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Analysis of the Adoption of the E-Asmara Application Technology in Gresik Regency Using the UTAUT 2 Model

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Abstract. The rapid advancement of information technology has driven the transformation of public services toward an electronic-based government system (e-government). The Regional House of Representatives (DPRD) of Gresik Regency, through its Secretariat, has launched the E-ASMARA (Electronic Public Aspiration) platform as a digital channel for citizens to submit aspirations and complaints. However, as of mid-2025, the utilization rate of the platform remains low, indicating potential barriers to public technology adoption. This study aims to analyze the factors influencing the acceptance and use of the E-ASMARA application among citizens of Gresik Regency by applying the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model, modified by adding two constructs: Trust and Satisfaction. The research employs a quantitative approach, with data collected through offline questionnaires distributed to participants of the Legislative Regulation Socialization (Sosperda) activities conducted by DPRD members in each electoral district. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS 4.0 software. The analysis includes evaluating indicator validity and reliability (outer model), followed by examining inter-construct relationships (inner model) using the bootstrapping technique. The findings are expected to identify the dominant factors influencing citizens' behavioral intention and usage behavior toward the E-ASMARA application. The study also aims to provide strategic recommendations for the local government to enhance public trust, user satisfaction, and digital participation through the implementation of an inclusive and transparent e-government platform.

Keywords: E-ASMARA; UTAUT2; Satisfaction; PLS-SEM; Community Aspirations.

INTRODUCTION

The rapid development of the 4.0 technology era has had a major impact on various aspects of people's lives, including governance. One of the manifestations of this transformation is the implementation of Electronic Government (E-Government), which aims to improve efficiency, transparency, and public participation in government services (Kamolov & Konstantinova, 2017; Prasodjo, 2025; Sulistya et al., 2019). The Indonesian government's commitment to e-government is strengthened through Presidential Instruction No. 3 of 2003 and Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems (SPBE) (Muzaqqi & Fitrianto, 2023; A. A. Nugroho et al., 2023; Putra & Suwadi, 2024; Susanto & Wibawa, 2024).

Nationally, the implementation of SPBE has shown positive achievements. Based on United Nations E-Government Survey in 2024, Indonesia's ranking in the E-Government Development Index (EGDI) will rise from 77th position (in 2022) to 64th position (in 2024), while E-Participation Index increased from 37th to 35th, indicating an increase in people's digital participation in government (Department of Economic and Social Affairs, 2024).

As part of this strategy, various regions are also developing digital services to strengthen community involvement (Gómez-Carmona et al., 2023; Kangana et al., 2024;

KOMI et al., 2021; Onoja & Ajala, 2022). The Gresik Regency Government, through the Secretariat of the DPRD, launched E-ASMARA (Electronic Community Aspirations) as an official portal for the public to submit aspirations, complaints, and suggestions to regional legislative institutions. This application is a tangible manifestation of the local government's commitment to increasing transparency and community participation through easily accessible digital channels. In addition to being web-based, the submission of aspirations can also be done through letters, telephones, e-mails, social media, or direct visits to the DPRD office, thus reflecting the flexibility of public communication channels (Wardani et al., 2019).

The application of a new technology such as e-government in government institutions can elicit various responses from the public as its users. Some accept because they think it makes it easier, but others refuse because of limited access, the habit of using conventional channels, or distrust of the effectiveness of the system (Windari et al., 2022). One of the important factors that also affects the success of public technology adoption is the level of public trust in the management institution. (Marcelina et al., 2025) found that public trust in the DPRD is still low and does not significantly affect political participation, because people are more influenced by social norms or environmental pressures than by trust in political institutions.

This phenomenon can be seen in the increasing public dissatisfaction with the performance of the people's representatives, which is reflected in various protests and even anarchic actions against DPRD institutions in several regions such as Kediri and Makassar in mid-2025. People who feel that their voices are not heard end up preferring to use social media or mass actions rather than channeling their aspirations through formal channels.

