administra-

tion of local government will return again to the traditional one, which leads management to be not transparent. Communication will be slow and people will find it difficult to follow and observe local government.

Another determinant factor to be adopted by e-Government site is also described by the Technology Acceptance Model (TAM). In this study, the analysis of the use of e-government service by society uses aspects of Acceptance Model theory (TAM), i.e. perceived usefulness, perceived ease of use, and subjective norms. In addition, TAM model is extended with the concept of perceived risk.

Perceived usefulness is the level at which individuals use a particular system which will improve their performance. A system with high perceived usefulness, in turn, is believed by users that using it has a positive relationship with performance and benefits in meeting their needs (Davis, 1989). Perceived ease of use is a level at which individuals believe that using a particular system will make them free from the trouble of understanding (Davis, 1989). Subjective norm is adherence to the social environment, which is capable of influencing individuals to adopt a product. Perceived risk is defined by Schiffman and Kanuk (2010) as the uncertainty that individuals have when they do not know the consequences arising from making a decision. Therefore, in this study, analysis of society acceptance is related to the implementation of e-government, covering perceived usefulness, perceived ease of use, subjective norm, and perceived risk.

This research cooperates with Government of Bogor City. In direct election of Mayor and Vice Mayor which was held on September 14 2013, the people of Bogor city chose Mayor Dr. Bima Arya and Vice Mayor Ir. Usmar Hariman. The election of Mayor and Vice Mayor of Bogor in period 2014 - 2019 was the second direct election of the Head of Region in Bogor city. This study considers the leadership of Dr. Bima Arya as Mayor of Bogor Regional Government and Vice Mayor Ir. Usmar Hariman youthful and dynamic. Vision and mission proposed in the government is to make Bogor as a comfortable, faithful and transparent city by mak-

ing people of Bogor intelligent and have insight of information and communication technology; generating healthy and prosperous society in Bogor; realizing Bogor as an environmentally sound city; realizing Bogor as a service-oriented city in the tourism and creative industries; realizing a clean and transparent government; and affirming the moral role of religion and humanity to bring about civil society.

In connection with the realization of the mission carried out by the local government, which is realizing a clean and transparent government, this government develops programs that must be achieved in the reign of Dr. Bima Arya. These programs are to realize a clean and transparent government; build information disclosure in governance and open space for public participation; create an effective, easy, and fast bureaucracy, based on meritocracy and bureaucratic efficiency; work with KPK to realize transparent use of APBD; plan and apply APBD that is pro-people; realize transparent licensing process and e-procurement of goods/ services; and build close proximity to the society through interaction and regular visits. This is done to realize smart government in Bogor city, i.e. the utilization of information and communication technology in public service system.

The government of Bogor City has a great concern towards the fulfillment of community needs. It is shown by providing intensive communication and providing transparent government activities to be monitored by the community. The development of e-Government implementation in both central and regional governments has become a must to become a government implementing superior governance. Therefore, it is important for the government of Bogor to analyze the readiness and the factors that support the adoption of e-government use related to website of Local Government of Bogor, www.kotabogor.go.id.

PROBLEM FORMULATION

1. Does perceived usefulness affect the adoption rate of site usage?
2. Does the perceived ease of use affect the adoption rate of site usage?

3. Does subjective norm affect the adoption rate of site usage?
4. Does the perceived risk affect the adoption rate of site usage?

RESEARCH URGENCY

1. This research can assist the government of Indonesia in realizing optimal implementation of e-government in the Government of Bogor City by analyzing the aspects that become the assessment of the effectiveness of e-Government implementation. This analysis can help the Government of Bogor City to evaluate their organization continuously in order to provide improvement in the implementation of e-Government so as to provide services to the community optimally and better.
2. This applicative research provides an important contribution in providing input for the implementation of e-Government in Bogor City through new leadership. The spirit to provide good services to the society through the realization of vision and mission of local government becomes important and should be immediately implemented in the new government.
3. Government of Bogor City as a representative of central government is increasingly demanded to participate in implementing good governance by prioritizing the objectives of achievement on transparency, accountability, and participation of society. Through proper implementation, e-Government is expected to achieve these objectives quickly and responsively. Transparency becomes important in providing information related to the budget allocated to finance activities related to the needs of society. Accountability becomes important because it is a form of responsibility that has been mandated by the society, promises that must be fulfilled, and to realize the vision and mission of city. Participation of the society is very required because they are the users of all programs run by the government.

