ANALYSIS OF THE ACCEPTANCE AND USE OF SI IDA BY THE COMMUNITY OF PURWOREJO DISTRICT BASED ON THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 3

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ABSTRACT

Digital transformation in public services encourages the government to develop various technology-based innovations through the SI IDA application developed by the DPMPTSP of Purworejo Regency, which aims to simplify and accelerate online licensing processes. However, in its implementation, several obstacles are still experienced by the community, so some people still choose to take care of permits directly at the office. This study aims to investigate the factors influencing the acceptance and implementation of SI IDA among the inhabitants of Purworejo Regency, utilizing the UTAUT3 model. The quantitative research methodology uses survey techniques and data analysis with SEM-PLS using SmartPLS version 4.1.0.9. The findings of this investigation suggest that behavioral intention is substantially impacted by performance expectancy, social influence, hedonic motivation, and personal innovativeness. In the interim, usage behavior is significantly influenced by personal innovativeness, facilitating conditions, and behavioral intention. On the other hand, effort expectancy, facilitating conditions, and habit exert no substantial impact on behavioral intention, and habit does not influence use behavior.

INTRODUCTION

In many countries, including Indonesia, the advancement of information and communication technology (ICT) has significantly transformed society, the economy, and culture. The use of ICT in the public sector creates substantial opportunities to improve service efficiency and foster the development of good governance. In the context of government, integrating technology through e-government is a vital strategy to enhance transparency, accountability, and the quality of public services. However, implementing e-government in Indonesia still encounters considerable challenges, such as data security, user resistance, and bureaucratic complexity. For instance, the South Sumatra Provincial Government faced serious obstacles in securing data due to insufficient digital protection methods (Aprilia, 2020).

Additionally, the licensing sector remains vulnerable to corrupt practices, such as bribery (Kaya, 2023). Corruption poses a significant barrier for business actors trying to

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enter the market in many countries. This obstacle is not always immediately visible; it appears in complex bureaucracy and preferential treatment that benefits established businesses in public procurement of goods and services. This situation makes it difficult for new companies to compete and grow their operations in the market (Thede & Karpaty, 2023).

In response to these challenges, the government is strengthening the Investment and Integrated One-Stop Service Office (DPMPTSP) role by digitalizing technology-based licensing services. The development of SI IDA, as seen with the Purworejo Regency DPMPTSP, represents an innovation in digital licensing services. Purworejo Regency was chosen as the research location because the proximity of Yogyakarta International Airport (YIA) in Kulonprogo serves as a vital catalyst for boosting investment potential and economic development in the region. Moreover, the Governor of Central Java and the Regent of Purworejo have both stressed the importance of preparing Purworejo Regency to seize economic opportunities arising from YIA, including growth in the accommodation, tourism, culinary, MSMEs, and creative industry sectors, which will drive increased investment in the area. In addition to the influence of YIA, Purworejo Regency is among the 150 smart city regencies and cities selected to advance the national smart city program. (Pemkab Purworejo, 2021).

With these conditions, the Purworejo Regency DPMPTSP becomes the gateway for investors and business actors within and outside the region. Through SI IDA, the licensing process can run efficiently and can be done anywhere. However, based on direct monitoring on October 10-15, 2024, there were still 25-30 people per day who came to take care of permits directly at the Purworejo Regency DPMPTSP office, even though technically the public also came to the office using SI IDA but with the help of employees and using office computers. This phenomenon is quite complex, as it is related to the effort expectancy variable, which shows a lack of digital literacy, so that people find it difficult to access or understand how SI IDA works independently, where digital literacy has a connection between the efficiency of e-government and public confidence in it (Lee-Geiller, 2024).

This is also related to the performance expectancy variable, where people consider conventional methods to be more effective than using SI IDA online, and the social influence variable, where the local government has never socialized SI IDA to the broader community, so that people come directly to the office to take care of permits.

