

The Factors Influencing the Community to Use E-Service in Pekanbaru City, Indonesia

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ABSTRACT

The purpose of this research is to examine the factors influencing the use of e-government services by measuring individual acceptance in Pekanbaru City, Indonesia. This is a quantitative research with the SmartPLS program used to analyze the data and test the hypothesis. The data were obtained from 110 users of e-service (e-samsat) in Pekanbaru City. The result showed that Performance Expectancy and Perceived Risk were the factors influencing e-government adoption through the UMEGA Model. These factors significantly influenced the community’s attitudes to using this service and on effort expectancy. Other findings indicated that Facilitating Condition, Trust in Technology, and attitude also significantly influenced users’ behavioral intention to use e-service. However, Effort Expectancy, Social Influence, and Trust in Government did not significantly influence the community’s behavioral intention to use e-service.

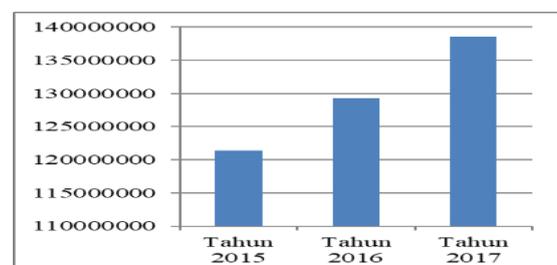
Keywords: E-Government Adoption, UMEGA, E-Service.

1. INTRODUCTION

The rapid development of modern information technology has changed the way government provides services to communities. According to [1], the distribution of service products is more comprehensive at all community levels. This certainly aims to achieve the goal of e-government services by changing government services to improve their quality in terms of accountability and efficiency [2]. Presently, businesses now utilize electronic services, which involve using information technology using the internet to boost productivity [3].

In Indonesia, regional income potential is carried out by exploring local taxes [4]. The Riau provincial government issued the use of e-samsat service to ensure motor vehicle tax payments are carried out electronically [5]. [6] stated that motor vehicle tax is the highest contributor to regional revenue in each region.

Therefore, the existence of electronic services is very useful to support the community in making payments. Modernization is needed through the e-service, such as e-Samsat that is easy, fast, transparent, and accountable, to increase the quantity of motorized vehicles yearly. The numbers of motorized vehicles in Indonesia are as follows:



Source: Central Bureau of Statistics, 2017

Figure 1 The Increase in the Number of Motorized Vehicles in 2015-2017

Behavioral intention is defined as the community's desire to use the system continuously with the assumption that they have access to information [7]. According to [8], [9], every government agency has an obligation to provide effective and efficient public services, therefore, it should be based on the community interests. This research presents the concept of factors influencing the community behavior to use e-services.

2. LITERATURE REVIEW

E-government is the application of information and communication technology in the form of an internet-based application by the local government [10]. The e-government adoption leads to a psychological approach to computer technology, allowing public opinion to gather information through digital media [11]. In addition to the attitudes and acceptance of the e-government utilization model, there are also developments to explain the use of technology as well as the supporting and inhibiting factors of its acceptance process [12].

The behavior of using e-Government becomes a basis to investigate the factors influencing the use of electronic services. The e-government implementation aims to facilitate the community to gain several benefits such as saving time, convenience, accessibility, etc. [13]. However, the success of e-government services ultimately depends on the community's desire to use this product. The factors influencing the successful use of e-government in Rwanda in the application of Enterprise Content Management (ECM) are associated with managers, users, related tasks, content, and technology [14]. This is different from India in terms of demographics and personality as factors influencing the e-Government portal's use [15].

It is stated that the UK government [16] recommends promoting online services, training staff to educate the community on its usage, and limits access to existing non-digital services. However, irrespective of the potential benefits, these recommendations are not informed to the community. Apart from the incomplete infrastructure, factors influencing the use of electronic services are culture and leadership [17].

In Indonesia, the factors influencing electronic service users' behavior are limited knowledge, inadequate use of technology, complex flow, ease of previous innovation, lack of socialization, limited office accessibility, definite banking facilities, and constrained internet network facilities [18]. Besides the theory of behavior (best practice), external factors (outside the system) that also influence user acceptance of technology are trust, self-efficacy, system anxiety, hedonic motivation, and habit [19].

