

**EXAMINING THE CITIZEN SATISFACTION IN NEW SAKPOLE:
INSIGHTS FROM THE TECHNOLOGY ACCEPTANCE MODEL**

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ABSTRAK

E-government represents a governmental adaptation aimed at enhancing digital public service. The Regional Revenue Management Agency (Bapenda) of Central Java Province has developed an e-government application called New Sakpole, designed to facilitate online motor vehicle tax payments for the public. However, the application has been perceived as presenting challenges, such as difficulties in use and limited utility, leading to dissatisfaction. This study examined the relationship between perceived ease of use and perceived usefulness on user satisfaction with the New Sakpole application for motor vehicle tax payments in Central Java. Employing a quantitative approach, primary data were collected from 100 respondents and analysed using Spearman's rank correlation and multiple regression analysis. The findings indicate a significant positive relationship between perceived ease of use and user satisfaction, with a 59.7% contribution to the model. Perceived usefulness also showed a positive and significant correlation with satisfaction, contributing 41.2%. Simultaneous analysis of the two variables further demonstrated a significant positive relationship of 68.3%. The study concluded that all tested variables exhibited a positive and significant relationship, underscoring the importance of perceived ease of use and usefulness as key indicators for enhancing user satisfaction. The more accessible and beneficial an application is, the higher the level of user satisfaction.

INTRODUCTION

The integration of information and communication technology (ICT) in the development of e-government is manifested through the provision of various digital platforms that are accessible to the public. This initiative aims to enhance transparency and accountability in public services (Napitupulu, 2016, 2017). The establishment of government platforms inherently prioritises public satisfaction, which is associated with perceived ease of use and perceived usefulness. This is consistent with Davis's (1989) Technology Acceptance Model (TAM)

TAM is a theoretical model that explains how users accept and use new technology. This model emphasizes two main variables, namely perceived usefulness and perceived ease of use, which influence users' attitudes and intentions in using technology. TAM is an adaptation of the Theory of Reasoned Action (TRA). This model not only serves as a predictive tool, but also helps to understand the reasons for rejection of a system and the necessary corrective actions (Davis et al., 1989; Venkatesh et al., 2003)

The Central Java Provincial Regional Revenue Management Agency (BAPENDA) has implemented e-government initiatives through the introduction of the New Sakpole App. This application is designed to facilitate the online payment of motor vehicle taxes by the public, allowing transactions to be conducted at any time and from any location (Budiman & Astuti, 2021). The New Sakpole App was officially launched in 2018 to enhance the quality of government services and facilitate public access to tax administration obligations (Budiman & Astuti, 2021). This application is available for free download from the Play Store and App Store and offers a range of features to support activities such as tax payments and checking the status of motor vehicles.

Empirical evidence suggests user dissatisfaction, as evidenced by a notable decline in application ratings, as illustrated in Figure 1.

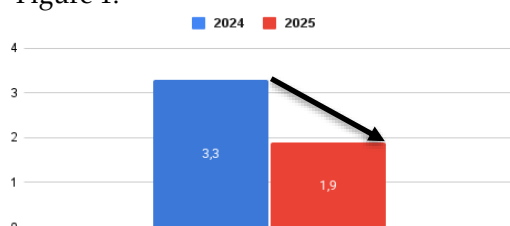


Figure 1. The rating of New Sakpole

Source: Google Playstore, 2025

A decline in the app rating indicates dissatisfaction with the app. These issues stem from a lack of ease of use and a mismatch in benefits (Ramdani, 2024). Research by (Nugraha et al., 2022) shows that in terms of ease of use, users consider the app's interface less user-friendly and administrative processes, such as uploading documents, remain complex. Furthermore, the provision of adequate technical support and resources is suboptimal, making it difficult for users facing issues to obtain prompt and effective assistance.

Research also suggests that the technology's effectiveness and the application's alignment with user task requirements remain insufficient.