LITERATURE REVIEW

E-Government

According to the World Bank, e-Government is the use of information technology related to broader network, internet, and mobile computing that facilitate the transformation of relationship with society, business, and a number of government's interests. This technology provides services with a diversity of benefits related to the service of public interest, improving the relationship between government and business industry, community empowerment through the ease of access to information, and more efficient government management. E-Government implementation is expected to create transparency, create more convenience, increase government revenues, and reduce other transaction costs.

E-Government can also be interpreted as the use of information and communication technology in all activities of governance, education, health, agriculture, and governance. E-Government is endeavored to support the interaction between government and society. The term 'e' can be expanded as follows (Government of Italy, Ministry for Innovation and United Nations Department of Economic and Social Affairs, 2002).

- a. E means efficiency; the government uses ICT to minimize costs and the flow of bureaucratic procedures, so as to create an efficient and simple service which can be reached by the society.
- b. E means effective; the government uses ICT to respond well and quickly, increase community participation, and improve the quality of public services.
- c. E means empowerment; ICT can improve interaction between society and government, and both can participate in decision-making process and can increase the attention of both individuals and group.
- d. E means economic and social development. Good interaction between society and government can increase the trust of the society, so that it can grow new businesses and investments of the society or other parties.

Therefore, in general, the objectives of e-Government is to improve the quality of public services through the use of technology in the governance process; establishing government which is clean, transparent, and can beat the changes effectively, and improving the organization, management system, and work process of government. The objectives of e-Government development include the establishment of high-quality and affordable public information network and transaction service; establishing interactive relationship with business world to enhance and strengthen economic skill in facing changes and international trade competition; establishing communication mechanism between government agencies and providing facilities for public participation in governance processes, establishing transparent and efficient management system and work process, and providing smooth transaction and service among government agencies.

According to Backus (2001), e-Government has a service taxonomy consisting of a phase starting from G2C-government to citizen; G2B-government to business; and G2G-government to government. G2C is a government's activity to provide one-stop service, online access, receive information from the public, and payment of tax or driver's license. The government also disseminates information on the website, which is also related to employment, health and education services; it can be downloaded. G2B is related to coordination between government and business. In this coordination there are interaction and transaction between government and businessmen. Government is also government market that has a number of needs that can be fulfilled by business. G2G is a coordination of activities between government and other agents. Intergovernmental activities aim to have a work coordination that can ultimately meet each other's needs.

One component of the implementation of e-Government is information technology infrastructure, which includes software, hardware, network, and telecommunication. Software used by local government in realizing e-Government is local government sites, which is a means of delivering information from/ to the government from/ to the community. Government of Bogor City has a website,

www.kotabogor.go.id. Here's the layout of the website.

TECHNOLOGY ACCEPTANCE MODEL

Technology Acceptance Model (TAM) is the model proposed and developed by Davis (1989). Product or technology adoption model is a model used in a research to analyze the adoption of information technology. TAM model is an extension and adopted from Theory of Reasoned Action (TRA). TRA is a model that explains the determinant of behavior, described by attitude, subjective norm, and behavioral intentions. The purpose of this conceptual model is to analyze a number of factors of information technology adoption, including the use of online websites or media. TAM model describes the acceptance of information technology with three main concepts, namely perceived usefulness, perceived ease of use, and subjective norm. Empirically, this model has been used to analyze the behavior of technology user, including internet. Perceived usefulness analysis, perceived ease of use, and subjective norm can explain the willingness to accept computer technology, website, or other internet technologies.

PERCEIVED USEFULNESS

Perceived usefulness is the user's perception of internet technology as one of service media (Venkatesh, 2000). Perceived usefulness is defined as a level of confidence of a person to use a particular system in order to improve his performance more optimally. Davis (1989) argues that usefulness is an additional attribute of the use of technology to help user complete his job easily. The usefulness of a product or service can influence a person's attitude toward his or her intention to utilize the item or not. The service or offer provided by technology will be a problem if the individual feels that he/ she does not get benefit from the use of technology. Pikkarainen (2004) argues that usefulness is one determinant that influences consumer attitudes and behavior in optimizing self-service technology that provides services to consumers to run a financial transaction such as transfer, payments or online checks. According to a research which was con-

ducted by Davis (1989), information technology can be accepted or rejected, depending on the strong belief that the application will help the consumer's performance get better.

TAM model derives from the theory of attitude, Theory of Reasoned Action (TRA), to explain the behavior of information technology users with belief, attitude, intention, and relationship of user's behavior as explanatory factors. According to this model, the intention an individual to adopt technology is influenced by one's attitude toward the use of such technology. The acceptance of information technology is determined by perceived usefulness and perceived ease of use as both concepts have strong determinant.