Furthermore, South Africa also understands the factors influencing the community behavior in using electronic services through the UMEGA Model. For instance, performance expectancy, social influence, perceived risk, and self-efficacy are strongly influenced by attitudes. According to [20], attitudes, facilitating conditions, trust from the government, and the internet have a significant direct influence on behavioral intention. In China, the factors influencing using electronic services are determined using the TAM research model. The results showed that the perceived value is strongly influenced by mobility, usability, safety, satisfaction, as well as trust in technology and government [21], [22]. The factors influencing the use of electronic services through the UTAUT research model are the prediction of performance and effort expectancies as well as social influences. Furthermore, environmental factors influencing the use of electronic services are the availability of skills training and the support provision needed to encourage the community to use electronic services and increase their control over behavior [13].

2.1. E-Government Adoption

Preliminary studies used relevant theories to measure individual acceptance of electronic services. It developed various theories, one of which was the UMEGA (Unified Model of Electronic Government Adoption) theory [15], [23]. This UMEGA model synthesized nine technology acceptance models that had been previously developed. The models were TRA (Theory Reasoned Action), TAM (Technology Acceptance Model), TPB (Theory of Planned Behavior), DTPB (Decomposed Theory of Planned Behavior), SCT (Social Cognitive Theory), MPCU (Model of PC Utilization), MM (Motivation Model), UTAUT (Unified Theory Of Acceptance and Use of Technology), and UTAUT (Extended Unified Theory of Acceptance and Use of Technology). The development of e-government adoption theory is shown in Table 1.

Table 1. The development of e-government adoption theory

No.	Theory Model	Construct or Variable
1.	<i>Theory of Reasoned Action (TRA)</i>	<i>Attitudes towards the behavior+ social influences</i>
2.	<i>Theory of Planned Behavior (TPB)</i>	<i>Attitude towards behavior+ subject norms+perceived behavioral control (PBC)</i>
3.	<i>Decomposed Theory of Planned Behavior (DTPB)</i>	<i>Attitude towards behavior (compatibility, complexity, and relative advantage)+ subject norms + PBC (Efficiency and facilitating conditions)</i>
4.	<i>Technology Acceptance Model (TAM)</i>	<i>Perceived Usefulness +Perceived Ease Of Use</i>
5.	<i>The Social Cognitive Theory (SCT)</i>	<i>Self-Efficacy + outcome expectations + affect</i>
6.	<i>The Motivational Model (MM)</i>	<i>Intrinsic motivation (enjoyment, and fun) + extrinsic motivation (perceived</i>

		<i>usefulness)</i>
7.	<i>The Model of PC Utilization (MPCU)</i>	<i>Beliefs + affect+ social norms + perceived consequences + habit+ facilitating conditions</i>
8.	<i>Unified Theory of Acceptance and Use of Technology (UTAUT)</i>	<i>Effort expectancy + performance expectancy+ social influence+ facilitating condition</i>
9.	<i>Extended Unified Theory of Acceptance and Use of Technology (UTAUT)</i>	<i>Performance expectancy (UTAUT), Effort Expectancy (UTAUT), Social Influence (UTAUT), Facilitating Condition (UTAUT), Hedonic motivation, Price Value, Habit</i>
10.	<i>Unified Model of Electronic Government Adoption (UMEGA)</i>	<i>Performance expectancy (UTAUT), Effort Expectancy (UTAUT), Social Influence (UTAUT), Facilitating Condition (UTAUT), Attitude (TRA), Perceived Risk.</i>

Source: Waehama et al. 2014

Table 1 shows that UMEGA is one of the theories discussing e-government adoption. There are several main reasons as the basis for using the UMEGA model in this research, one of which is because this model is a relatively new e-government adoption model in measuring user behavior regarding technology. This research provides a novelty perspective for the UMEGA model and develops other models better to understand the way individuals or community use technology. The research also aims to develop the UMEGA theory by adding two new variables: trust in technology and government trust. The addition of these 2 variables is because UMEGA is an adoption model that includes nine familiar models used in previous studies, hence modifications represent the community sensibility through public services.