In this context, the analysis of public acceptance of public complaint platforms such as E-ASMARA is very relevant, because the success of this platform is greatly influenced by the level of public trust in the Gresik DPRD as the owner and manager of services. To comprehensively understand this phenomenon, this study uses a framework Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) that has been modified.

Modifications are made by removing constructs Hedonic Motivation and Price Value that are irrelevant in the context of non-commercial public services, as well as adding constructs Trust and Satisfaction to capture the aspect of trust and user satisfaction. Trust is believed to play an important role in building the behavioral intentions of e-government users (Fakhoury & Chebaro, 2021), while Satisfaction proven to have an effect on sustainable use (Baabdullah et al., 2019).

Previous research as conducted by (Pratama et al., 2019) about the acceptance of the application of the Community Complaint Service Center in Sidoarjo Regency, showing that Performance Expectancy, Effort Expectancy, and Social Influence affects Behavioral Intention (BI) in the use of e-government-based complaint applications. However, this study has not examined in depth the influence of Trust and Satisfaction as an important factor in public acceptance of public complaint applications.

Meanwhile, research by (N. W. Nugroho et al., 2020) regarding the Jogja Special application, which also uses modified UTAUT2, shows that Trust has a positive effect on public acceptance of e-government applications, but Perceived Risk also affects people's behavioral intentions to use applications. This study adds the Trust and Perceived Risk to illustrate the adoption of technology in the wider society.

In contrast to previous research that focused on web-based public service applications at the provincial and district levels, this study fills the gap by adding Trust and Satisfaction to the UTAUT2 model to explain the factors that affect public acceptance of the E-ASMARA application in Gresik Regency, as well as how public trust in legislative institutions plays an important role in reducing Perceived Risk and increase Behavioral Intention in using the application. By analyzing the factors that affect public acceptance of E-ASMARA, this research is expected to make an empirical contribution to the development of a modified UTAUT2-based public sector technology acceptance model, as well as become the basis for the Gresik Regency DPRD to increase digital participation and rebuild public trust through inclusive, transparent, and responsive services.

Based on this background, this study is focused on analyzing the level of public acceptance of E-ASMARA application technology in Gresik Regency and the formulation of strategies that can be recommended to increase this acceptance. The purpose of this study is to analyze the level of public acceptance of E-ASMARA and produce strategic recommendations needed to increase the adoption of the application.

This research is expected to provide theoretical benefits through contributing to the development of technology acceptance theory by testing the modified UTAUT2 model, namely by removing the variables of hedonic motivation and price value and adding the variables of trust and satisfaction, so as to enrich the literature on technology adoption in the context of e-government, especially digital-based community aspiration platforms. Practically, the results of the research are expected to be the basis for the Gresik Regency DPRD in optimizing the E-ASMARA platform through improving service quality, improving features, and preparing more effective communication and socialization strategies.

In terms of policy, this research can be a reference for local governments in formulating data-based policies related to the development of information and communication technology that supports transparent, accountable, and participatory governance. In addition, socially, this research is expected to encourage the convenience of the people of Gresik Regency in conveying their aspirations digitally, increase public participation, strengthen the relationship between the community and the government, and support regional development that is inclusive and responsive to the needs of citizens.

MATERIALS AND METHOD

The first step in this study is problem identification, which aims to understand the gap between ideal conditions and reality in the implementation of e-government, especially the E-ASMARA Application in Gresik Regency. The identification was carried out by analyzing the main challenges in e-government implementation, such as the low level of application adoption by the community, the factors that affect user acceptance, and the effectiveness of the platform in increasing citizen participation. In addition, the analysis of policies and regulations related to e-government at the regional level is also part of this study, including obstacles to increasing community involvement through digital services.

The population in this study consists of people in Gresik Regency who are target users of the E-ASMARA application, a web-based platform developed by the Gresik Regency DPRD Secretariat to facilitate the community in conveying their aspirations digitally. However, given

that the application is still in its early stages of implementation and has not yet been widely used, not all individuals in the population are relevant respondents.

