

ABSTRAK

JogjaKita merupakan aplikasi mobile yang pada awalnya dirancang untuk membantu masyarakat Yogyakarta dalam mengakses berbagai informasi dan layanan publik. JogjaKita menjadikan layanan jasa transportasi kendaraan bermotor sebagai layanan utama. JogjaKita juga menyediakan beberapa layanan lain seperti layanan pemesanan makanan (Jogja Food), layanan pengantaran barang (Jogja Kurir), layanan pembelian barang (Jogja Shop), layanan pemesanan barang (Jogja Toko), dan layanan jasa transportasi roda empat mobil (Jogja Car).

Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi niat penggunaan aplikasi JogjaKita menggunakan model *Unified Theory of Acceptance and Use of Technology 2* (UTAUT2) dan Model Kesuksesan Delone and McLean. Variabel yang diteliti meliputi *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *price value*, dari model UTAUT2, serta *system quality*, *information quality* dan *service quality* dari model Delone and McLean. Penelitian ini juga untuk mengetahui pengaruh usia, pengalaman, dan jenis kelamin sebagai variabel moderasi usia (*age*), jenis kelamin (*gender*), dan pengalaman (*experience*) terhadap hubungan antara variabel independen dan variabel dependen.

Hasil analisis menunjukkan bahwa variabel *social influence* dan *information quality* yang dipengaruhi variabel moderasi usia dan jenis kelamin secara signifikan memengaruhi niat penggunaan aplikasi JogjaKita. Hasil penelitian ini memberikan dampak langsung bagi pengembang aplikasi dan pembuat kebijakan dalam meningkatkan adopsi teknologi melalui peningkatan kualitas informasi dan mempertimbangkan faktor pengaruh sosial serta demografi pengguna.

Kata Kunci : JogjaKita, UTAUT2, Delone and McLean

ABSTRACT

JogjaKita is a mobile application that was originally designed to assist the people of Yogyakarta in accessing various information and public services. JogjaKita makes motor vehicle transportation services the main service. JogjaKita also provides several other services such as food ordering services (Jogja Food), goods delivery services (Jogja Kurir), goods purchase services (Jogja Shop), goods ordering services (Jogja Toko), and four-wheeled car transportation services (Jogja Car).

This study aims to analyze the factors that influence the intention to use the JogjaKita application using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model and the Delone and McLean Success Model. The variables studied include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, from the UTAUT2 model, as well as system quality, information quality and service quality from the Delone and McLean model. This study is also to determine the effect of age, experience, and gender as moderating variables of age (age), gender (gender), and experience (experience) on the relationship between the independent variable and the dependent variable.

The results of the analysis show that the variables of social influence and information quality which are influenced by the moderating variables of age and gender significantly affect the intention to use the JogjaKita application. The results of this study have a direct impact on application developers and policy makers in increasing technology adoption through improving information quality and considering social influence factors and user demographics.

Keywords: JogjaKita, UTAUT2, Delone and McLean