

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah literasi TIK perangkat desa berpengaruh positif terhadap persepsi kemanfaatan dan persepsi kemudahan penggunaan *e*-desa, kemudian apakah persepsi kemudahan penggunaan *e*-desa berpengaruh positif terhadap persepsi kemanfaatan *e*-desa. Selanjutnya, apakah persepsi kemanfaatan dan persepsi kemudahan penggunaan *e*-desa berpengaruh positif terhadap intensitas penggunaan *e*-desa. Kerangka penelitian ini mengadopsi *Technology Acceptance Model* (TAM) dan menggunakan teknik *proportionate stratified random sampling*. Jumlah sampel sebanyak 153 orang. Data penelitian dianalisis menggunakan PLS-SEM (*Partial Least Square – Structural Equation Modeling*) dengan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa literasi TIK perangkat desa tidak berpengaruh positif/signifikan terhadap persepsi kemanfaatan *e*-desa, sedangkan literasi TIK perangkat desa berpengaruh positif terhadap persepsi kemudahan penggunaan *e*-desa. Persepsi kemudahan penggunaan *e*-desa berpengaruh positif terhadap persepsi kemanfaatan *e*-desa. Persepsi kemanfaatan dan kemudahan penggunaan *e*-desa berpengaruh positif terhadap intensitas penggunaan *e*-desa. Berdasarkan hasil penelitian ini, lembaga pemerintahan desa di DIY dapat mengetahui hubungan literasi TIK terhadap penggunaan *e*-desa. Lembaga pemerintahan desa dapat meningkatkan intensitas penggunaan *e*-desa dengan memperkuat tiga aspek yaitu literasi TIK perangkat desa, kemudahan penggunaan *e*-desa, dan kemanfaatan *e*-desa.

Kata kunci : Literasi TIK, Elektronik-Desa (E-Desa), *Technology Acceptance Model* (TAM)

ABSTRACT

The aim of this research is to find out whether ICT literacy of village government officials will positively affects the perception about usefulness and easeness in using e-desa. At the next step, this research will find out whether perception about easeness of e-desa will positively affect the perception usefulness of e-desa. Finally, research will observe whether perception about usefulness and easeness in using e-desa will positively affect the intention of e-desa usage. This research adopted the Technology Acceptance Model (TAM) and employed proportionate stratified random sampling. Total sample were 153 people. Data were analyzed using PLS-SEM (Partial Least Square - Structural Equation Modeling) with software SmartPLS 3.0. The results show that the ICT literacy of village government officials do not give positively affect on the perception about usefulness of e-desa, while the ICT literacy of village government officials positively affect on the perception easeness of e-desa usage. The perception about easeness of e-desa positively affects on the perception about usefulness of e-desa. The perception about usefulness and easeness of e-desa positively affect on the intention of e-desa usage. Based on this result, the village government agency could find out the ICT literacy towards the intention of e-desa usage. The village government agency could increase the intention of e-desa usage by strengthening three aspects which are the ICT literacy of village government officials, the easeness of e-desa, and the usefulness of e-desa.

Keywords : ICT Literacy, E-Desa Technology Acceptance Model (TAM)