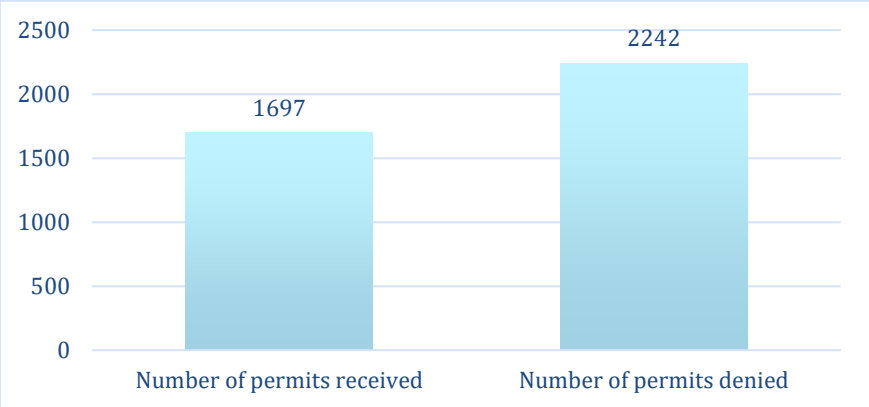

Chart 1 Comparison of the number of permits accepted and rejected in 2023
Source: Data Collection section of DPMPTSP Purworejo District

Based on the chart above, the number of permits received was 1,697, while the number of permits rejected was 2,242. This situation relates to the effort expectancy variable, which indicates that the community has not fully understood the information in SI IDA, particularly regarding the permit requirements that need to be prepared, resulting in many rejections. The high number of rejections made by the SI IDA front office stems from non-compliance with administrative requirements, such as incomplete documents, incorrect formats, or inconsistent information. This is linked to the effort expectancy variable, where individuals struggle to understand or upload documents according to the requirements. This suggests that the system may not be intuitive enough or lack clear guidance. This issue is also connected to the habit variable, where individuals remain accustomed to traditional methods of handling matters, especially permits, by visiting the relevant office directly.

In general, adoption can be understood as an act of accepting a proposal or report. This adoption necessitates complete acceptance and use by the community as its users. Therefore, the acceptance and use of the SI IDA is assessed using the Unified Theory of Acceptance and Use of Technology 3 (UTAUT3) developed by (Farooq et al., 2017; Maulani & Handayani, 2023), as demonstrated by Zhou et al., (2023) in analyzing the elements that affect government employees' adoption of e-government initiatives China.

However, although this theory is relevant in e-government, the UTAUT3 model is still seldom utilized by researchers to examine the adoption of e-government, particularly in Indonesia. Therefore, this research can be a valuable source of literature for future scholars investigating the acceptance and use of e-government. Consequently, this study will analyze the acceptance level of SI IDA using the Unified Theory of Acceptance and Use of Technology 3 (UTAUT3) model.

METHOD

Quantitative research methodology is utilized in this investigation. This research was conducted from October 2024 to March 2025 within the DPMPTSP Purworejo Regency, specifically at the public service mall in Purworejo Regency. The study focuses on the quality, trait, or value of a person, thing, or activity with specific variations selected by the researcher for examination, from which conclusions are subsequently drawn (Sugiyono, 2021). In this case, the study centers on the community that has used SI IDA. The research subjects comprised 400 respondents, obtained through calculations using the Slovin formula. The sampling methodology used is convenience sampling, a non-probability method that involves selecting samples from the target population based on accessibility (Golzar & Noor, 2022). The survey procedure was conducted offline by visiting the Purworejo Regency Investment and One-Stop Integrated Service Office (DPMPTSP) and conducting interviews with the community using SI IDA.

The research instrument consists of 44 indicators representing all the variables studied. Data collection techniques are an essential step in research that must be used so that the results obtained achieve the objectives or hypotheses set. Errors in data collection can lead to irrelevant conclusions and waste time and energy (Sahir, 2022). Through survey data collection techniques, this study obtains information from samples by administering questionnaires or performing interviews to detail different facets of a population.

The data analysis method used is PLS-SEM, which stands for Partial Least Squares Structural Equation Modeling, utilizing SmartPLS version 4.1.0.9 software. PLS-SEM evaluates the model or the correlations among variables and determines if there is an

influence among them (Pinto et al., 2022). This study employs PLS-SEM because it effectively handles complex models (Hair et al., 2021). Another reason for using PLS-SEM is the complexity of the theoretical model in this research, which involves various constructs, indicators, and relationships. The analysis consists of two main components: the outer and inner models. The outer model assesses convergent validity, testing whether a measure positively correlates with other measures of the same concept, thereby demonstrating discriminant validity. It examines the relationship of a measure with alternative measures of the same construct, while discriminant validity evaluates a construct's uniqueness.

Validity indicates how much more uniquely a construct is distinguished from another (Hair et al., 2017). Furthermore, a reliability test was conducted to assess the consistency of participants' responses (Sahir, 2022). The inner model includes path coefficients that show the strength of relationships among variables. The coefficient of determination (R-squared), which evaluates the influence of independent variables on dependent variables, is calculated, and bootstrapping or hypothesis testing is performed using SmartPLS (Sihombing et al., 2024).

