

ABSTRACT

ANALYSIS OF E-VOTING ACCEPTANCE PRODUCT ADOPTION USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM) IN SIMULTANEOUS VILLAGE HEAD ELECTIONS IN SLEMAN REGENCY

E-Voting is an innovation in electoral systems aimed at improving efficiency, transparency, and public participation in democratic processes. Sleman Regency is one of the regions that has implemented this system during the simultaneous village head elections. The implementation of this system is crucial, considering the shift from conventional to digital voting methods requires both technological readiness and public acceptance.

This study aims to analyze public acceptance of the E-Voting system. The primary focus is to examine the extent to which ease of use, perceived usefulness, trust in the system, and behavioral intention influence actual user engagement with the system.

A quantitative approach was employed in this research. Data were collected through questionnaires distributed to Sleman residents who participated in the 2020 village head elections using the E-Voting system. Stratified sampling was used, resulting in a total of 400 respondents. Data were analyzed using the Partial Least Squares (PLS) method.

The results reveal that both ease of use and perceived usefulness positively influence the intention to use E-Voting. However, these two factors do not directly affect actual system usage. In contrast, trust in the system emerged as the most dominant factor, significantly impacting not only behavioral intention but also actual use. Furthermore, behavioral intention acts as a crucial mediator, bridging the effects of other variables on actual system usage.

These findings contribute to the development of technology-based election systems by emphasizing the importance of building public trust in digital platforms. Therefore, effective communication strategies, public education, and system security assurances are essential to ensure broader acceptance of E-Voting in future implementations.

Keywords: E-Voting, election digitalization, technology acceptance, village head election, Sleman, SmartPLS 4.0