THE INFLUENCE OF AFFINITY ON THE CONTINUANCE INTENTION OF LOCAL GOVERNMENT INFORMATION SYSTEMS USING THE TECHNOLOGY ACCEPTANCE MODEL

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Abstract

Affinity is precisely used for user acceptance of the local government information system (SIPD), which is a mandatory system. Affinity is capable of influencing users' perceptions of interest and common interests, thereby encouraging users to continue using the SIPD system. This research aims to empirically test perceived affinity towards the continuance intention (CI) of using the SIPD by using technology acceptance model (TAM) constructs as mediating factors. A total of 100 respondents, who are active users of the SIPD in 24 districts/cities, participated in this study. Data collection was conducted using an online questionnaire. Data processing was performed using structural equation model (SEM) in the Smart PLS. The research results show that affinity significantly influences the CI of using the SIPD system, both directly and through the mediation of TAM constructs, namely perceived usefulness and perceived ease of use. Thus, this research provides an important contribution by demonstrating that affinity plays a relevant role and is suitable for implementation in mandatory systems like SIPD. By understanding user affinity, authorities can better comprehend users' perceptions and attitudes, which in turn can help enhance the acceptance and sustainability of SIPD system usage in the South Sulawesi region.

Keywords: TAM, Affinity, Continuance Intention, Local Government, SIPD

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1. INTRODUCTION

Local government information system (SIPD) plays a crucial role in improving the efficiency, effectiveness, and transparency of government administration at the local level (Andhayani & Eltivia, 2022). Unlike the private sector, the government has to comply with strict regulations, policies, and standards that govern the acquisition and use of information technology (Pontoh et al., 2024). The implementation of SIPD is part of the government's efforts to continuously enhance services to the public, driving the acceleration of economic and human development, as commonly practiced in developing countries (Pandey & Risal, 2020). Despite the implementation of SIPD, there are aspects of usage sustainability that need to be considered. This issue remains a challenge in the context of local governments in Indonesia, where several SIPD applications have been piloted, but most of them have not been able to sustain over time (Andriyanto et al., 2019). The failure of implementation and low adoption rates of SIPD by users, such as government officials, remains a problem that needs to be addressed (Winarno & Putra, 2020).

Furthermore, ongoing intention is important in SIPD adoption. The desire of users to continue using a technology service after accepting it is referred to as continuance intention (CI). High levels of CI have a positive impact on user retention and overall technology service success. CI is also an important indicator of user satisfaction and their trust in the technology service (Kumar et al., 2018). In the context of SIPD, it is critical for both central and local governments to pay attention to CI to guarantee that SIPD is utilized to improve local government performance.

The technology acceptance model (TAM) is a popular paradigm for analyzing the elements that determine CI to utilize technology. Davis' (1989, as cited in Jogiyanto, 2007) TAM has been widely utilized to examine information technology adoption in a variety of scenarios. TAM constructs have been utilized in several research to investigate CI to use technology. Venkatesh et al. (2012), for example, investigated the TAM model in the context of ongoing usage and discovered that perceived utility and user satisfaction influence CI to utilize technology.

The TAM model, however, may not fully explain features of SIPD consumption sustainability in the context of SIPD usage. In other words, in addition to the two constructs used in TAM, other factors may influence CI. Affinity is one of these factors. Affinity relates to how comfortable, compatible, and willing people are to continue using a technology. In the context of SIPD use, affinity is significant since it influences users' impressions of the system's ease of use. Previous research has demonstrated the significance of affinity in the context of technology acceptability and information system adoption (Xu & Du, 2018; Shin et al., 2021). Based on these data, it is possible to conclude that affinity can influence users' views of utility and pleasure with the system, which leads to users' CI to use SIPD.