RESULTS AND DISCUSSION

This study updated the Unified Theory of Acceptance and Use of Technology 3 (UTAUT3) model by removing the price value component. The elimination of this variable is based on the consideration that the SI IDA does not require costs in its operation, so the price value variable is considered irrelevant to the context of this study.

The path diagram presented below can be used as a reference to facilitate understanding of the interaction between variables in the UTAUT3 model. This path diagram is designed to provide a clear visual representation of the research model by displaying all the relationships between the variables studied. The following is a path diagram that illustrates UTAUT3:

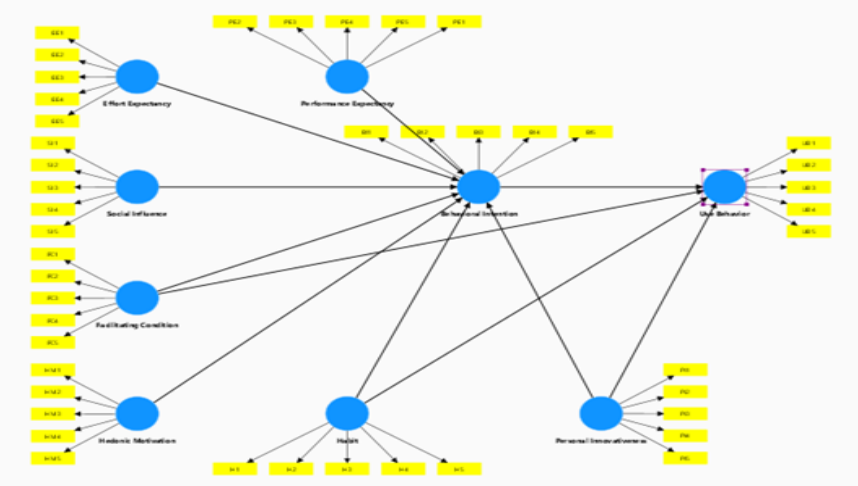

Figure 1: ROUTE DIAGRAM

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The data analysis conducted with the PLS-SEM technique utilizing the SmartPLS 4.1.0.9 tool reveals the following:

1. Outer model
    a. Convergent validity.

In convergent validity, two primary values are examined: outer loading, which assesses the connection between latent variables and indicators, and Average Variance Extracted (AVE), which evaluates how well the latent construct explains the variation in its indicators. (Hair *et al*., 2022; Chua, 2023).

Table 1 OUTER LOADING VALUE

	BI	EE	FC	HB	HM	PE	PI	SI	UB
BI1	0.820								
BI2	0.890								
BI3	0.914								
BI4	0.916								
BI5	0.854								
EE1		0.904							
EE2		0.850							
EE3		0.808							
EE4		0.784							
EE5		0.798							
FC1			0.864						
FC2			0.895						
FC3			0.945						
FC4			0.878						
FC5			0.845						
HB1				0.828					
HB2				0.851					
HB3				0.767					
HB4				0.859					
HB5				0.746					
HM1					0.877				
HM2					0.879				
HM3					0.842				
HM4					0.828				
HM5					0.864				
PE1						0.751			
PE2						0.776			
PE3						0.727			
PE4						0.849			
PE5						0.802			

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	BI	EE	FC	HB	HM	PE	PI	SI	UB
PI1							0.922		
PI2							0.908		
PI3							0.940		
PI4							0.940		
SI1								0.903	
SI2								0.929	
SI3								0.924	
SI4								0.916	
SI5								0.880	
UB1									0.882
UB2									0.919
UB3									0.898
UB4									0.891
UB5									0.903

Table 1 indicates that 44 indicators have outer loading values exceeding 0.70, thus confirming that all indicators employed in this study correlate with their respective latent variables and exhibit convergent validity.