2.2. Performance Expectancy

Performance expectancy is the extent to which people believe that using the system will help them gain an advantage in job performance [15]. It refers to the extent to which users of a particular system believe in its usefulness and how it benefits them in their work-related tasks [24]. Meanwhile, [25] stated that performance expectancy increases the use of e-government because it has a positive influence on obtaining information and awareness capable of benefiting the community to use e-government services. In conclusion, the community is likely to utilize e-government when they experience its ease of use hence influencing their intention to use, learn and interact with government websites.

H1: Performance expectancy has a significant influence on attitudes in using e-government (e-service).

2.3. Effort Expectancy

Effort Expectancy is defined as the ease level in using the system [15]. According to [26], it is the way people use the system by perceiving it as an easy-to-use interaction with various benefits. Furthermore, difficulty using a system makes the users unattractive in using or adopting any system [27]. Regarding e-government services, ease in using government websites make the community to continue using these websites.

H2: Effort expectancy has a significant influence on attitudes in using e-government (e-service).

2.4. Social Influence

Social influence is the extent to which people feel the need for an important personality to use the system [15]. Through this factor, other users are motivated to use the system by explaining its benefits and importance [26]. Social influence affects the community plans to use e-government services. Other users perceive the importance of services as an influence on their decision to use e-government. Therefore, this factor refers to the extent to which a user influences others in using certain systems [24].

H3: Social influence has a significant influence on attitudes in using e-government (e-service).

2.5. Facilitating Condition

Facilitating condition “refers to the extent to which an individual believes that the organizational and technical infrastructure exists to support the system use [15].” [24] “also stated that it refers to the extent to which users perceive that the necessary organizational and technical resources are available to use the system.” Facilitating conditions describe an individual acceptance level of a technology based on the support facilities provided by the organization and technical devices in the form of training, manuals, etc [15], [28].

H4: Facilitating conditions have a significant influence on the attitude in using e-government (e-service).

H5: Facilitating conditions have a significant effect on effort expectancy.

2.6. Perceived Risk

Perceived risk is a security concern or worry associated with revealing the user's identity and carrying out online transactions using government systems [29]. The community's anxiety in adopting electronic services lies in the security of the data provided [30]. Therefore, this and other types of anxiety or uncertainty limit the

adoption of e-government systems. Perceived risk is a factor influencing the user's intention to use technology [1]. It is a significant negative predictor influencing attitudes of using e-government technology.

H6: Perceived risk has a significant influence on individual attitudes in using e-government (e-service).

2.7. Trust in Technology

Trust in technology is an important component in increasing customer satisfaction and a fundamental factor for a system's acceptance by users (community) [31]. According to [32], trust in technology is associated with the sophistication and integrity of electronic service products. Furthermore, security and privacy are major barriers to internet use, hence the community does not communicate or interact using their personal data without their trust. The community stated that in facing conflicting opinions, it is necessary to clarify that the trust in technology factor is an important element in e-government adoption [31]. On the contrary, [33] stated that existing investigations need to be managed in the trust in technology because it is related to the connection of e-government products issue. Therefore, trust in technology is an important factor for successful e-government adoption.

H7: Trust in technology has a significant influence on individual behaviour in using e-government (e-service).

2.8. Trust in Government

The trust in government factor is associated with security as the main key in using the internet. This means that the community is unable to communicate or interact using their personal data without trust in the government [31]. Furthermore, it emphasizes that trust in government influences intentions to use services and directly influences behavioral intentions [19]. According to [32], [34], [35], the community does not hesitate to provide personal information because of the security in their minds. Moreover, satisfaction in service has an influence on trust in the government, hence, the government needs to be able to determine the influence of service satisfaction on the community. Therefore, trust in government has a significant positive influence on behavioral intention in using e-government services.

H8: Trust in government has a significant influence on an individual's behavior in using e-government (e-service)

2.9. Attitude

The community attitudes towards using e-government service systems are mainly influenced by Perceptions of Ease of Use and Perceived Usefulness

[36]. Attitude is defined as the degree to which respondents make evaluations or judgments that are advantageous or unfavorable using e-government systems [30]. It tends to adequately or inadequately respond to a system [37]–[39], therefore, a positive attitude is more likely to lead to a feeling of satisfaction with the electronic service system.

