

TRANSFORMASI DIGITAL ANTAR GENERASI: KESIAPAN DAN ADOPSI TERHADAP TEKNOLOGI *ARTIFICIAL INTELLIGENCE* DI LINGKUNGAN KERJA SEKTOR PUBLIK

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi penerimaan dan adopsi Artificial Intelligence (AI) pada Aparatur Sipil Negara (ASN) di Kota Tanjungpinang dengan menggunakan kerangka Unified Theory of Acceptance and Use of Technology (UTAUT) dan Technology Readiness Index (TRI). Penelitian ini dilatarbelakangi oleh adanya kesenjangan penelitian, dimana sebagian besar studi sebelumnya lebih berfokus pada sektor privat, sementara kajian adopsi AI di sektor publik masih terbatas. Penelitian ini menggunakan pendekatan kuantitatif dengan data yang dikumpulkan dari ASN di Kota Tanjungpinang dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Variabel yang diuji meliputi performance expectancy, effort expectancy, social influence, facilitating conditions, innovativeness, serta behavioral intention terhadap adopsi Artificial Intelligence. Hasil penelitian menunjukkan bahwa performance expectancy, effort expectancy, dan facilitating conditions tidak berpengaruh signifikan terhadap behavioral intention. Sebaliknya, social influence dan innovativeness berpengaruh positif dan signifikan terhadap behavioral intention. Selain itu, behavioral intention berpengaruh signifikan terhadap adopsi Artificial Intelligence. Penelitian ini juga menemukan bahwa innovativeness berperan sebagai variabel moderasi, dimana interaksi antara innovativeness dengan performance expectancy serta effort expectancy terhadap behavioral intention dinyatakan diterima dan berpengaruh signifikan.

Kata Kunci: Artificial Intelligence, UTAUT, TRI, Behavioral Intention, ASN, Sektor Publik

INTERGENERATIONAL DIGITAL TRANSFORMATION: EXAMINING READINESS AND ADOPTION OF ARTIFICIAL INTELLIGENCE IN THE PUBLIC SECTOR WORKPLACE

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ABSTRACT

This study aims to analyze the factors influencing the acceptance and adoption of Artificial Intelligence (AI) among civil servants (ASN) in Tanjungpinang City using the Unified Theory of Acceptance and Use of Technology (UTAUT) and Technology Readiness Index (TRI) frameworks. This research is motivated by a research gap, as most previous studies have focused on the private sector, while studies on AI adoption in the public sector remain limited, particularly from an intergenerational perspective. This study employs a quantitative approach, with data collected from civil servants in Tanjungpinang City and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The variables examined include performance expectancy, effort expectancy, social influence, facilitating conditions, innovativeness, and behavioral intention toward AI adoption. The results indicate that performance expectancy, effort expectancy, and facilitating conditions do not have a significant effect on behavioral intention. In contrast, social influence and innovativeness have a positive and significant effect on behavioral intention. Furthermore, behavioral intention significantly influences the adoption of Artificial Intelligence. The findings also reveal that innovativeness acts as a moderating variable, where the interactions between innovativeness and performance expectancy, as well as innovativeness and effort expectancy, are accepted and have significant effects on behavioral intention. This study contributes by integrating the UTAUT and TRI models within the public sector context and incorporating a generational perspective in technology adoption. The findings are expected to provide insights for policymakers in designing more effective AI implementation strategies by considering social factors, individual characteristics, and human resource readiness.

Keywords: Artificial Intelligence, UTAUT, TRI, Behavioral Intention, Public Sector