Table 2 AVE VALUE

Variable	**Average variance extracted (AVE)**
Behavioral Intention	0.774
Effort Expectancy	0.689
Facilitating Condition	0.785
Habit	0.658
Hedonic Motivation	0.737
Performance Expectancy	0.612
Social Influence	0.829
Personal Innovativeness	0.860
Use Behavior	0.807

In Table 2, all AVE values for each variable are >0.50. Consequently, it can be said that each variable utilized has discriminant validity (Hair et al., 2022), which is the ability to explain at least 50% of its indicator variables in compliance with applicable criteria.

b. Discriminant validity

In the discriminant validity test, three assessment criteria are utilized: cross-loading to determine the extent to which an indicator correlates with its latent variables and other latent variables, the Fornell-Larcker criterion to ensure that the latent variable demonstrates a higher correlation with its indicator compared to another latent variable, and the Heterotrait-Monotrait Ratio (HTMT) to confirm that a latent variable is distinct from other latent variables (Hair *et al*., 2022; Chua, 2023)

Table 3 CROSS-LOADING VALUE

	BI	EE	FC	HB	HM	PE	PI	SI	UB
BI1	0.820	0.038	0.003	-0.149	0.540	0.111	0.387	0.423	0.603
BI2	0.890	0.089	0.026	-0.168	0.575	0.080	0.484	0.442	0.621
BI3	0.914	0.145	0.117	-0.020	0.557	0.053	0.453	0.443	0.662
BI4	0.916	0.169	0.091	-0.020	0.502	0.089	0.480	0.444	0.688
BI5	0.854	0.051	0.023	-0.147	0.453	0.084	0.498	0.406	0.636
EE1	0.092	0.904	0.427	0.103	0.122	0.073	0.041	0.084	0.071
EE2	0.099	0.850	0.401	0.190	0.119	-0.023	0.070	0.043	0.084
EE3	0.097	0.808	0.260	0.184	0.084	0.182	0.041	0.046	0.066
EE4	0.065	0.784	0.324	0.129	0.076	0.384	-0.002	-0.042	-0.001
EE5	0.107	0.798	0.104	0.131	0.077	0.295	-0.063	0.115	-0.045
FC1	0.027	0.369	0.864	0.106	0.029	0.111	0.025	0.014	0.076
FC2	0.047	0.210	0.895	0.240	0.060	0.160	0.043	-0.047	0.119
FC3	0.046	0.289	0.945	0.021	0.090	0.012	0.093	-0.013	0.162
FC4	0.047	0.305	0.878	0.046	0.094	0.019	0.031	-0.018	0.123
FC5	0.101	0.459	0.845	0.131	0.123	0.172	0.052	0.070	0.080
HB1	-0.076	0.209	0.257	0.828	-0.113	0.296	-0.072	-0.191	-0.056
HB2	-0.112	-0.000	0.093	0.851	-0.065	0.155	-0.083	-0.234	-0.084
HB3	-0.070	0.076	-0.035	0.767	-0.120	0.234	-0.104	-0.085	-0.031
HB4	-0.085	0.153	0.114	0.859	-0.122	0.311	-0.102	-0.122	-0.075
HB5	-0.100	0.305	0.028	0.746	-0.123	0.205	-0.079	-0.133	-0.067
HM1	0.539	0.106	0.035	-0.112	0.877	-0.029	0.252	0.321	0.373
HM2	0.535	0.138	0.095	-0.128	0.879	0.025	0.302	0.308	0.360
HM3	0.464	0.095	0.098	-0.139	0.842	0.008	0.247	0.323	0.375
HM4	0.437	0.075	0.118	-0.120	0.828	-0.010	0.299	0.200	0.358
HM5	0.568	0.081	0.065	-0.067	0.864	-0.035	0.400	0.282	0.467
PE1	0.034	0.080	0.027	0.236	-0.047	0.751	-0.088	-0.094	-0.049
PE2	0.026	0.171	-0.156	0.216	-0.080	0.776	-0.109	-0.068	-0.112
PE3	0.083	0.062	-0.139	0.121	-0.038	0.727	-0.031	0.056	-0.008
PE4	0.100	0.291	0.246	0.250	0.043	0.849	-0.050	0.088	0.044
PE5	0.065	0.133	0.209	0.325	-0.002	0.802	-0.052	-0.058	-0.015
PI1	0.522	-0.035	0.013	-0.151	0.355	-0.036	0.922	0.358	0.682
PI2	0.377	0.029	0.108	-0.055	0.261	-0.094	0.908	0.129	0.605
PI3	0.526	0.055	0.045	-0.116	0.367	-0.013	0.940	0.265	0.725
PI4	0.499	0.027	0.066	-0.067	0.312	-0.123	0.940	0.218	0.664
SI1	0.449	0.080	0.004	-0.194	0.308	0.075	0.171	0.903	0.355
SI2	0.431	0.046	-0.013	-0.240	0.372	0.010	0.285	0.929	0.401
SI3	0.408	0.063	0.013	-0.151	0.287	-0.005	0.293	0.924	0.384
SI4	0.435	0.071	0.017	-0.113	0.225	0.031	0.303	0.916	0.398
SI5	0.499	0.051	-0.027	-0.193	0.332	-0.021	0.177	0.880	0.347
UB1	0.676	0.024	0.142	-0.071	0.422	-0.022	0.621	0.336	0.882
UB2	0.663	0.021	0.085	-0.127	0.476	-0.066	0.671	0.389	0.919
UB3	0.683	0.044	0.077	-0.102	0.491	0.043	0.623	0.376	0.898
UB4	0.615	0.068	0.154	-0.092	0.337	0.021	0.674	0.429	0.891