H9: A person's attitude towards system use significantly influences users' e-government (e-service).

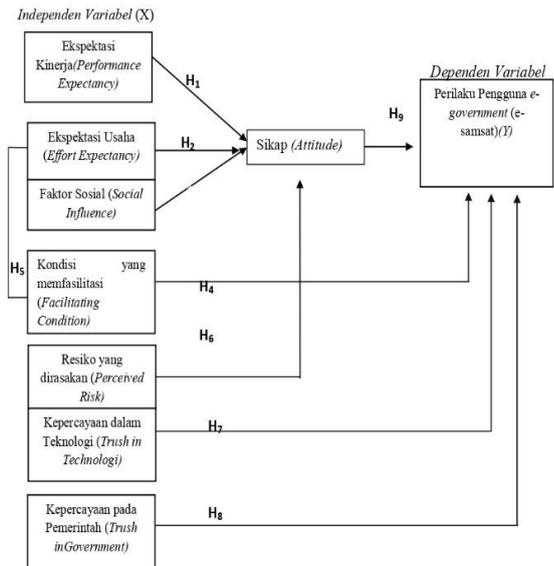


Figure 2 Conceptual Framework

3. METHODOLOGY

Data were collected by distributing questionnaires to e-Samsat users in Pekanbaru to determine factors influencing its usage. The sample population using the Slovin formula was 110 people. Furthermore, in this study, there were also interviews with the community using the e-Samsat service to determine their reasons for using the service. The collected data were analyzed using a measurement model through a statistical tool called SmartPLS. Measurement models are used to test validity and reliability, while structural models are used to test quality and hypotheses.

3.1 Structural Model Validity test

The first and second criteria, namely Convergent and Discriminant Validities, are seen from the score results of the outer model, namely the AVE value. The data validity of AVE had a limit value and valid or invalid if the score is above or below 0.50, respectively. The data validity is seen from the cross-loading also has a valid limit value. The value of cross-loading is valid and invalid when the cross-loading score is above or below 0.50, respectively.

Table 2. Validity Test

Variables	Indicators (Questionnaire Question)	Loading Factor	AVE	Des
Performance Expectancy	PE 1	0.771	0.755	Valid
	PE 2	0.713		Valid
	PE 3	0.825		Valid
	PE 4	0.771		Valid
Effort Expectancy	EE 1	0.801	0.814	Valid
	EE 2	0.779		Valid
	EE 3	0.813		Valid
	EE 4	0.781		Valid
Facilitating Condition	FC 1	0.774	0.777	Valid
	FC 2	0.762		Valid
	FC 3	0.759		Valid
	FC 4	0.786		Valid
Social Influence	SI 1	0.814	0.810	Valid
	SI 2	0.810		Valid
	SI 3	0.797		Valid
	SI 4	0.814		Valid
Perceived Risk	PR 1	0.772	0.781	Valid
	PR 2	0.810		Valid
	PR 3	0.781		Valid
	PR 4	0.813		Valid
Trust in technology	TiT 1	0.790	0.802	Valid
	TiT 2	0.771		Valid
	TiT 3	0.812		Valid
	TiT 4	0.831		Valid
Trust in Government	TiG 1	0.711	0.720	Valid
	TiG 2	0.715		Valid
	TiG 3	0.724		Valid
	TiG 4	0.722		Valid
Attitude	Att 1	0.704	0.722	Valid
	Att 2	0.731		Valid
	Att 3	0.692		Valid
	Att 4	0.737		Valid
Behavior Intention	BI 1	0.814	0.813	Valid
	BI 2	0.811		Valid
	BI 3	0.826		Valid
	BI 4	0.808		Valid

The validity test results in Table 2 showed that all questions in each research variable consisted of Performance Expectancy, Effort Expectancy, Facilitating Condition, Social Influence, Perceived Risk, Trust in technology Trust in Government, and Behavior Intention have a loading factor value above 0.500. Therefore, it can be concluded that all questions in all research variables were valid or met convergent validity.