Based on a research which was conducted by Yu (2012), TAM is used to analyze the behavior and intention of using mobile banking in Taiwan by using easy-of use and usefulness concept. Associated with the use of government sites, Lu, Huang and Lo (2010) examined the online tax filing. This research uses combination of TAM model and Theory of Planned Behavior. Similarly, Gumussoy and Calisir (2009) explain the factors that influence the use of online auctions. The analysis is integrative and uses TAM. In Malaysia, Sambasivan, Wemyss and Rose (2010) examined government sites for businesses in terms of purchasing supplies of goods using internet. Segovia, Jennex and Beatty (2009) studied website design and trust in government through e-Government.

Research conclusions related to the implementation of e-Government show that individuals as users of government sites have perceived usefulness in website. With website, individuals get benefit to meet their needs including transaction or obtain information through website. The government has shown transparency in the administration and management of government in order to provide added value for the users. The government provides facilities for both public and other institutions that require information, including fulfilling personal needs, business needs, and intergovernmental needs in making decisions.

H1: Perceived usefulness affects the willingness of individuals to use government service sites positively.

PERCEIVED EASE OF USE

According to Davis (1989), ease of use is defined as the consumer's perception of the ease in utilizing the technology in fulfilling life needs. Convenience is considered a measure of one's beliefs to utilize certain technologies by reducing difficulties, losses, or other additional costs (Al-Gahtani, 2001). Ease of use can also describe a condition in which individuals understand, study, or use something without difficulty. Davis and Venkatesh (1996) argue that consumers can know that the technology is easy to use from banking services such as easy access of internet, guarantee of a safe transaction, and a good banking service if needed.

Perceived ease of use is a level of someone who believes that a particular system will make it easy to access or operate something. Dix (2004) argues that the success of a system to help users accomplish a task is determined by three things: 1) useful- system that functions as desired by the user; 2) can be used - a system that is easy to operate, and 3) used - a system that motivates its users to use it for it is interesting, fun and so on.

With respect to e-Government utilization, the ease of using the site services makes individuals both government officials and society feel confident that they do not require further study. This means that learning how to utilize all the features in the website does not take much time and effort. Individuals can easily operate and access it. The ease of using the website lets individuals reinforce their confidence to use the website further well. On the other hand, difficulty in using it will prevent individuals from accessing it further.

H2: Perceived ease of use affects the willingness of individuals to use government service sites positively.

SUBJECTIVE NORM

Based on Reasoned Action Theory, subjective norm as one of the components that exist in the theory shows social influence in the form of the surrounding environment, including reference group and family. Subjective norm may be a reference that directly or indirectly influences behavior or habit. Reference group provides rules and standards that

directly affect certain decision-making process. Subjective norm may provide information about the product or service and provide rewards or penalties for inappropriate or deviant behavior. Subjective norm can be mutually influential and may be exclusive. Social influence is related to the power of others to influence belief, feeling, and behavior (Mason, Conrey, Smith, 2007). The intention to buy something is based on consumer's attitudes toward brands, influence of social norm, and others' expectation (Jamil and Wong, 2010). Social influence can also include the role of partner, media, and parents (Nelson and McLeod, 2005).

Associated with subjective norms in influencing the use of e-Government, this explains the extent to which an individual is influenced by others in considering using a new system (Venkatesh, Morris, Davis, Davis, 2003). Individuals may strengthen their beliefs by asking others about their opinion, feedback, suggestion, and view on the use of online government service system. Others can support opinions about the importance of using e-Government to facilitate information search and use it to make decisions in work or fulfillment of needs.

Social influence in this case is also related to colleagues. Colleagues who have more knowledge or who can learn well will influence individuals to take advantage of the technology. Thus, individual will feel reinforced to try to use it. The credibility of colleagues can create confidence to try it. Moreover, colleagues can provide instructions on how to use and teach using website. This social environment can force individuals to try to use the website to access information and make use of it in meeting their needs.

H3: Social influence affects individuals to use government service sites positively.

PERCEIVED RISK

The study also adds the concept of perceived risk in explaining the use of e-Government website. Perceived risk is an important aspect in explaining consumer behavior because risk is often perceived as a cause of concern in using something. There is uncertainty about using something because there is probability of failure. The higher the likelihood of a

loss, the greater the risk will be. Perceived risk is defined by Schiffman & Kanuk (2010) as the uncertainty faced by consumers when consumers do not know the consequences that can be generated in making decisions.