This research focuses significantly on the affinity variable, which is a determinant factor in users' acceptance of the SIPD as a mandatory system. Therefore, affinity is included as an independent variable in this research, which directly influences CI to use SIPD. Affinity also plays a significant role in influencing users' perceptions of interest and shared interests in using a system. By considering affinity as a determining factor, this research aims to provide a more comprehensive insight into the factors influencing CI to use SIPD in the context of local governments. Specifically, this research emphasizes the aspect of perceived comfort in operating SIPD. This study helps system developers and decision-makers construct more effective tactics to increase SIPD acceptance and sustainability by determining the amount to which affinity promotes CI. The findings of this study are likely to be useful to system developers in optimizing the design and functionality of SIPD, hence increasing users' affinity for the system. Furthermore, judgments and strategic initiatives based on the findings of this research are intended to contribute to increased efficiency and effectiveness in SIPD usage by local governments, ultimately aiming to improve total public service delivery. Thus, this research has practical implications that are highly relevant in supporting the progress and advancement of SIPDs in supporting complex government tasks.

As for the TAM constructs, they are used as mediating factors between affinity and CI. This is done because the TAM constructs are already well-established and do not need to be further tested as determinant variables. However, using TAM as mediating variables can expand the scope of research, as done in many other studies. To collect data from SIPD users in various local governments, this study uses a quantitative methodology and a survey method. Path analysis will be used to test the links between the variables in the proposed model using the data obtained. As a result, this research is intended to contribute significantly to the knowledge of SIPD adoption and sustainability in the context of local governments, as well as provide recommendations for decision-makers to improve SIPD implementation in the future.

The structure of this manuscript is as follows: Section 1 covers the background of the research, Section 2 reviews the literature, Section 3 analyzes the methodology used, Section 4 includes the research findings, Section 5 discusses the results and Section 6 contains the research conclusions.

2. LITERATURE REVIEW

2.1. Affinity theory and continuance intention

The affinity theory, a concept utilized across disciplines such as psychology, marketing, and technology, seeks to elucidate the relationship between individuals and specific objects or services. This theory posits that an individual's desire to maintain interaction with a particular object or service is referred to as "affinity". The theory underscores the significance of emotional attachment and the connection individuals have with an object or service in shaping their behavior. The concept of affinity does not only take into account ongoing collaborations but also

the potentiality that lies in a collective endeavor (Rodighiero et al., 2018).

In the context of technology adoption, the affinity theory can be a critical determinant influencing the acceptance and/or sustained desire to use a technology. The theory suggests that an individual's emotional attachment to technology will sway their decision to persist in using that technology. This proposition is corroborated by empirical research conducted by Xu and Du (2018). Their findings indicate that perceived usefulness (PU) and affinity for digital libraries are two determinants of user satisfaction and loyalty toward digital library usage.

Expanding on this, the concept of "affinity" can be seen as a common interest among individuals working together to achieve larger goals for the common good. This shared interest or "affinity" can significantly influence individuals to use a mandatory system "willingly". When individuals perceive that their use of a system contributes to a larger, shared goal, their affinity for the system increases, thereby enhancing their CI to use the system. This is particularly relevant in the context of technology adoption in organizations, where the use of certain technologies or systems is mandatory (Graf-Vlachy et al., 2018).

Meanwhile, CI in the context of technology usage refers to the individual's desire to continue using and maintaining the use of technology after adopting it. CI assesses how likely users are to continue using the technology in the long run. User experience, comfort (affinity), satisfaction, perceived utility and simplicity of use, social variables, and other contextual elements all influence CI (Al-Emran et al., 2020). Kumar et al. (2018) discovered that users' perceived comfort and security influenced their intention to continue using e-wallet applications through complaint resolution, user trust, and happiness in a study on CI to use e-wallet applications.

In research conducted by Bhattacherjee (2001) on the antecedents of the continuation of electronic commerce services, salient results include: consumers' CI is determined by their satisfaction with initial service use, their PU of service use, and the interaction between PU and loyalty incentives for service use, and satisfaction and PU are both predicted by consumers' confirmation of expectations from initial service use. The theory is developed based on this explanation.

H1: Perceived affinity has a significant positive effect on CI.