Therefore, this study uses purposive sampling, a non-probabilistic sampling method in which respondents are selected based on criteria relevant to the study's purpose. This technique ensures that only individuals with actual experience using the E-ASMARA application serve as respondents, so the collected data is more valid and directly reflects users' perceptions of the variables in the modified UTAUT2 model.

To ensure respondent diversity and even distribution throughout Gresik Regency, the research sample will be drawn proportionally from the 18 sub-districts in Gresik Regency. Thus, each sub-district will have a comparable number of respondents, ensuring that all regions are represented. The respondent criteria are as follows: 1) Domiciled in Gresik Regency; 2) At least 17 years old and have access to the internet; 3) Have used the E-ASMARA application at least once in the last three months; 4) Willing and able to complete the questionnaire fully.

The sample size is determined using two approaches: the ten-times rule and statistical power analysis (Power Analysis), as recommended by Hair et al. (2021). The Behavioral Intention (BI) construct has six main predictors (PE, EE, SI, FC, Habit, Trust), so according to the ten-times rule, a minimum of 60 respondents is required.

However, to maintain statistical power of 0.80 at a significance level of 5% and a moderate effect size ($f^2 = 0.15$), power analysis indicates a minimum of 100 respondents, or about 140–150 for a smaller effect size ($f^2 = 0.10$). Based on these considerations, this study targets 150 respondents to ensure stable, reliable PLS-SEM results that meet adequate statistical requirements. In addition, general guidelines from Roscoe (1975) and Sekaran and Bougie (2017) state that a sample size of 30 to 500 respondents is feasible for quantitative research. Thus, the sample size in this study falls within the methodologically recommended range.

UTAUT 2 Model is structured as follows, based on problem identification, the problem formulation, and research objectives: 1) Develop a conceptual model based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) theory, modified by adding Trust and Satisfaction constructs, as shown. 2) Prepare a research instrument in the form of a printed (offline) questionnaire based on the variable indicators in Table 3.2. The questionnaire uses a 1–5 Likert scale to assess respondents' agreement with each construct. 3) Conduct socialization activities and trials of the E-ASMARA application during the official Sosperda (Socialization of Laws and Regulations) agenda organized by Gresik Regency DPRD members in each constituency (dapil). 4) At this stage, DPRD members explain the benefits and goals of E-ASMARA to the public. 5) Participants then try the main features of the E-ASMARA application directly on their mobile phones to send simulated aspirations. 6) Distribute questionnaires to socialization participants after they try the application; participants complete them based on their direct experience. All questionnaires are collected at the end of the activity, with data completeness checked. 7) Encode and enter questionnaire data into Microsoft Excel for analysis using SmartPLS 4.0 software with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. 8) Compile a path diagram to describe relationships between latent variables in the measurement model (outer model) and structural model (inner model).

Estimate and evaluate the model through these stages: a) Construct validity and reliability tests to ensure each indicator meets outer loading, AVE, composite reliability, and

Cronbach's alpha criteria before model analysis. b) Eliminate invalid or unreliable items if outer loading is below 0.7, then retest until all indicators comply. c) Multicollinearity test to ensure no high correlations between independent variables via the Variance Inflation Factor (VIF) value. d) Evaluate the outer model (validity and reliability of constructs). e) Evaluate the inner model (relationships between constructs via R^2, f^2, and Q^2values). f) Test hypotheses using bootstrapping to determine variable influence significance.

Interpret the data analysis results to address the problem formulation and test hypotheses. Compile conclusions and recommendations based on findings and implications for increasing acceptance and use of the E-ASMARA (Electronic Community Aspiration) application among Gresik Regency residents. Data collection is a critical stage for obtaining empirical information to test the developed technology acceptance model. This study employs a socialization approach and direct trial of the E-ASMARA application during Sosperda activities organized by Gresik Regency DPRD members in each dapil.

This activity was chosen because it is the official agenda of the DPRD which involves direct participation from the community, so that it is an effective means to introduce and test public acceptance of the E-ASMARA application. Through this approach, respondents who had never used the app before were given the opportunity to try it out directly so that they could provide relevant assessments based on their actual experience.

