

PELAYANAN PUBLIK BERBASIS DIGITAL: STUDI PENGGUNAAN QRIS PARKIR DI KOTA TANJUNGPINANG

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ABSTRAK

Pelayanan publik berbasis digital terus dikembangkan sebagai upaya meningkatkan kualitas pelayanan, termasuk melalui penerapan pembayaran parkir menggunakan *Quick Response Code Indonesian Standard* (QRIS) di Kota Tanjungpinang. Namun, implementasi kebijakan tersebut belum menunjukkan tingkat penggunaan yang optimal. Penelitian ini bertujuan untuk menganalisis penggunaan QRIS Parkir di Kota Tanjungpinang berdasarkan perspektif *Technology Acceptance Model* (TAM), yang meliputi *Perceived Usefulness*, *Perceived Ease of Use*, *Attitude Toward Using*, *Behavioral Intention to Use*, dan *Actual Use*. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan penelitian dipilih menggunakan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa QRIS Parkir dipandang memberikan manfaat berupa kemudahan transaksi, transparansi pembayaran, serta mendukung digitalisasi pelayanan publik *Perceived Usefulness*. Dari indikator *Perceived Ease of Use*, masyarakat menilai penggunaan QRIS relatif mudah, namun masih terdapat hambatan berupa kualitas jaringan internet, penggunaan QRIS statis yang memerlukan beberapa tahapan transaksi, serta keterbatasan literasi digital pada sebagian masyarakat. Pada indikator *Attitude Toward Using*, masyarakat dan Dinas Perhubungan menunjukkan sikap positif terhadap kebijakan QRIS Parkir, sedangkan sebagian juru parkir menilai sistem tersebut kurang sesuai dengan kondisi operasional di lapangan. Selanjutnya, *Behavioral Intention to Use* menunjukkan bahwa masyarakat memiliki niat untuk terus menggunakan QRIS Parkir, terutama karena telah terbiasa menggunakan QRIS dalam transaksi sehari-hari. Akan tetapi, pada konstruk *Actual Use*, penggunaan QRIS Parkir masih tergolong rendah karena masyarakat masih didominasi pembayaran tunai, dukungan pelaksana di lapangan belum optimal, serta masih terdapat hambatan teknis dan operasional.

Kata kunci: Pelayanan Publik Digital, QRIS Parkir, *Technology Acceptance Model* (TAM), Pembayaran Digital, Kota Tanjungpinang.

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ABSTRACT

Digital-based public services continue to be developed as part of efforts to improve service quality, including through the implementation of parking payments using the Indonesian Standard Quick Response Code (QRIS) in Tanjungpinang City. However, the implementation of this policy has not yet shown optimal usage levels. This study aims to analyze the use of QRIS Parking in Tanjungpinang City based on the Technology Acceptance Model (TAM) perspective, which includes Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioral Intention to Use, and Actual Use. The study employs a qualitative method with a descriptive approach. Research informants were selected using purposive sampling. The results indicate that QRIS Parking is perceived to offer benefits such as ease of transaction, payment transparency, and support for the digitization of public services (Perceived Usefulness). Regarding the Perceived Ease of Use indicator, the public considers using QRIS relatively easy; however, barriers remain, including poor internet connection quality, the use of static QRIS codes requiring multiple transaction steps, and limited digital literacy among some members of the public. Regarding the "Attitude Toward Using" indicator, the public and the Department of Transportation expressed positive attitudes toward the QRIS Parking policy, while some parking attendants felt the system was not well-suited to on-site operational conditions. Furthermore, Behavioral Intention to Use indicates that the public intends to continue using QRIS Parking, primarily because they are already accustomed to using QRIS in their daily transactions. However, regarding Actual Use, the adoption of QRIS Parking remains relatively low due to the public's continued reliance on cash payments, suboptimal support from on-site staff, and ongoing technical and operational barriers.

Keywords: Digital Public Services, QRIS Parking, Technology Acceptance Model (TAM), Digital Payments, Tanjungpinang City.