	BI	EE	FC	HB	HM	PE	PI	SI	UB
UB5	0.644	0.036	0.141	0.027	0.307	-0.008	0.667	0.328	0.903

Based on Table 3, all existing indicators have a higher correlation value with their association construction than those with other variables (Hair *et al*., 2022; Chua, 2023).

Table 4 FORNEL-LARCKER CRITERION VALUE

	BI	EE	FC	HB	HM	PE	PI	SI	UB
BI	0.880								
EE	0.113	0.830							
FC	0.061	0.357	0.886						
HB	-0.113	0.180	0.115	0.811					
HM	0.597	0.116	0.093	-0.130	0.858				
PE	0.094	0.206	0.097	0.288	-0.011	0.782			
PI	0.524	0.020	0.060	-0.107	0.352	-0.069	0.927		
SI	0.491	0.068	-0.002	-0.197	0.336	0.019	0.267	0.911	
UB	0.730	0.043	0.133	-0.081	0.453	-0.007	0.725	0.413	0.899

Table 4 indicates that the √AVE value for each factor surpasses its correlations with other factors, fulfilling the condition for discriminant validity of √AVE (Hair *et al*., 2022; Chua, 2023).

Table 4 HTMT VALUE

	BI	EE	FC	HB	HM	PE	PI	SI	UB
BI									
EE	0.120								
FC	0.071	0.419							
HB	0.129	0.230	0.172						
HM	0.645	0.128	0.105	0.152					
PE	0.090	0.321	0.241	0.352	0.070				
PI	0.554	0.071	0.065	0.117	0.373	0.102			
SI	0.521	0.087	0.042	0.206	0.358	0.102	0.279		
UB	0.783	0.078	0.135	0.100	0.487	0.075	0.765	0.439	

Based on Table 5, the HTMT results for each correlation between variables show ≤0.9. So, it is possible to conclude that the discriminant validity requirements are met because the variables tested in this study are quite different from others (Hair *et al*., 2022; Chua, 2023).

c. Reliability test

This study assessed the construct's reliability using two measurement criteria: composite reliability and Cronbach's alpha.

Table 5 COMPOSITE RELIABILITY AND CRONBACH'S ALPHA VALUE

	Cronbach's alpha	Composite reliability (rho_c)	Information
BI	0.926	0.945	Reliable
EE	0.887	0.917	Reliable
FC	0.932	0.948	Reliable
HB	0.870	0.906	Reliable
HM	0.911	0.933	Reliable
PE	0.853	0.887	Reliable
PI	0.946	0.961	Reliable
SI	0.949	0.960	Reliable
UB	0.940	0.954	Reliable

The reliability standards are met in Table 6, as both the Cronbach's alpha and composite reliability values exceed the threshold of 0.70.

2. Inner model

a. Path coefficient

The first stage in evaluating the structural model is assessing the significance of the connections between constructs and variables. The path coefficient can be used to evaluate how strong these interactions are. The strength of these relationships can be assessed using the path coefficient. Furthermore, the sign of the path coefficient, indicating direction, should align with the proposed theory. (Purwanto & Sudargini, 2021). Evaluating the path coefficient helps identify whether the relationship is positive or negative. A value ranging from -1 to 0 indicates a negative relationship, whereas a value from 0 to 1 denotes a positive relationship.

Table 6 PATH COEFFICIENT VALUE

	Original sample (O)	Sample means (M)
BI -> UB	0.482	0.481
EE -> BI	0.026	0.033
FC -> BI	-0.014	-0.012
FC -> UB	0.074	0.078
HB -> BI	-0.011	-0.017
HB -> UB	0.015	0.010
HM -> BI	0.392	0.391
PE -> BI	0.115	0.114
PI -> BI	0.322	0.320
PI -> UB	0.469	0.469
SI -> BI	0.267	0.265

Based on Table 7, the relationship between variables that have a negative relationship direction is FC towards UB and HB towards BI.

b. Determinant Coefficient (R-squared)

R-squared measures the extent to which independent variables can account for the dependent variable.