The data collection procedure was conducted through several systematic stages. The first stage was the socialization stage, in which members of the Regional House of Representatives (DPRD) explained the background, objectives, and benefits of the E-ASMARA application as a digital platform for conveying public aspirations and complaints. This activity was carried out through oral presentations supported by visual materials, including slides and video tutorials, to help participants understand how to access and use the application.

Following this, the application usage demonstration and simulation stage was conducted, where participants were guided to directly try the E-ASMARA application using their own mobile devices. DPRD officers assisted the participants in simulating the submission of aspirations through a dummy account, enabling them to explore key features such as creating aspirations, viewing submission history, and tracking complaint status. This stage ensured that participants had sufficient contextual understanding before proceeding to the evaluation phase.

The next stage involved filling out the questionnaire. After using the application, participants were given an offline, print-based questionnaire containing structured statements measured on a five-point Likert scale. The questionnaire assessed technology acceptance constructs based on a modified UTAUT2 model, including performance expectancy, effort expectancy, social influence, facilitating conditions, habit, trust, behavioral intention, use behavior, and satisfaction.

Once completed, all questionnaires were collected and checked for completeness to ensure data quality prior to coding and tabulation. In the final stage, the data were manually entered into Microsoft Excel and further analyzed using SmartPLS. The analysis included tests of validity, reliability, and multicollinearity, followed by structural model (inner model) analysis to examine the relationships among the variables.

Preliminary analysis was carried out to ensure that the data obtained through the questionnaire was suitable for use in testing the research model. The analysis stages are carried

out in stages, starting from the examination of raw data to the evaluation of the Measurement Model (*Outer Model*) and Structural Model (*Inner Model*). This stage aims to assess the extent to which the indicators used are able to represent the latent construct measured. The validity and reliability test was carried out with the following criteria:

Table 1. Evaluation Criteria for Measurement Model (Outer Model) (Hair et al., 2021)

Test Type	Parameters	Minimum Limits	Purpose
Convergent Validity	Outer Loading	≥ 0.70	Measure the correlation of indicators to latent constructs.
	Average Variance Extracted (AVE)	≥ 0.50	Assess the proportion of indicator variants described by the construct.
Discriminant Validity	Fornell-Larcker Criterion	AVE square root > correlation between constructs	Ensure constructs are conceptually different.
	Heterotrait-Monotrait Ratio (HTMT)	< 0.90	Testing discrimination between constructs.
Construct Reliability	Composite Reliability (CR)	≥ 0.70	Measure internal consistency between indicators.
	Cronbach's Alpha	≥ 0.70	Ensure the reliability of the overall construct.

RESULTS AND DISCUSSION

Preliminary Analysis

Data collection in this study was carried out in two stages. The first stage is a pilot *test* involving 30 respondents, carried out at the Socialization of DPRD Phase VIII Laws and Regulations in October 2025. The purpose of this stage is to evaluate the initial validity and reliability of all statement items in the questionnaire before it is used on the main data collection. The second stage is the collection of main data used in structural model analysis using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) approach.

Initial Reliability Test Results

After the invalid items are removed, a reliability test is performed on the remaining 27 statement items. The reliability test was carried out using Cronbach's Alpha value, with a ≥ value criterion of 0.70.

Table 2. Pilot Test Reliability Test Results

VARIABLE	N	CRONBACH'S ALPHA	REMARKS
PERFORMANCE EXPECTANCY (PE)	3	0,981	Reliable
EFFORT EXPECTANCY (EE)	3	0,930	Reliable
SOCIAL INFLUENCE (SI)	3	0,916	Reliable
FACILITATING CONDITIONS (FC)	3	0,961	Reliable
HABIT (HT)	3	0,909	Reliable
TRUST (TR)	3	0,980	Reliable
BEHAVIORAL INTENTION (BI)	3	0,933	Reliable
USE BEHAVIOR (UB)	3	0,919	Reliable
SATISFACTION (SA)	3	0,987	Reliable

The results of the reliability test in Table 2 show that the entire research construct has an excellent level of internal consistency. Cronbach's Alpha values for all variables—ranging

from Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Habit (HT), Trust (TR), Behavioral Intention (BI), Use Behavior (UB), to Satisfaction (SA)—ranged from 0.909 to 0.987, well above the recommended minimum limit of 0.70. This indicates that the three indicators on each variable are able to measure the same construct consistently and stably. Thus, all research instruments can be declared reliable and suitable for further analysis.