Certain features do not fully meet expectations, thereby limiting the application's optimal benefits for the public. This situation adversely affects user satisfaction, which remains low.

Previous research has extensively investigated the impact of perceived ease of use and perceived usefulness on user satisfaction. Juan and Lilik demonstrated that perceptions of e-service quality positively affect public trust and satisfaction (Juan & Indrawati, 2023). Similarly, Sihombing and Zuliarni identified that ease of use and usefulness significantly contribute to user satisfaction with the I-BOSS system (Sihombing & Zuliarni, 2025). Pardi reported a positive influence of accessibility and usefulness on user satisfaction with the M-Passport application (Pardi, 2024), whereas Rosiana et al. revealed that user attitudes affect application acceptance, ultimately enhancing satisfaction (Rosiana et al., 2023). Furthermore, Julianlara et al. found that application content, format, ease of use, and usefulness positively influenced user attitudes and satisfaction (Julianlara et al., 2025). Ramadhanti and Luqman confirmed that information quality and ease of use significantly impacted user satisfaction with the Si D'nok application (Ramadhanti & Luqman, 2024). Allam et al. emphasised the role of ease of use and information relevance in enhancing satisfaction with e-government services during the Covid-19 pandemic (Allam et al., 2021).

Myint reported high levels of satisfaction with Myanmar's e-government services, although some technical issues remain to be addressed (Myint, 2022). Rachmi et al. showed that ease of use, usability, and self-efficacy significantly influenced user satisfaction with the e-Nofa application (Rachmi et al., 2023). Hanifa et al. concluded that content, accuracy, timeliness, and attitude positively influenced user satisfaction with the JAKI application (H et al., 2022).

The Technology Acceptance Model (TAM) developed by Davis is the main foundation of the theoretical framework of this study (Davis, 1989). According to TAM, actual acceptance of new technology is influenced by users' attitudes toward the technology, which are shaped by two main constructs, namely perceived ease of use (PEU) and perceived usefulness (PU) (Lin et al., 2011). These two constructs have a significant influence on users' emotional attitudes and play an important role in developing positive attitudes toward technology use (Wirtz et al., 2019). In addition, TAM explains that perceived ease of use directly influences perceived usefulness, and these two factors together influence individuals' behavioral intentions in technology use (Davis, 1989).

Although TAM has great predictive power in projecting technology use (Nyoro et al., 2015) model has shortcomings, particularly in terms of its ability to identify factors that drive user trust in technology, which makes this model less comprehensive in explaining user behavior in depth (Yousafzai et al., 2007). Therefore, the need to modify and develop TAM is urgent, usually through the addition of other variables or integration with other theoretical models to improve its validity and predictive power.

This relationship is supported by previous studies that have demonstrated the significant effect of perceived ease of use and perceived usefulness on user satisfaction. For example, research conducted by Juan and Indrawati, Sihombing and Zuliarni, Pardi, Rosiana et al., Juliantara et al., Ramadhanti and Luqman, and Allam et al. showed consistent findings regarding the positive impact of these constructs in e-government and digital application contexts (Allam et al., 2021; Juan & Indrawati, 2023; Juliantara et al., 2025; Pardi, 2024; Ramadhanti & Luqman, 2024; Rosiana et al., 2023; Sihombing & Zuliarni, 2025).

Despite these findings, this study differs from previous research by focusing specifically on the New Sakpole application and emphasizing the role of perceived ease of use and perceived usefulness in influencing user satisfaction. This focus allows for a more specific and in-depth analysis of the New Sakpole application within the e-government context compared to earlier studies that examined a broader range of applications and variables.

Based on the background presented, the research hypothesis to be studied is shown in Figure 2.

