

**ANALISIS PENERIMAAN PENGGUNA SISTEM PELAYANAN PERIZINAN
SEKTOR KESEHATAN PADA APLIKASI MALL PELAYANAN PUBLIK
DIGITAL DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU
SATU PINTU KABUPATEN WAY KANAN MENGGUNAKAN METODE
*TECHNOLOGY ACCEPTANCE MODEL (TAM)***

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi penerimaan pengguna terhadap Aplikasi Mall Pelayanan Publik (MPP) Digital di sektor kesehatan Kabupaten Way Kanan. Metode yang digunakan adalah *Technology Acceptance Model (TAM)*, yang mencakup empat dimensi utama: *Perceived Usefulness (PU)*, *Perceived Ease of Use (PEOU)*, *Attitude Toward Using (ATU)*, dan *Behavioral Intention to Use (BITU)*. Pendekatan kuantitatif diterapkan dengan melibatkan 180 responden melalui survei. Hasil penelitian menunjukkan bahwa persepsi terhadap kegunaan (PU) mencapai 67,04%, kemudahan penggunaan (PEOU) sebesar 78,52%, sikap terhadap penggunaan (ATU) sebesar 67,59%, dan niat untuk menggunakan (BITU) sebesar 79,17%. Temuan ini mengindikasikan penerimaan yang positif terhadap teknologi, meskipun masih terdapat peluang untuk meningkatkan fitur dan antarmuka aplikasi.

Kata Kunci: Aplikasi Mall Pelayanan Publik Digital, *Technology Acceptance Model*, *Perceived Usefulness*, *Perceived Ease of Use*

**ANALYSIS OF USER ACCEPTANCE OF THE HEALTH SECTOR
LICENSING SERVICE SYSTEM IN THE DIGITAL PUBLIC SERVICE
MALL APPLICATION AT THE INVESTMENT AND INTEGRATED ONE-
STOP SERVICE OFFICE OF WAY KANAN REGENCY USING THE
TECHNOLOGY ACCEPTANCE MODEL (TAM) METHOD**

ABSTRACT

This study aims to analyze user acceptance of the Digital Public Service Mall (MPP) application in the healthcare sector in Way Kanan Regency. The method employed is the Technology Acceptance Model (TAM), which involves four main constructs: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Using (ATU), and Behavioral Intention to Use (BITU). Using a quantitative approach, the study involved 180 respondents through questionnaires. The results showed that Perceived Usefulness (PU) reached 67.04%, Perceived Ease of Use (PEOU) was 78.52%, Attitude Toward Using (ATU) was 67.59%, and Behavioral Intention to Use (BITU) was 79.17%. These findings indicate good technology acceptance; however, there are opportunities to enhance the features and user interface of the application.

Keywords: *Digital Public Service Mall, Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use*