Key Data Collection

The second stage of data collection was carried out on Sosperda activities in all Gresik Regency DPRD Constituencies. At this stage, 150 respondents were obtained, according to the minimum sample requirements for PLS-SEM analysis. Respondents were given the opportunity to try the E-ASMARA application first before filling out the questionnaire, so that the answers given reflect the actual user experience.

Demographic Analysis of Respondents

Respondents in this study are people from Gresik Regency who have tried or used the E-ASMARA application through the Socialization of Laws and Regulations (Sosperda) Phase IX in November 2025 in each election area. with a total of 150 respondent data. There is respondent identity data needed by the researcher to find out more information about the extent of the respondent's identity in the use of the E-ASMARA application. The demographics of the respondents in this study included gender, age, last education, and occupation. Descriptively, the demographics of the respondents can be presented in Table 1 as follows:

Table *3.* Respondent Demographics

CHARACTERISTICS	QUANTITY	PERCENTAGE (%)
GENDER		
MALE	69	46.0%
WOMEN	81	54.0%
AGE		
17 – 24 YEARS	17	11.3%
25 – 40 YEARS	88	58.7%
41 – 56 YEARS	42	28.0%
≥ 57 YEARS	3	2.0%
EDUCATION		
ELEMENTARY/EQUIVALENT	2	1.3%
JUNIOR HIGH SCHOOL/EQUIVALENT	1	0.7%
HIGH SCHOOL/VOCATIONAL SCHOOL/EQUIVALENT	52	34.7%
DIPLOMA/S1/S2	95	63.3%
JOBS		
STUDENT/STUDENT	12	8.0%
ASN	48	32.0%
EMPLOYEES	50	33.3%
SELF-EMPLOYED	16	10.7%
IRT	5	3.3%
OTHERS	19	12.7%

The demographic table of in shows that the participants in this study have quite diverse characteristics. By gender, female respondents dominated with a percentage of 54%, while men accounted for 46%. This shows a slightly higher involvement of women in the study. In terms of age, the majority of respondents are in the productive age range of 25-40 years with a percentage of 58.7%. The 41–56 age group followed with a proportion of 28%, while respondents aged 17–24 only accounted for 11.3%, and the age group ≥57 years was the least with 2%. This condition illustrates that most of the users involved in the study are of active working age and have experience in using the services or systems being studied.

Judging from the level of education, most of the respondents are graduates of Diploma to S1/S2 with a percentage of 63.3%. The group with high school/vocational education followed with 34.7%, while respondents with lower education such as elementary school and junior high school were very small, 1.3% and 0.7%, respectively. This shows that the respondents in this study are dominated by individuals with high to high school education. From the work aspect, respondents also come from various professions. Employees are the largest group with a percentage of 33.3%, followed by ASN at 32%. Entrepreneurs contribute 10.7%, students/students 8%, IRT 3.3%, and other job categories 12.7%. This diversity shows that the research involves participants from various work backgrounds so that it can provide a more comprehensive picture of respondents' perceptions and experiences.