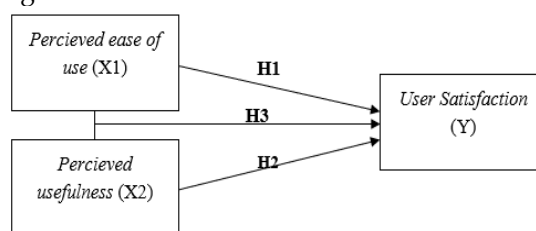


Figure 2. Hypothesis Development

Source: Data processed by the author, 2025

The research hypotheses are as follows:

- H1: There exists a positive and significant relationship between the Perceived Ease of Use and User Satisfaction of the New Sakpole application.
- H2: A positive and significant relationship exists between the Perceived Usefulness and User Satisfaction of the New Sakpole application.
- H3: There exists a positive and significant relationship between the Perceived Ease of Use, Perceived Usefulness of the New Sakpole application, and User Satisfaction.

METHOD

This study employed a quantitative methodology, utilising a statistical analysis approach to investigate the impact of perceived ease of use and perceived usefulness on user satisfaction with the New Sakpole application (Sugiyono, 2019). The study population consisted of 1,000,000 users of the New Sakpole App.

A sample was obtained using the Slovin formula with a 10% margin of error, resulting in approximately 100 respondents representing the population. The sampling technique employed was non-probability sampling, specifically purposive sampling, whereby respondents were selected based on specific criteria: active users of the New Sakpole application, aged 17 years or older, and willing to complete the questionnaire.

This study used quantitative data derived from a questionnaire as the primary research instrument. Primary data were collected directly from respondents through the distribution of online questionnaires via social media and offline at the nearest Samsat office, ensuring a broader and more representative sample. Secondary data were sourced from official documents and the New Sakpole application website to support this analysis. The research instrument employed a Likert scale with values ranging from 1 to 5, indicating levels from strongly disagree to strongly agree, to assess the variables of perceived ease of use, perceived usefulness, intention to use, and user satisfaction.

Data collection was executed through the distribution of questionnaires and the conduction of in-depth interviews with several respondents to obtain a more comprehensive understanding of the underlying reasons for their answers. The data analysis techniques employed included tests for instrument validity and reliability, utilizing Pearson's product-moment correlation and Cronbach's alpha, with a reliability threshold value of 0.70 (Ghozali Imam, 2016).

Hypothesis testing was performed using Spearman's correlation analysis to ascertain the relationship between each independent variable and the dependent variable, as well as multiple correlation analysis to evaluate the simultaneous influence of perceived ease of use and perceived usefulness on user satisfaction with the New Sakpole application. All statistical analyses were conducted using IBM SPSS Statistics 27 to establish significant relationships between the variables in the research model.

RESULTS AND DISCUSSION

Test of Validity and Reliability

Validity and reliability testing was used to ensure that the research instrument was appropriate and consistent in measuring the research variables. Validity testing assesses the extent to which each question item measures the intended construct, while reliability testing measures the consistency of respondents' responses to the instrument at different times. Validity testing was performed using IBM SPSS version 27 with the Pearson product-moment correlation method. This test was conducted by testing 30 initial respondents to gauge the reliability and validity of each research item. A summary of the validity test results is presented in Table 1 below.

Table 1. Test of Validity

Variable	Item/Code	<i>r</i>	\approx	<i>r_{table}</i>	Validity
Perceived ease of use (X1)	X1.1	0,719	>	0.306	Valid
	X1.2	0.855	>	0.306	Valid
	X1.3	0.868	>	0.306	Valid
	X1.4	0.832	>	0.306	Valid
	X2.1	0.886	>	0.306	Valid
Perceived usefulness (X2)	X2.2	0.855	>	0.306	Valid
	X2.3	0.761	>	0.306	Valid
	X2.4	0.889	>	0.306	Valid
	X2.5	0.889	>	0.306	Valid
	Y.1	0.752	>	0.306	Valid
User Satisfaction (Y)	Y.2	0.861	>	0.306	Valid
	Y.3	0.646	>	0.306	Valid
	Y.4	0.697	>	0.306	Valid
	Y.5	0.862	>	0.306	Valid

Source: Data processed by the author, 2025

The table shows that all items in the variables Perceived Ease of Use (X1), Perceived Benefit (X2), and User Satisfaction (Y) have a calculated *r* value greater than the *r* table value of 0.3061 and are therefore declared valid. Furthermore, the results of the reliability test using Cronbach's alpha are presented in Table 2.