Perceived risk of consumer in making decision of product selection or purchasing consist of six dimensions, namely 1) functional risk, which is a potential risk for product which cannot function as expected by consumers; 2) physical risk is a potential risk about the impact of a product on consumer; 3) financial risk is a potential financial loss that will be experienced by consumers in selecting and utilizing products; 4) social risk is a potential risk if the product selected or purchased can result in loss of self-esteem or being mocked; 5) psychological risk is a potential risk of losing confidence in selecting and utilizing products; 6) time risk is a loss of time and effort in using a product.

Associated with the use of e-Government, individuals can have perception of risk. Risk perception is related to the uncertainty in using the website to access information and to meet user's needs at once. The risks used to explain site usage are functional risk and time risk. Functional risk is related to the inability of individuals to access the website. The website can be difficult to access and sometimes cannot meet the needs of users. In addition, individuals also feel that they need longer time to operate the website. The higher the perceived risk, the lower the individual's tendency to use e-Government website will be.

H4: Perceived risk affects individuals to use government service website negatively.

RESEARCH METHOD

This study uses a quantitative approach to analyze the use of e-Government websites for the government of Bogor and Simbada. This model discusses perceived usefulness, perceived ease of use, subjective norm, and perceived risk. Sample was selected by using purposive sampling technique, with criterion that the respondents are society who have accessed to website of city government. The distribution of questionnaires was done face-to-face by

providing questions to respondents regarding the use of e-Government website. Focus group discussion will also be conducted by using discourse analysis. In this case, researchers will analyze the use of language components. Each informant's answer will provide various constructs related to a particular perception (Phillips & Jorgensen, 2002). In this case, the analysis will depend on the sensitivity of the researchers related to the use of language, e.g. analyzing sentences or statements that show a persuasive opinion related to the implementation of e-government. Focus group discussion was conducted to 10 government apparatus of Bogor City by asking about the use of e-Government website. Focus group discussion was also conducted to sub-district apparatus of South Bogor and Central Bogor (five people in each sub-district). Those sub-districts were selected by considering the larger number of population.

The data has been grouped into five variables which are measured in order to analyze the hypotheses that have been developed first. The first variable of this research is the effect of perceived usefulness, which is independent variable. Perceived usefulness is a level in which a person believes that using a particular system will improve his performance (Davis, 1989). This variable is measured through several indicators that support performance improvement; for example, the system used is effective, quick, productive, and simplify one's work.

The second variable of this research is perceived ease of use. The perception of ease of use is a level at which a person believes that using a particular system will make him easy to operate it (Davis, 1989). This variable is measured through several indicators that support ease of use, which are easy to learn, flexible, easy to do, clear, and quickly mastered. The third variable of this research is subjective norm. Subjective norm is related to the suggestions and positive information of people in a neighborhood. The fourth variable of this research is perceived risk, which is independent variable. Risk is associated with uncertainty faced by consumers (Schiffman and Kanuk, 2010). The fifth variable is the use of e-Government website. This behavior is the behavior of using the website. This variable is

adopted from the buying behavior of Theory Reasoned Action.

All variables are measured by using the *Likert* scale, from 1 to 5. 1 indicates strongly disagree; 2 indicates disagree; 3 indicates neutral; 4 indicates agree, and 5 indicates strongly agree. Questions on all sections are close ended questions and scaled response questions.

RESEARCH ANALYSIS

The grouping of respondents' gender, age, educational background, and work status is presented in the following table.

Table 1 Profile of Respondents

Type	
Sex	
Male	205
Female	209
Education	
Elementary school/ High school	135
Academy/ D3	67
Undergraduate	181
Graduate	24
Others	7
Age	
19-24	171
25-34	90
35-44	97
45-54	50
>55	6

Data Validity and Reliability Test

Validity and reliability test in this research show that all indicators that measure perceived usefulness, perceived ease of use, perceived risk, and subjective norm indicate valid and reliable indicator.