Descriptive Analysis of Research Variables

The descriptive analysis of the research variables aims to describe the tendency of respondents' answers to each statement item in the questionnaire. This analysis was carried out by calculating the mean value of each indicator and research variable to find out the general perception of respondents towards the application of E-ASMARA. The measurement scale used in this study is a five-point Likert scale with a value range of 1 to 5. To interpret the average value, the class interval is used which is calculated as follows:

$$\text{Class Interval} = \frac{\text{Range}}{\text{Number of Class Interval}} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Class Interval}} = \frac{5-1}{5} = 0{,}80$$

After generating a class interval of 0.80, this value is used to define the category based on its average interval. The resulting values are as follows:

Table 1. Categories by Class Interval

Interval	Score categories
$1.00 < \leq 1.80$	Very Bad
$1.80 < \leq 2.60$	Bad
$2.60 < \leq 3.40$	Enough
$3.40 < \leq 4.20$	Good
$4.20 < \leq 5.00$	Excellent

Based on the score categories determined in Table 4, a descriptive analysis of each research variable was then carried out. This analysis aims to describe the tendency of respondents' perception of each indicator in the variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Habit, Trust, Behavioral Intention, Use Behavior, and Satisfaction. The mean values of each statement item are classified into

assessment categories according to the predetermined class interval, as presented in Table 5.

Table 2. Description of Research Variables

***Performance Expectancy* (PE)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Benefits	PE1	The use of E-ASMARA helps me convey my aspirations more easily.	4.16	Good
Efficiency	PE2	This application saves time in the process of conveying aspirations.	4.10	Good
Support for people's rights	PE3	I feel that E-ASMARA supports my right as a citizen to express my aspirations.	4.18	Good
***Effort Expectancy* (EE)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Ease of Learning	EE1	The E-ASMARA application is easy to learn and use.	3.84	Good
Ease of Use	EE2	The display and menu on E-ASMARA are easy to understand.	3.84	Good
App Accessibility	EE3	I can access this app anytime and anywhere.	4.04	Good
***Social Influence* (SI)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Influence of close people	SI1	People around me support the use of E-ASMARA.	3.50	Good
Influence of the work/social environment	SI2	I use this app because it is recommended by others or my social environment.	3.66	Good
Government Appeal	SI3	I follow the government's appeal to use E-ASMARA in conveying aspirations.	3.60	Good
***Facilitating Conditions* (FC)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Device availability	FC1	I have a device (cellphone/laptop/internet) that supports the use of E-ASMARA.	4.40	Excellent
Basic technical knowledge	FC2	I have the basic ability to use web-based applications like E-ASMARA.	4.16	Good
Availability of user guides	FC3	The app provides a clear and easy-to-understand user guide.	3.96	Good
***Habit* (HT)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
User habits	HT1	I am used to using digital applications to convey aspirations or information.	3.80	Good
Need to use	HT2	I feel the need to use an application like E-ASMARA every time I want to convey my aspirations.	3.78	Good
Part of the routine	HT3	Using an app like E-ASMARA has become part of my routine.	3.32	Good
***Trust* (TR)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
System security and integrity	TR1	I believe that my personal data is safe when using E-ASMARA.	3.58	Good
The credibility of the government as a provider	TR2	I believe that the government manages E-ASMARA transparently and responsibly.	3.68	Good
Trust in service providers	TR3	I believe that the aspirations that I convey through	3.74	Good

E-ASMARA will be followed up.				
***Behavioral Intention* (BI)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Intention for continuous use	BI1	I intend to use E-ASMARA in the future.	4.02	Good
Intention to recommend	BI2	I would recommend others to use this app.	3.86	Good
Usage preferences	BI3	I prefer to use E-ASMARA rather than a manual way to convey aspirations.	3.92	Good
***Use Behavior* (UB)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Frequency of use	UB1	I am willing to use E-ASMARA regularly to convey my aspirations.	3.68	Good
Consistency of use	UB2	I will use this application when I have aspirations or input for the government.	3.80	Good
Use in a variety of situations	UB3	I will use E-ASMARA in various situations that require the delivery of aspirations.	3.82	Good
***Satisfaction* (SA)**				
Dimensions	**Item**	**Questions**	**Red**	**Categories**
Satisfaction with the functionality of the application	SA1	I am satisfied with the functions and features provided by E-ASMARA.	3.66	Good
Satisfaction with user convenience	SA2	I was satisfied that the app was easy to use.	3.84	Good
Overall satisfaction	SA3	Overall, I am satisfied with E-ASMARA's digital services.	3.86	Good

Description of Performance Expectancy (PE) Variables

Based on the results of the assessment of the E-ASMARA application, the Performance Expectancy (PE) aspect shows the Good category, with the average score on each item ranging from 4.10 to 4.18. This indicates that users feel real benefits from using the application, especially in simplifying the process of expressing aspirations, saving time, and supporting the public's right to participate in the public complaint system.

