

ABSTRAK

Perkembangan teknologi informasi mendorong pemerintah daerah untuk menghadirkan layanan publik yang transparan, efektif, dan mudah diakses melalui media digital. Kabupaten Karo telah menyediakan Website Karokab sebagai sarana informasi resmi bagi masyarakat, namun tingkat penerimaan dan kesuksesannya masih dipengaruhi oleh berbagai faktor. Penelitian ini bertujuan untuk menganalisis penerimaan dan kesuksesan Website Karokab dengan mengintegrasikan *Theory of Planned Behavior* (TPB) dan *Information System Success Model* (ISSM). Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 260 responden masyarakat Kabupaten Karo melalui teknik *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling – Partial Least Squares* (SEM-PLS) untuk menguji validitas, reliabilitas, serta hubungan antar variabel.

Hasil penelitian menunjukkan bahwa *Attitude Toward Using* (ATU) dan *Subjective Norm* (SN) berpengaruh signifikan terhadap *Behavioral Intention to Use* (BIU). Selain itu, *Information Quality* (IQ) dan *Attitude Toward Using* (ATU) berpengaruh signifikan terhadap *User Satisfaction* (US). Selanjutnya, *User Satisfaction* (US) terbukti berpengaruh terhadap *Behavioral Intention to Use* (BIU) dan *Website Adoption Success* (WAS), sementara *Behavioral Intention to Use* (BIU) juga berpengaruh signifikan terhadap *Website Adoption Success* (WAS). Dengan demikian, penelitian ini menyimpulkan bahwa penerimaan dan kesuksesan Website Karokab terutama ditentukan oleh kualitas informasi, sikap positif, norma sosial, dan kepuasan pengguna, yang pada akhirnya mendorong niat penggunaan serta keberhasilan adopsi website sebagai media pelayanan publik berbasis digital di Kabupaten Karo.

Kata Kunci : *Theory of Planned Behavior*, *Information System Success Model*, penerimaan pengguna, kesuksesan sistem, Website Karokab.

ABSTRACT

The development of information technology encourages local governments to provide public services that are transparent, effective, and easily accessible through digital platforms. The Regency of Karo has provided the Karokab Website as an official information channel for the community; however, its level of acceptance and success is still influenced by several factors. This study aims to analyze the acceptance and success of the Karokab Website by integrating the Theory of Planned Behavior (TPB) and the Information System Success Model (ISSM). The research employed a quantitative approach with a survey method involving 260 respondents from Karo Regency, selected using purposive sampling. Data were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS) to examine validity, reliability, and relationships among variables.

The results indicate that Attitude Toward Using (ATU) and Subjective Norm (SN) have a significant effect on Behavioral Intention to Use (BIU). In addition, Information Quality (IQ) and Attitude Toward Using (ATU) significantly influence User Satisfaction (US). Furthermore, User Satisfaction (US) significantly affects Behavioral Intention to Use (BIU) and Website Adoption Success (WAS), while Behavioral Intention to Use (BIU) also significantly impacts Website Adoption Success (WAS). Thus, this study concludes that the acceptance and success of the Karokab Website are primarily determined by information quality, positive user attitudes, social norms, and user satisfaction, which ultimately encourage the intention to use and the successful adoption of the website as a digital public service platform in Karo Regency..

Keywords: *Theory of Planned Behavior, Information System Success Model, user acceptance, system success, Karokab Website.*