Table 7 DETERMINANT COEFFICIENT VALUE

	R-square	***R-square adjusted***
BI	0.548	0.540
UB	0.701	0.698

According to Table 8, the BI variable's R-squared value is 0.548. This suggests that 54.8% of the variability in BI can be explained by PE, EE, SI, FC, HB, and PI, whereas 45,2% is attributable to other factors. For the UB variable, the R-squared value is 0,701. This indicates that FC, HB, PI, and BI account for 70,1% of variability in UB, whereas 29,9% is attributable to external variables not incorporated into the framework.

c. Bootstrapping.

As per the hypothesis test's norm, the hypothesis is accepted if the t-statistic is more than 1.96 and the p-value is less than 0.05. corresponding to a 5% significance level (Hair et al., 2021).

Table 8 BOOTSTRAPPING ANALYSIS VALUE

Hypothesis		**Original sample (O)**	**T statistics**	**P-values**
H1	**PE -> BI**	0.115	2.458	0.014
H2	**EE -> BI**	0.026	0.736	0.462
H3	**SI -> BI**	0.267	6.340	0.000
H4	**FC -> BI**	-0.014	0.363	0.717
H5	**FC -> UB**	0.074	2.131	0.033
H6	**HM -> BI**	0.392	8.988	0.000
H7	**HB -> BI**	-0.011	0.325	0.746
H8	**HB -> UB**	0.015	0.417	0.677
H9	**PI -> BI**	0.322	9.962	0.000
H10	**PI -> UB**	0.469	14.772	0.000
H11	**BI -> UB**	0.482	14.703	0.000

According to Table 9, H1, H3, H5, H6, H9, H10, and H11 are approved, while H2, H4, H7, and H8 are rejected.

Discussion of hypothesis test results

H1: Performance expectation significantly and positively impacts behavioral intentions.

The first hypothesis reveals that performance expectancy considerably and favorably impacts behavioral intention. This outcome aligns with Saleh et al., (2024). This implies that performance expectations significantly impact people's intentions to utilize e-government services in underdeveloped countries.

This result is also supported by the PE5 indicator, which achieved the highest average value of 4.27, indicating that using SI IDA increases respondents' productivity. This result demonstrates that some individuals experience the direct benefits of using SI IDA to enhance performance. It also confirms that performance expectancy is vital for those using SI IDA. When individuals observe that using SI IDA can effectively and quickly

resolve licensing issues, they may increase their intention to continue using SI IDA. Performance expectations significantly influence people's behavioral intentions when utilizing SI IDA.

H2: Effort expectancy does not significantly but positively impact behavioral intention.

The assessment of the second hypothesis indicates that while effort expectancy positively influences Behavioral Intention, the relationship is not statistically significant. This outcome aligns with Mensah et al., (2022). This study found that effort expectations did not significantly influence the behavioral intention to use mobile health technology services.

The highest average value obtained by the EE1 indicator, which is 4.43, suggests that some people find the process mechanism and display of the SI IDA to be straightforward to understand. Meanwhile, the lowest average value obtained by EE5, which is 4.17, indicates that many individuals still perceive using the SI IDA as not entirely free from burden. Although all the average values of the indicators are high, this inconsistency highlights the phenomenon observed in the field, where some individuals still opt to come to the office to complete licensing matters, despite technically still using the SI IDA.

This indicates that using SI IDA independently can be uncomfortable for some individuals. Therefore, it can be concluded that effort expectations do not serve as a decisive factor in shaping behavioral intentions.

H3: Social influence significantly and positively impacts behavioral intention.

The findings of the third hypothesis's study indicate that social influence significantly and favorably affects the intention variable. This outcome aligns with Zeebaree et al., (2022), which demonstrates that the northern Iraq community's behavioral intentions for e-government services are significantly influenced by social influence.

The results of this analysis are further supported by the findings on the SI1 indicator, which achieved the highest average value of 4.52. This implies that those who influence their behavior believe I should utilize SI IDA. It demonstrates that individuals, including family, community leaders, and even the government, feel encouraged by their social environment to use SI IDA to manage permits. This result further emphasizes how social influence shapes people's intentions and choices to utilize SI IDA.

H4: Facilitating condition does not significantly but positively impact behavioral intention.

According to the analysis of the fourth hypothesis, the facilitating condition significantly and favorably impacts the behavioral intention variable. This outcome aligns with Nookhao & Kiattisin, (2023). It shows that from the viewpoint of Thai citizens, the facilitating condition does not impact their intention to use e-government.