Description of Variable Effort Expectancy (EE)

In the aspect of Effort Expectancy (EE), all indicators are also in the Good category, with an average score of 3.84 to 4.04. These findings show that apps are considered easy to learn, have an easy-to-understand interface and menu, and can be accessed flexibly anytime and anywhere, supporting ease of use for a wide range of users.

Description of Social Influence (SI) Variables

The Social Influence (SI) dimension also received the Good category, although it had the lowest average score compared to the other dimensions, which was 3.50 to 3.66. This shows that social influences—both from close people, the social environment, and government appeals—play a positive but not very strong role in encouraging the use of apps. In other words, most users use E-ASMARA for personal needs, not solely because of the encouragement or influence of others.

Description of Facilitating Conditions (FC) Variables

Meanwhile, the Facilitating Conditions (FC) dimension showed excellent results, especially on the device availability indicator that obtained the highest score (mean 4.40). Users generally have sufficient devices and technical capabilities to use the app, and judge the user guide to be clear and easy to understand. This condition strengthens the readiness of the user environment to operate E-ASMARA optimally.

Description of Variable Habit (HT)

Based on the results of the assessment on the Habit (HT) dimension, all indicators are in the Good category, with average values ranging from 3.32 to 3.80. These results show that the use of E-ASMARA is quite inherent in user habits, although it is not yet fully a main routine. Users feel accustomed to using digital applications to convey their aspirations, and they consider E-ASMARA as an application that needs to be used when they want to convey information or complaints. However, the lowest value is found in the routine indicator (3.32), which indicates that the use of E-ASMARA has not completely become a routine activity of daily users. This shows that even if users have a positive tendency, the intensity of using the app can still be increased through socialization, training, or the improvement of features that are more interesting and relevant to users.

Variable Trust (TR) Description

In the Trust (TR) dimension, all indicators also obtained the Good category, with a mean value between 3.58 and 3.74. Users show a fairly high level of trust in the security and integrity of the E-ASMARA system, and feel confident that their personal data is safe when using the application. In addition, the credibility of the government as a service provider is seen as good, where users believe that the management of the application is carried out transparently and responsibly. Users are also confident that their aspirations will be followed up, thus showing positive trust in the performance and responsiveness of the service provider. These findings illustrate that the trust factor has been well established, although improvements are needed in terms of transparency and direct feedback in order to strengthen user trust more optimally.

Description of Variable Behavioral Intention (BI)

Meanwhile, the Behavioral Intention (BI) dimension showed consistent results in the Good category, with an average score between 3.86 and 4.02. This illustrates that users' intentions to use E-ASMARA in the future are at a strong level. Users also have a tendency to recommend this application to others, reflecting satisfaction and trust in the effectiveness of E-ASMARA. In addition, users tend to choose these apps over manual ways of conveying aspirations, which suggests that their preferences have shifted towards the use of digital technology. Overall, the dimension of behavioral intent shows that the potential for sustainability of using E-ASMARA is quite high, and the application has a great opportunity to continue to be used more widely by the community.

Description of Use Behavior (UB) Variables

Based on the results of the assessment on the Use Behavior (UB) dimension, all indicators are in the Good category, with a mean value ranging from 3.68 to 3.82. These findings show that users have a positive tendency to use the E-ASMARA application in various conditions. In terms of frequency of use, users expressed their willingness to use the application regularly when they wanted to express their aspirations (mean 3.68). The consistency of use is also relatively good, shown by an average value of 3.80, which indicates that users tend to use E-ASMARA every time they have input or aspirations to the government. In addition, the use of the application in various situations obtained a mean value of 3.82, which indicates the flexibility and readiness of the user in utilizing the application for various aspirational delivery needs. Overall, this dimension illustrates that the behavior pattern of using E-ASMARA is quite stable and supports the sustainability of application adoption.

