

ABSTRACT

The village is a strategic sector that plays a major role in driving the national economy. Technological disruption becomes an opportunity as well as a challenge in the context of optimizing village governance, social governance, and trade governance processes. The digital village ecosystem can be effectively developed if the village community has good acceptance of the digital platform that is used together. The implementation of village digitalization has been supported by various regulations, starting with Law Number 6 of 2014, Government Regulation Number 11 of 2021, and Permanent Regulation Number 13 of 2020. Even so, the ratio of digital platform users to the total village population who are early adapters in village digitization is still relatively low, such as 2.59% in Cibiru Wetan Village and 8.53% in Pangandaran Village.

The purpose of this study is to analyze the effect of performance expectancy, effort expectancy, social influence, habit, and trust on behavioural intention and the effect of facilitating conditions, behavioural intention, and habit on adoption behaviour in using Simpeldesa. This variable is a variable derived from the Modified UTAUT 2 Model. Simpeldesa is a digital platform used by the village government with digitization features covering governance, social governance, and commerce processes.

This study uses quantitative research methods with conclusive or causal research types. This study discusses how the influence of the independent variable on the dependent variable is based on the theoretical model used. This research survey used questionnaires with 268 respondents from early adopter users of the Simpeldesa application from the Cibiru Wetan and Pangandaran villages.

The findings from this study are that effort expectancy, social influence, facilitating conditions and habits have a significant effect on behavioural intention. Facilitating conditions, habits, and behavioural intentions have a significant effect on the adoption behaviour of the Simpeldesa application. The independent variable that has the most significant influence is facilitating condition on behavioural intention with a t-statistic value of 5.203 and a p-value of 0.000.

The results of this study are expected to be able to explain what factors have a significant effect on the phenomenon of village community acceptance of digital transformation using Simpleldesa. In addition, these variables can be the focus of strategic planning interventions to increase village community acceptance of digitalization. Thus, relevant stakeholders can make the best decisions to increase the level of acceptance of the village community toward digitalization.

Keywords: Villages, Technology, Simpeldesa, Acceptance, Strategy