

EVALUASI KESIAPAN DAN PENERIMAAN IMPLEMENTASI SISTEM SINGMANFAAT MENGGUNAKAN TECHNOLOGY READINESS AND ACCEPTANCE MODEL DI DINAS KEHUTANAN PROVINSI JAWA BARAT

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis kesiapan dan penerimaan pengguna terhadap aplikasi SINGMANFAAT yang diterapkan di Dinas Kehutanan Provinsi Jawa Barat menerapkan metode Technology Readiness and Acceptance Model (TRAM). Model ini mencakup tujuh indikator utama, yaitu Optimism, Innovativeness, Discomfort, Insecurity, Perceived Usefulness, Perceived Ease of Use, dan Intention to Use. Fokus penelitian ini adalah untuk mengevaluasi sejauh mana kesiapan dan penerimaan pengguna dapat memengaruhi keberhasilan implementasi sistem informasi ini.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang melibatkan 88 responden yang merupakan pegawai di Dinas Kehutanan Provinsi Jawa Barat. Teknik analisis yang digunakan adalah Partial Least Square - Structural Equation Modeling (PLS-SEM) untuk menguji hubungan antar variabel. Langkah-langkah penelitian mencakup pengukuran kesiapan pengguna berdasarkan indikator TRAM, pengolahan data dengan perangkat lunak statistik, serta validasi model yang digunakan.

Hasil penelitian menunjukkan bahwa variabel Optimism dan Insecurity secara signifikan memengaruhi Perceived Usefulness dan Perceived Ease of Use. Selain itu, Perceived Ease of Use memiliki pengaruh signifikan terhadap Intention to Use. Di sisi lain, Innovativeness hanya berpengaruh terhadap Perceived Ease of Use, sementara Discomfort tidak memiliki dampak yang signifikan terhadap variabel persepsi lainnya. Hasil ini menunjukkan bahwa faktor kenyamanan dan kepercayaan terhadap sistem berperan penting dalam keberhasilan adopsi teknologi.

Kesimpulan dari penelitian ini menekankan perlunya peningkatan kenyamanan pengguna serta penguatan kepercayaan terhadap keamanan data dalam aplikasi SINGMANFAAT. Implikasi praktis dari penelitian ini dapat menjadi acuan bagi Dinas Kehutanan Provinsi Jawa Barat dalam meningkatkan efektivitas implementasi sistem informasi berbasis teknologi untuk meningkatkan efisiensi kerja pegawai. Penelitian di masa depan dapat mengeksplorasi faktor eksternal lain yang berkontribusi terhadap kesiapan dan penerimaan teknologi dalam organisasi pemerintah.

Kata Kunci: Technology Readiness and Acceptance Model, SINGMANFAAT, Kesiapan Teknologi, Penerimaan Teknologi.

**EVALUATION OF READINESS AND ACCEPTANCE OF THE
IMPLEMENTATION OF THE SINGMANBAAT SYSTEM USING
TECHNOLOGY READINESS AND ACCEPTANCE MODEL IN THE
FORESTRY SERVICE OF WEST JAVA PROVINCE**

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ABSTRACT

This study aims to analyze user readiness and acceptance of the SINGMANFAAT application implemented in the West Java Provincial Forestry Service using the Technology Readiness and Acceptance Model (TRAM) method. This model includes seven main indicators, namely Optimism, Innovativeness, Discomfort, Insecurity, Perceived Usefulness, Perceived Ease of Use, and Intention to Use. The focus of this study is to evaluate the extent to which user readiness and acceptance can influence the success of the implementation of this information system.

This study uses a quantitative method with a survey approach. Data were collected through a questionnaire involving 88 respondents who were employees at the West Java Provincial Forestry Service. The analysis technique used is Partial Least Square - Structural Equation Modeling (PLS-SEM) to test the relationship between variables. The research steps include measuring user readiness based on TRAM indicators, data processing with statistical software, and validation of the model used.

The results showed that the Optimism and Insecurity variables significantly influenced Perceived Usefulness and Perceived Ease of Use. In addition, Perceived Ease of Use has a significant effect on Intention to Use. On the other hand, Innovativeness only affects Perceived Ease of Use, while Discomfort does not have a significant impact on other perception variables. These results indicate that comfort and trust in the system play an important role in the success of technology adoption.

The conclusion of this study emphasizes the need to improve user comfort and strengthen trust in data security in the SINGMANFAAT application. The practical implications of this study can be a reference for the West Java Provincial Forestry Service in increasing the effectiveness of implementing technology-based information systems to improve employee work efficiency. Future research can explore other external factors that contribute to technology readiness and acceptance in government organizations.

Keywords: Technology Readiness and Acceptance Model, SINGMANFAAT, Technology Readiness, Technology Acceptance.