Table 2 Partial Regression Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.459	0.193		2.384	0.018
perceived usefulness	0.053	0.054	0.049	0,994	0.321
perceived ease of use	0.283	0.055	0.254	5,134	0.000
perceived risk	0.163	0.043	0.170	3,769	0.000
subjective norm	0.384	0.050	0.354	7,738	0.000

Statistic Test Table shows that perceived usefulness has standardized beta coefficient of 0.049 and level of significance of 0.321, which is bigger than significance value α of 0.05. In addition, there is a t count value of 0.994. This shows that perceived usefulness has an effect on the using website, but it is not significant. Therefore, **H1 that perceived usefulness affects the willingness of individuals to use government website positively is not supported. Perceived usefulness affects the willingness of individuals to use government website positively, but it is not significant.**

Statistics Test Table shows that perceived ease of use has standardized beta coefficient of 0.254 and significance level of 0.000, which is smaller than significance value α of 0.05. In addition, there is t count value of 5.134. This shows that perceived ease of use gives significant effect to variable of using website. Thus, **H2 that perceived ease of use affects individual willingness to use government website positively is supported.**

Statistics Test Table shows that perceived ease of use has standardized beta coefficient of 0.354 and a significance level of 0.000, which is smaller than significance value α of 0.05. In addition, there is t count value of 7.738. This shows that subjective norm variable gives significant effect to variable of using website. Therefore, **H3 that subjective norm affects the willingness of individuals to use government website positively is supported.**

Statistic Test Table shows that perceived risk variable has standardized beta coefficient of 0.170 and a significance level of 0.000, which is smaller than significance value α of 0.05. In addition, there

is t count value of 3.769. It shows that perceived usefulness variable gives significant effect to variable of using website positively. However, **H4 that perceived risk affects the willingness of individuals to use government website negatively is not supported.**

OVERALL ANALYSIS

In this research, data was collected with purposive sampling method focused on people of Bogor city who have accessed to website <http://kotabogor.go.id/>. With the help of volunteers from KOMINFO (Ministry of Community and Information Technology), the researchers took 414 samples from East Bogor, South Bogor, West Bogor, and North Bogor. The data was collected for two months in various regions. From a number of respondents, there is a diversity of educational background, age and work status as well.

There are 4 hypotheses that have been formulated by the researchers at the beginning of this proposal; they are used to test the level of website usage in Bogor City. Variables that test the usage level of website are perceived usefulness, perceived ease of use, subjective norm, and perceived risk.

From the results of data processing in this research, it is found that the people of Bogor City feel that using website of Bogor City government is not too important. Regarding the ease of using the website, people find it easy to use the website because it is also supported with educational background of respondents. Respondents are also influenced by the surrounding environment or friends in utilizing the website and not too concerned with data security or their privacy in accessing to the website.

People of Bogor City do not think that the benefits of the website can affect them to use the website optimally. This is due to several things. First, people of Bogor City have not fully realized that website usefulness is quite important to encourage them to use it. The lack of socialization in the use of the website makes the society not fully understand it yet. Second, people of Bogor City still need personal interaction to be able to communicate with the government apparatus directly. There is an aspect of human touch that is needed by the society to be able to interact with government more intensively.

Perceived ease of use affects the willingness of individuals to use government website positively and significantly. This shows that there is no problem for the people of Bogor City to use the website. People feel that it is easy to use the website. Research data shows that as many as 43.7% of respondents are undergraduates; 16.1% graduate from academy. Therefore, respondents are considered as individuals who have good knowledge related to the use of computers. Respondents are considered familiar with utilizing internet media to access information, including government website.

Subjective norm influences the willingness of individuals to use government website positively and significantly. These results suggest that aspect of subjective norms related to colleagues, superiors, and government regulations might influence individuals to use the website. This indicates that external aspects affect individuals to use the website. The aspect of colleagues is a work environment that can suggest others to use the website in order to get information easier. Employer is also a factor that encourages individuals to get access to actual information through the website quickly. Likewise, the prevailing rules also affect the use of the website. Government regulation is important to be aware of, related to the importance of internet use in order to facilitate communication and information sharing from government to society, and vice versa, from society to government.

Perceived risk affects the willingness of individuals to use government website positively and significantly. This variable indicate that

perceived risk affects the willingness of individuals to use the website positively, meaning that that the more individuals have a perception of the risks of using the website, the higher the individuals want to use the website. People of Bogor City do not have perception of risk of the use of the website. They do not pay attention to concerns about data privacy or security issues in using the website.

CONCLUSIONS

From the results of the discussion above, the researchers can conclude and give recommendations or suggestions as follows. The community does not feel that using website of Bogor Government is not very important. Website of Bogor City Government is easy to access and the features are easy to use. There is willingness of individuals to use the website of Bogor City Government and influence of friends or colleagues. There is no concern of the society about the security of the site.

The government needs to disseminate to the society the importance of information provided on the website. In addition, the society still requires direct interaction with the apparatus. Government apparatus need to improve the quality website in terms of content, display, validity, the role of website as a centralized information media in Bogor City, as well as the security system.

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