Tabel 2. Test of Reliability

Variable	Cronbach's Alpha	Reliability
Perceived ease of use (X1)	0.826	Reliable
Perceived usefulness (X2)	0.911	Reliable
User Satisfaction (Y)	0.821	Reliable

Source: Data processed by the author, 2025

The Cronbach's alpha values for the three variables were all above 0.70, namely for PU (0.826), Perceived Benefit (0.911), and User Satisfaction (0.821). This indicates that the research instrument is reliable and can be trusted for data collection purposes.

Relationship between Perceived Ease (X1) and User Satisfaction (Y)

Spearman's rank correlation analysis was used to test the relationship between perceived ease of use and user satisfaction with the New Sakpole application. Before conducting a hypothesis test between the two variables, a crosstab test was conducted, as shown in Table 3.

Table 3. Crosstabulation of X1 against Y

		Y (Satisfaction)						
			1.00	2.00	3.00	4.00	5.00	SUM
X1 (Ease of use)	1.00	Count	4	9	6	2	0	21
		% within Y	80.0%	42.9%	22.2%	11.1%	0.0%	21.0%
	2.00	Count	1	9	8	1	0	19
		% within Y	20.0%	42.9%	29.6%	5.6%	0.0%	19.0%
	3.00	Count	0	3	9	9	3	24
		% within Y	0.0%	14.3%	33.3%	50.0%	10.3%	24.0%
	4.00	Count	0	0	3	2	10	15
		% within Y	0.0%	0.0%	11.1%	11.1%	34.5%	15.0%
	5.00	Count	0	0	1	4	16	21
		% within Y	0.0%	0.0%	3.7%	22.2%	55.2%	21.0%
SUM		Count	5	21	27	18	29	100
		% within Y	100%	100%	100%	100%	100%	100%

Source: Data processed by the author, 2025

The table presents the crosstab results between variables X1 and Y which show a positive relationship pattern, where the higher the perception of ease, the higher the level of satisfaction reported by respondents. After conducting a crosstab between the two variables, a Spearman's correlation test was performed. The Spearman rank correlation coefficients are shown in Table 4

Table 4. Spearman Rank Correlation Coefficients of X1 against Y

		X1 (Ease of Use)	Y (Satisfaction)
Spearman's rho	X1 (Ease of Use)	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	100
	Y (Satisfaction)	Correlation Coefficient	.773
		Sig. (2-tailed)	<.001
		N	100

Source: Data processed by the author, 2025

In the table above, the obtained value was 0.773 with a significance value of $p < 0.001$. This value indicates a strong and significant relationship between the perceived ease of use and satisfaction. The coefficient of determination of 59.7% calculated from R^2 indicates that the perceived ease of use explains most of the variation in user satisfaction.

The test results show that perceived ease of use has a positive and significant effect on user satisfaction with the New Sakpole application. These findings indicate that ease of use successfully creates a pleasant experience for users. In the context of public services, ease of use greatly determines the extent to which digital innovations can be adopted and used effectively. This is in line with Davis' (1989) Technology Acceptance Model (TAM), which places perceived ease of use as a major factor in shaping attitudes and satisfaction (Davis, 1989; Davis et al., 1989; Venkatesh et al., 2003).