The high average value obtained for the FC1 indicators of 4.43, FC of 4.27, FC3 of 4.37, FC4 of 4.3, and FC5 of 4.23, indicates that although some people feel that they already have resources such as mobile phones, operational expertise, technical support, facilities and infrastructure that are commonly used and can get help from others if they experience problems, this is not enough to encourage the formation of individual intentions in using SI IDA.

H5: Facilitating condition significantly and positively impacts use behavior.

The fifth hypothesis's study results suggest that the use behavior variable is extensively and favorably impacted by the facilitating condition. This outcome aligns with Silvestro et al., (2024). This statement asserts that the Facilitating Condition significantly

influences the Use Behavior in adopting a mandatory e-government system, as perceived by public university employees.

This result is inversely proportional to H4, and this difference shows that although people feel they have resources such as cellphones, operational knowledge, technical support, facilities and infrastructure that are commonly used and can get help from others if they are constrained, this does not directly encourage individual intention or desire to use SI IDA. However, when people are in the process of using the application, the feeling that they have resources such as cellphones, operational knowledge, technical support, facilities and infrastructure that are commonly used and can get help from others if they are constrained, plays a vital role in enabling or facilitating real use (use behavior).

H6: Hedonic motivation significantly and positively impacts behavioral intention.

The sixth hypothesis study suggests that the behavioral intention variable is strongly and favorably influenced by hedonic motivation. This outcome aligns with Meiranto et al., (2024). It asserts that hedonic motivation influences behavioral intention regarding online marriage registration services at Simkah in Sleman.

This result is reinforced by the highest average value obtained on the HM1 indicator, which is 4.65, indicating that respondents feel happy when using SI IDA. This value also reflects that people do not only see SI IDA as an administrative tool but also as a medium that provides a positive experience when used. Thus, hedonic motivation not only reflects the level of positive feelings of users when using SI IDA but is also a factor in strengthening the intention to use SI IDA.

H7: Habit does not significantly and negatively impact behavioral intention.

The analysis of the seventh hypothesis indicates that Habit negatively influences behavioral intention. This outcome aligns with Onibala *et al*., (2021). This demonstrates that behavioral intention to use e-performance by the North Sulawesi Provincial Government is not significantly impacted by habit.

This finding is reinforced by the highest average value obtained by HB5, which is 4.35, which shows that some people have made SI IDA their primary choice when taking care of permits. However, this contrasts with the lowest average value obtained by the HB2 indicator, which is 4.07, which shows that people using SI IDA have not completely become a natural or automatic habit for the community. Many people still use SI IDA not because it has become a habit, but because of demands or directions from the government. So, it can be concluded that habit has not become a factor that encourages the formation of an intention to use SI IDA.

H8: Habit does not significantly and negatively impact Use Behavior.

The results of the eighth hypothesis. According to the eighth hypothesis analysis findings, habit positively affects behavioral intention, but does not affect it. This outcome aligns with Setiawan et al., (2021). Habit does not influence the use behavior of using e-government in Gunungkidul.

Like the 7th hypothesis, this result is supported by the highest average value obtained by the HB5 indicator, namely 4.35, which shows that some people have made SI IDA their primary choice when taking care of permits. However, the lowest value obtained by HB2, namely 4.07, shows that using SI IDA has not become a natural routine. Thus, it can be concluded that habit has not become a factor in forming real usage behavior in using SI IDA.

H9: Personal innovativeness significantly and positively impacts behavioral intention.

According to research on the ninth hypothesis, personal innovativeness significantly and favorably impacts behavioral intention. This indicates that an individual's greater boldness or receptivity to breakthroughs correlates with a stronger intention to adopt those technologies. This outcome aligns with Farooq et al., (2017; Maulani & Handayani, 2023). The behavioral intention to utilize the Lecture Capture System (LCS) among executive business students is significantly and positively influenced by personal innovativeness. In addition, Asrori et al. (2022) discovered that their behavioral intention to use the JKN mobile application in Tuban Regency is significantly and positively impacted by their personal innovativeness.

This finding is reinforced by the indicator's highest average value, 4.04, which shows that some people like exploration activities when using innovations, such as trying out the features on the SI IDA. Although this average value is relatively low compared to the highest in other hypotheses, personal innovation shapes people's intentions in using SI IDA.