3.2 Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. This study used composite reliability to test this variable. According to studies, the Rule of thumb, alpha value, or Composite reliability need to be greater than 0.7, although a value of 0.6 is still acceptable.

Table 3 Composite Reliability and Cronbach's Alpha

Variables	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)	Des
Performance Expectancy	0.921	0.850	0.913	0.755	Reliable

Effort Expectancy	0.924	0.973	0.936	0.814	Reliable
Facilitating Condition	0.930	1.087	0.936	0.649	Reliable
Social Influence	0.912	0.941	0.928	0.810	Reliable
Perceived Risk	0.919	0.936	0.930	0.781	Reliable
Trust in technology	0.937	0.956	0.928	0.802	Reliable
Trust in Government	0.933	0.917	0.911	0.720	Reliable
Attitude	0.783	0.987	0.877	0.758	Reliable
Behavior Intention	0.942	0.944	0.937	0.813	Reliable

Table 3 showed that the Behavior Intention variable had the largest Composite Reliability and Cronbach's Alpha values, of 0.942 and 0.937. Meanwhile, Composite Reliability and Cronbach's Alpha values of trust in government, trust in technology, perceived risk, social influence, facilitating condition, effort expectancy, and performance expectancy were 0.933 and 0.911, 0.937 and 0.928, 0.919 and 0.930, 0.912 and 0.928, 0.930 and 0.936, 0.924 and 0.936, as well as 0.921 and 0.913, respectively. The value or output composite reliability and Cronbach alpha in table 3 showed that each construct's value was above 0.70. Therefore, in conclusion, each construct in the estimated model had good reliability.

3.3 Regression Analysis

Regression testing was carried out to determine the relationship between constructs, significance values, and the research model's R-square.

Table 4. Regression Results

Variable	E-Service users Pekanbaru City
Effort Expectancy	0.711
Attitude	0.612
Behavior Intention	0.743

The table above showed the R-square value of e-service users on the Effort Expectancy, Attitude, and Behavior Intention variables are 0.711, 0.612, and 0.743, respectively. Based on the table above, it was concluded that e-service users whose variables consist of Effort Expectancy and Behavior Intention had a good level of influence because of the R-square value, which was greater than 0.670. Meanwhile, the attitude had a moderate level of influence because the R-square value above 0.330

3.4 Research Implication

Based on the research results model testing in an aggregate and comparative manner, this research proposed a theory on community behavior towards e-

Samsat study services in Pekanbaru, Riau, and Yogyakarta. Therefore, based on regression weighting, path coefficient, and hypothesis testing on relationship variables, trust in technology and trust in government are determinants that complement the UMEGA theory. This relationship is shown in the figure and table below:

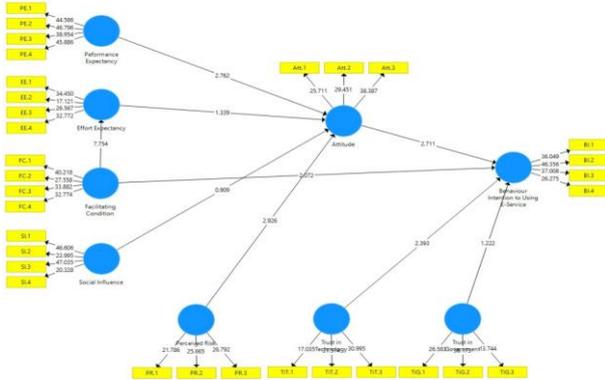


Figure 3 Bootstrapping Output

Table 4. Hypothesis Test Results

Variable	E-samsat users	
	P-value.	Hypothesis Assessment
Performance Expectancy -> Attitude	2,762	Received
Effort Expectancy -> Attitude	1,339	Rejected
Social Influence -> Attitude	0,909	Rejected
Facilitating Condition -> Behavior Intention	2,072	Received
Facilitating Condition -> Effort Expectancy	7,754	Received
Perceived Risk -> Attitude	2,926	Received
Trust in Technology -> Behavior Intention	2,393	Received
Trust in Government -> Behavior Intention	1,222	Rejected
Attitude -> Behavior Intention	2,711	Received

4. DISCUSSION

Figure 3 and Table 4 above showed the results of hypothesis testing in this research. The hypothesis was accepted assuming the T-Statistic value in the figure is greater than 1.96 (<1.96). Therefore, based on the figure above, the variables of effort expectancy, social influence, and trust in government did not significantly influence behavioral intention to use e-government.