Description of Variable Satisfaction (SA)

In the Satisfaction (SA) dimension, all indicators are also in the Good category, with a mean value between 3.66 and 3.86. Users are satisfied with the functions and features provided by the E-ASMARA application (mean 3.66), which shows that the application is able to meet the basic needs of users in conveying their aspirations. The ease of use aspect received a higher score (mean 3.84), reflecting that the interface and user experience were considered comfortable, simple, and not difficult in the process of operating the application. Overall satisfaction obtained the highest score, which was 3.86, which confirms that the majority of users are satisfied with the digital services provided by E-ASMARA. This shows that the application has provided a positive and feasible user experience to continue to be developed as a means of conveying people's aspirations.

PLS-SEM Data Analysis

In this study, the data analysis method used is the analysis of Partial Least Square Structural Equation Modelling (PLS-SEM) using SmartPLS Version 4 software. The SEM-PLS analysis is carried out through 2 stages of analysis, namely the analysis of the measurement model (outer model) and the analysis of the structural model (inner model).

Measurement Model Analysis (Outer Model)

The analysis of the measurement model aims to assess the validity and reliability of the constructs used in the study. Validity is measured through convergent validity and discriminant validity, while reliability is tested through internal consistency. The PLS-SEM analysis in this study was carried out at two levels, namely First Order and Second Order. Furthermore, running data testing was carried out on the construct model using SmartPLS sorfware to obtain the measurement model results data described.

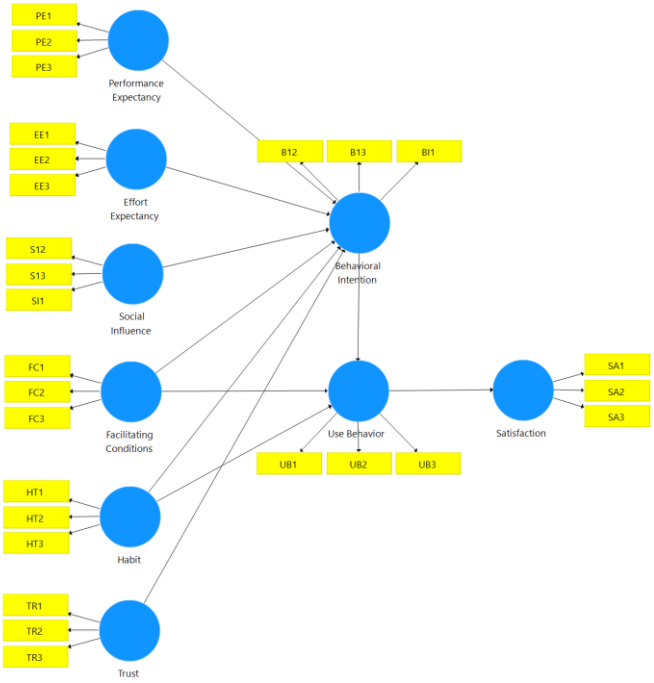

Figure *2.* Construct Model

CONCLUSION

This study on the acceptance of the E-ASMARA application in Gresik Regency using a modified UTAUT2 model (with added Trust and Satisfaction constructs) surveyed 150 community respondents via questionnaires during Sosperda activities; PLS-SEM analysis confirmed all indicators as valid and reliable. Key findings show Performance Expectancy, Effort Expectancy, and Trust positively and significantly influence Behavioral Intention, driven by perceived benefits, ease of use, and trust, while Social Influence and Facilitating Conditions do not; meanwhile, Habit, Facilitating Conditions, and Behavioral Intention significantly predict Use Behavior, which in turn strongly drives Satisfaction based on actual user experience. The model exhibits strong explanatory power (R^2) for user behavior and satisfaction, validating its relevance for regional digital public services, though limited sample size restricts generalizability. For future research, expand the sample across multiple regencies and longitudinally track long-term usage habits to enhance generalizability and explore sustained adoption barriers.

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