H10: Personal innovativeness significantly and positively impacts use behavior

The study of the 10th hypothesis indicates that personal innovativeness positively and significantly affects use behavior. This implies that an individual's likelihood of utilizing technological innovation positively correlates with the degree of openness to such innovation. This outcome aligns with Farooq et al., (2017; Maulani & Handayani, 2023), where the use behavior of business executive students is significant and positively impacts personal innovativeness in the framework of lecturer capture systems (LCS). In addition, research performed by Zhou et al. (2023) also said that their innovativeness influences Chinese government employees' adoption of e-government technology. Furthermore, it was proposed that using each individual's innovativeness affects Chinese government employees' adoption of e-government technology.

Like the 9th hypothesis, this is supported by the highest average value obtained by the PI4 indicator. Some people like exploratory activities when using innovations, such as trying out the features on the SI IDA. In addition, people generally do not hesitate to use technological innovations such as SI IDA. It can be concluded that personal innovation plays a vital role in encouraging SI IDA usage behavior.

H11: Behavioral intention significantly and positively impacts use behavior.

An eleventh hypothesis analysis indicates that behavioral intention significantly and positively impacts the use behavior variable. In simple terms, the stronger the community's intention to use SI IDA, the greater the likelihood of its usage. This outcome aligns with Farooq et al., (2017). Additionally, use behavior is significantly positively influenced by behavioral intention among business executive students utilizing the lecturer capture system (LCS). This conclusion is reinforced by the highest average value obtained by the BI1 indicator, which is 4.62, suggesting that some individuals intend to continue using SI IDA in the future. This demonstrates the community's commitment to the sustainability of SI IDA usage. Moreover, the UB1 indicator also achieved the highest average value of 4.63, indicating that the community will continue using SI IDA for managing permits. The relationship between these two indicators illustrates that high behavioral intention plays a crucial role in encouraging usage behavior; in other words, when individuals feel confident and dedicated to using SI IDA, they are more likely to use it for managing permits.

CONCLUSION

Overall, this study meets the eligibility criteria for the model from both the outer and inner model perspectives. All indicators in the model are validated based on convergent and discriminant validity tests and are deemed reliable, with adequate composite reliability and Cronbach's alpha values. In the inner model test, the path coefficient analysis shows that most of the examined variables correlate positively with the dependent variable, except for the relationships between facilitating conditions (FC) and behavioral intentions (BI), as well as behaviors (HB) and BI, which exhibit a negative correlation. The R-squared value of the behavioral intention variable is 0.548. Moreover, the use behavior variable has 0.701, indicating that the model can explain how the independent variable influences the dependent variable. Furthermore, the bootstrapping test results show that most hypotheses in the model are accepted, except for the 2nd, 4th, 7th, and 8th hypotheses, which are rejected due to not meeting the significance value. The behavior of the SI IDA user community indicates a positive tendency toward technology adoption and utilization. Several variables in UTAUT3 significantly impact this trend, suggesting that the availability of SI IDA offers perceived benefits, particularly in enhancing the effectiveness and simplicity of the licensing process. Key factors contributing to increased user behavior towards SI IDA include performance expectations, social influence, facilitating conditions, hedonic motivation, personal innovation, and behavioral intentions. Users express confidence that utilizing SI IDA can enhance their productivity, provide enjoyment, and garner support from their social environment, along with access to facilities and technical assistance. However, challenges remain that warrant attention. Some UTAUT3 variables, such as effort expectations and habits, have not significantly influenced usage intentions. This indicates that while some individuals use SI IDA, its user-friendliness has not been fully realized. Others continue to use SI IDA due to external prompts rather than personal habits or convenience. Additionally, although supporting conditions like access to devices and technical knowledge are present, they are insufficient to foster independent usage intentions. Therefore, this study provides empirical evidence for applying the UTAUT3 model within the context of e-government at the regional level and outlines the dynamics and challenges the community encounters in adopting a digital public service system like SI IDA. These findings will be a foundation for developing a more responsive, inclusive, and user-experience-focused system.

Future researchers should consider expanding the context and research area to make the results more representative and applicable for e-government system implementation across various regions. Furthermore, the development of the UTAUT3 model could be enhanced by including moderating variables or relevant social and cultural factors to better understand the elements that impact the acceptance and use of e-government. Research findings can be more thorough and detailed when a mixed-methods approach is used, which blends quantitative and qualitative techniques. Additionally, the sampling strategy should be refined by distributing questionnaires to more locations and engaging respondents from diverse backgrounds, ensuring that the collected data accurately reflects the conditions in the field.

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