Several previous studies also support this finding. For example, Sihombing and Zuliarni (2025) found that perceived ease of use has a positive and significant effect on user satisfaction with the I-BOSS system at BP Batam (Sihombing & Zuliarni, 2025). Ramadhanti and Luqman (2024) reported that ease of use significantly increases user satisfaction with the Si D'nok application in Semarang City (Ramadhanti & Luqman, 2024). In addition, Rachmi et al. (2023) also found a positive effect of ease of use on the e-Nofa application (Rachmi et al., 2023). Myint's (2022) research reinforces this finding by showing that ease of use is an important factor in e-government service satisfaction in Myanmar (Myint, 2022). Overall, the results of this study emphasize the importance of optimizing ease of use in the development of e-government applications to increase public satisfaction and technology adoption.

Relationship between Perceived Benefits (X2) and User Satisfaction (Y)

The relationship between perceived usefulness and user satisfaction was analysed using Spearman's rank correlation. Table 5 shows the crosstab results of X2 against Y as follows.

Table 5. Crosstabulation of X2 against Y

		Y (Satisfaction)					
			1.00	2.00	3.00	4.00	5.00
X1 (Usefulness)	1.00	Count	4	7	7	3	1
		% within Y	80.0%	33.3%	25.9%	16.7%	3.4%
	2.00	Count	0	6	10	2	0
		% within Y	0.0%	28.6%	37.0%	11.1%	0.0%
	3.00	Count	1	2	2	1	0
		% within Y	20.0%	9.5%	7.4%	5.6%	0.0%
	4.00	Count	0	2	6	6	1
		% within Y	0.0%	9.5%	22.2%	33.3%	3.4%
	5.00	Count	0	4	2	6	27
		% within Y	0.0%	19.0%	7.4%	33.3%	93.1%
SUM		Count	5	21	27	18	29
		% within Y	100%	100%	100%	100%	100%

Source: Data processed by the author, 2025

The table above shows that respondents with high perceptions of benefits tended to produce high levels of satisfaction. The Spearman Rank correlation coefficient for the two variables is as follows:

Table 6. Spearman Rank Correlation Coefficients of X2 against Y

Spearman's rho	X1 (Ease of Use)	X1 (Ease of Use)		Y (Satisfaction)	
		Correlation Coefficient	1.000	Correlation Coefficient	.642
		Sig. (2-tailed)	.	Sig. (2-tailed)	<.001
		N	100	N	100
	Y (Satisfaction)	Correlation Coefficient	.642	Correlation Coefficient	1.000
		Sig. (2-tailed)	<.001	Sig. (2-tailed)	.
		N	100	N	100

Source: Data processed by the author, 2025

The table above shows a correlation of 0.642, with a significance value of $p < 0.001$. This correlation was categorised as strongly positive. The coefficient of determination of 41.2% indicates that perceived usefulness contributes significantly to explaining user satisfaction with the New Sakpole application.

The test results show that perceived usefulness has a positive and significant effect on user satisfaction with the New Sakpole application. These findings confirm that perceptions of the benefits of the application form the basis for user satisfaction. In the context of public digital service innovation, users tend to adopt technologies that offer added value and efficiency in performing their tasks. This finding is consistent with TAM, which emphasizes the role of perceived usefulness in shaping behavioral intention (Davis, 1989).

Previous studies have also confirmed this. For example, Juan and Indrawati (2023) reported the positive influence of perceived usefulness on satisfaction in e-government services (Juan & Indrawati, 2023). Pardi (2024) found similar results in the M-Passport application at the Singkawang Immigration Office (Pardi, 2024). Julianlara et al. (2025) showed that perceived usefulness contributed positively to the attitudes and satisfaction of users of the General Procurement Plan Information System application in Tabanan (Julianlara et al., 2025). Allam et al. (2021) also observed the positive influence of perceived usefulness on public satisfaction with government services during the Covid-19 pandemic (Allam et al., 2021). Therefore, the perceived usefulness of an application is a key factor in driving technological satisfaction in the public sector.

The Relationship between Perceived Ease and Perceived Benefit on User Satisfaction

Multiple correlation analysis was conducted to determine the simultaneous contributions of perceived ease of use and perceived usefulness to user satisfaction. The results of the multiple correlation analyses are presented in Table 7.