H1. Figure 3 and Table 4 showed that performance expectancy had a positive and significant influence on the e-service user community's attitudes. This service provided various benefits, such as faster service turnaround times. Conversely, from an administrative point of view, it was also more practical. This finding was similar to previous research that performance

expectancy influences attitudes to use electronic services because it helps users gain benefits in job performance [15], [24], [25].

H2. Figure 3 and Table 4 showed that effort expectancy had a negative and insignificant influence on the e-service user community's attitudes. Although the community knew the advantages of using electronic services, they found it difficult to use the services without having the self-awareness to utilize them. These findings were similar because a further insignificant influence of effort expectancy on behavioral intention was found in this study [40]–[42].

H3. Figure 3 and Table 4 showed that social influence had a negative and insignificant influence on the e-service user community's attitudes. The use of e-services by communities on their own initiative was not the influence of socialization from the government. These findings were similar because there was a significant relationship between social influence affecting attitudes to use electronic services [43]–[46].

H4. Figure 3 and Table 4 showed that facilitating conditions had a positive and significant influence on e-service users' community Intention's behavior. The presence of e-service certainly helped the community to pay motorized vehicle taxes, which is supported by existing facilities. This finding was supported by the fact that facilitating conditions influences community behavior [15], [42], [45]

H5. Figure 3 and Table 4 showed that facilitating conditions had a positive and significant influence on the e-service user community's effort expectancy. The complete facilities prepared by the government make it easier for the public to make transactions. These facilities were not only physical, rather they were also equipped with supporting attributes on how to use e-services. The findings were supported by previous studies carried out by [15], [28], which stated that facilities have an influence on effort expectancy.

H6. Figure 3 and Table 4 showed that Perceived Risk had a positive and significant influence on the e-service user community's attitude. The level of security provided by the government for the community to use these services is quite high hence, there were no worries regarding the use of e-services. This finding was similar to previous research that the perceived risk influenced the intention to use the e-service [1], [30]

H7. Figure 3 and Table 4 showed that Trust in Technology had a positive and significant influence on the Behavior Intention of the e-service user community. They tended to place technology as a tool to make public service affairs easier, more effective, and efficient. Furthermore, it did not actually provide various impacts and losses in the future. This finding is similar to previous

studies carried out by (Lallmahomed, Lallmahomed, & Lallmahomed, 2017; Purwidyasari & Syafruddin, 2017; Rehman, Kamal, & Esichaikul, 2016), which stated that belief in technology influences community behavior to use e-services.

H8. Figure 3 and Table 4 showed that Trust in Government had a negative and insignificant influence on the Behavior Intention of e-service users. Some communities with the existence of e-services had not fully received and used these services due to the government's lack of trust and limited existing infrastructure. This finding was similar to previous studies carried out by [34], [49] that there was no significant relationship, and trust in government affects the behavior of the community using e-services.

H9. Figure 3 and Table 4 showed that attitude positively and significantly influenced the Behavior Intention of e-service users. The community used e-services continuously, therefore they had access to it with users giving positive responses. This was supported by previous research that the community behavior influences the attitude of using e-service [50]–[52].

5. CONCLUSION

This study aims to determine and analyze the factors influencing the community of Pekanbaru city in using e-service. In this research, the author uses the Umega theory by adding two variables to determine e-government adoption and the use of factors such as Performance Expectancy, Effort Expectancy, Facilitating Condition Social Influence, Perceived Risk, Trust in technology, Trust in Government, and Attitude. The results showed that Performance Expectancy, Facilitating Condition, Perceived Risk, Trust in technology, and Attitude were significantly related to community behavior using e-services. Meanwhile, effort expectancy, social influence, and trust in government do not significantly influence behavior's intention to use e-government. This is because, with the existence of these e-services, the community has not fully received and used it due to a lack of confidence in the government and limited existing infrastructure.

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