

ABSTRAK

Dini Aprilia Sapitri,1228010058,"Pengaruh inovasi layanan publik dan penerimaan teknologi terhadap kualitas layanan aplikasi salaman disdukcapil kota bandung"

Dalam era digitalisasi pelayanan publik, masih terdapat tantangan dalam implementasi layanan digital yang berdampak pada kualitas layanan yang dirasakan masyarakat pada aplikasi SALAMAN di Dinas Kependudukan dan Pencatatan Sipil Kota Bandung. Oleh karena itu, penelitian ini menganalisis pengaruh inovasi layanan publik dan penerimaan teknologi terhadap kualitas layanan digital.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif verifikatif. Variabel independen terdiri dari inovasi layanan publik (X1) dan penerimaan teknologi (X2), sedangkan variabel dependen adalah kualitas layanan digital (Y). Data dikumpulkan melalui kuesioner kepada 160 responden dengan teknik stratified random sampling. Analisis data menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM) dengan SmartPLS.

Hasil penelitian menunjukkan bahwa inovasi layanan publik berpengaruh positif dan signifikan terhadap kualitas layanan digital dengan koefisien 0,318. Penerimaan teknologi juga berpengaruh positif dan signifikan dengan koefisien 0,452 dan menjadi variabel yang lebih dominan. Secara simultan, kedua variabel mampu menjelaskan 48,9% variasi kualitas layanan digital. Hal ini menunjukkan bahwa peningkatan inovasi layanan yang didukung penerimaan teknologi yang baik dapat meningkatkan kualitas layanan digital secara optimal.

Kata kunci: inovasi layanan publik, penerimaan teknologi, kualitas layanan digital, SALAMAN, PLS-SEM

ABSTRACT

Dini Aprilia Sapitri, 1228010058, “*The Influence of Public Service Innovation and Technology Acceptance on the Service Quality of the SALAMAN Application at the Population and Civil Registration Office of Bandung City.*”

This study analyzes the influence of public service innovation and technology acceptance on the quality of digital services in the SALAMAN application at the Population and Civil Registration Office of Bandung City. In the era of public service digitalization, governments are required to provide innovative services that are easily accepted by the community. However, challenges in implementation still persist and affect service quality.

This study employs a quantitative descriptive and verificative approach. The independent variables consist of public service innovation (X1) and technology acceptance (X2), while the dependent variable is digital service quality (Y). Data were collected through questionnaires distributed to 160 respondents using a stratified random sampling technique. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software.

The results indicate that public service innovation has a positive and significant effect on digital service quality, with a coefficient of 0.318. Technology acceptance also has a positive and significant effect, with a coefficient of 0.452, and is identified as the more dominant variable. Simultaneously, both variables explain 48.9% of the variance in digital service quality. These findings suggest that improving service innovation supported by strong technology acceptance can optimally enhance digital service quality.

Keywords: public service innovation, technology acceptance, digital service quality, SALAMAN, PLS-SEM