Table 7. Corellations of X1, X2 and Y

Model	R	R Square	Adjusted R Square	Std. error of the estimate	R Square Change	Change Statistics			
						F Change	df 1	df 2	Sig. f change
1	.826	.683	.676	.71142	.683	104.380	2	97	<.001

Source: Data processed by the author, 2025

The results of the multiple correlation test presented in Table 7 show an R value of 0.826, whereas the coefficient of determination (R^2) is 0.683. This means that 68.3% of the variation in user satisfaction can be explained by these two variables. The model significance test showed an F-value of 104.380 with a significance level of $p < 0.001$, confirming that the overall model relationship was statistically significant. The coefficient test results are presented in Table 8.

Table 8. Coefficients Test

Model	t	Sig.
X1 (Ease of Use)	9.359	<.001
X2 (Usefulness)	5.313	<.001

Source: Data processed by the author, 2025

The table above presents a regression coefficient test which indicates that the two independent variables, perceived ease (X1) and perceived usefulness (X2), have a positive and significant influence on user satisfaction (Y) of the New Sakpole application, with t values of 9.359 and 5.313, respectively, and a significance of $p < 0.001$.

The test results show that perceived ease of use and perceived usefulness together have a positive and significant effect on user satisfaction with the New Sakpole application. These findings indicate the need to integrate both factors in order to create an optimal level of satisfaction among users. In the development of digital public service systems, the aspects of ease of use and perceived usefulness must be optimized simultaneously. This is in line with the main principle of TAM developed by Davis (1989), which states that ease of use can increase perceived usefulness, and these two variables combine to form attitudes and satisfaction (Davis, 1989).

Other studies also support similar statements. For example, research by Sihombing and Zuliarni (2025) shows a positive and significant relationship between ease of use and usefulness on the I-Boss website at BP Batam (Sihombing & Zuliarni, 2025). Juliantara et al. (2025) also show that ease of use and usefulness have a positive and significant effect on user satisfaction with the goods procurement application in Tabanan Regency (Juliantara et al., 2025). Research conducted by Allam et al. (2021) also shows a significant relationship between the two perceptions and satisfaction with E-Government Mobile Services and M-Health Application (Allam et al., 2021). Myint (2023) also shows similar results that ease and usability are significantly related to MyCo services in Myanmar (Myint, 2022).

Therefore, the perception of ease and usability are key factors that need to be considered in improving user satisfaction in e-government application development.

CONCLUSION

This study aims to analyze the effect of perceived ease of use and perceived usefulness on user satisfaction with the New Sakpole application. All variables have been tested for validity and reliability, with valid and reliable results. Statistical analysis shows that perceived ease of use has a positive and significant correlation with user satisfaction. Perceived ease of use is a dominant factor in determining the level of user satisfaction. Perceived usefulness also contributes significantly to satisfaction. Multiple correlation analysis was conducted, with the results showing that both variables have a strong and significant influence on user satisfaction.

These findings have significant theoretical implications, confirming the propositions of the Technology Acceptance Model (TAM) that emphasize the importance of PEU and PU in shaping users' attitudes and behavioral intentions toward technology adoption by Davis (1989) and Venkatesh (2003). Practically, these results highlight that optimizing the perceived ease of use and usefulness of e-government applications is essential to improve user satisfaction and technology acceptance.

These results are consistent with previous studies that report a positive and significant relationship between Perceived Ease of Use and Usefulness on user satisfaction in the context of e-government. However, there are also differences in results with other studies that state that there is no positive and significant relationship. This is certainly influenced by differences in the variables used, as well as the locus and focus of the research.

This study has limitations, such as its focus on a single application, the limited variables used, and the quantitative approach, which may not capture users' qualitative insights in depth. Future researchers can integrate qualitative methods and expand the scope to other applications to generalize the findings. Subsequent research will certainly provide more comprehensive insights that support the development of more user-oriented e-government services effectively.

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