2.2. Affinity and technology acceptance model

Davis (1989) established the TAM theoretical framework. This concept describes the aspects that influence users' acceptance of information technology. TAM is founded on two fundamental ideas: perceived utility and perceived ease of use. The degree to which people believe that employing a certain technology will improve their performance or productivity in executing specific tasks is referred to as PU. Individuals' judgments of how easy it is to use technology without substantial difficulty or complexity are related to perceived ease of use.

TAM also emphasizes that people's opinions toward technology will influence their willingness to adopt it. Favorable attitude toward technology encourages users to want to utilize it actively and continuously. Furthermore, TAM recognizes that other elements such as social influences, environmental impacts, and organizational support can all influence consumers' acceptance of technology. These elements can have an impact on perceived utility and ease of use, as well as users' attitudes and intentions toward technology. TAM has been widely used in research and practical applications to better understand information technology adoption and acceptance. This paradigm has aided technology developers and decision-makers in designing more acceptable and successful solutions, as well as improving customer satisfaction and technological efficacy.

Several prior research has shown a positive relationship between affinity and TAM characteristics, where users' views of familiarity with technology greatly impact their opinions of its ease of use and utility. These findings, for example, have been proposed by Kumar et al. (2018), Xu and Du (2018), and Jin and Divitini (2020). Based on these explanations, the proposed hypotheses are:

H2: Perceived affinity has a significant positive effect on PU.

H3: Perceived affinity has a significant positive effect on perceived ease of use (PEOU).

2.3. Relationship between technology acceptance model and continuance intention

The TAM constructs fundamentally explain the determinants of an individual's intention to adopt a technology. The original TAM constructs, it may be stated, do assess the influence of PU and PEOU on intention to utilize technology. This design has undergone significant scientific testing, and current TAM research is an extension of the original TAM structures. The extension of TAM involves additional factors and variables proposed by researchers and included in the model to explain the predictors of the core elements of TAM. Some publications categorized as TAM development and extension create new versions of the TAM model, while others provide new insights related to TAM variables (Marangunic & Granic, 2015; Lew et al., 2020). Although there has been progress in uncovering new factors influencing TAM, there are still many potential areas of the model that have not been explored, which could contribute to its predictive validity. The unified theory of acceptance and use of technology (UTAUT), which analyzes factors influencing users' acceptance of information technology, is a significant progression from TAM. These elements include perceived utility, perceived ease of use, perceived necessity, and social considerations (Venkatesh et al., 2003). Based on these explanations, the proposed hypotheses are:

H4: PU has a significant positive effect on CI.

H5: PEOU has a significant positive effect on CI.

2.4. The relationship between affinity and continuance intention through the technology acceptance model

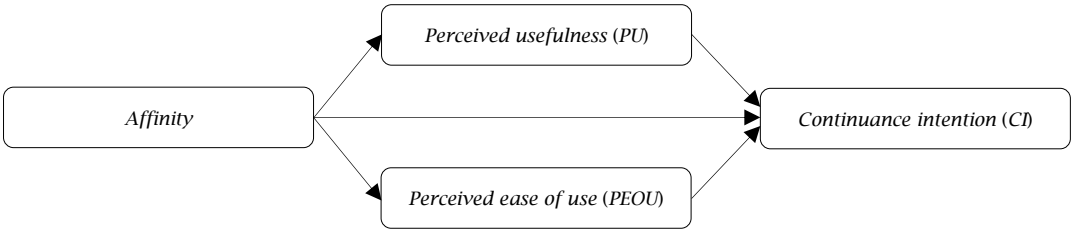
In theory, TAM constructs are variables that can be influenced by and influence other variables. TAM constructs can be influenced by perceptions of

affinity and, in turn, influence perceptions of CI to use technology. As a result, logically, TAM structures can buffer the link between affinity and CI. In other words, the greater a user's level of comfort with a technology, the greater the user's sense of its usefulness and simplicity of use. Then, the greater the PEOU and usefulness, the greater the level of future intention to adopt that technology. Abdul and Soundararajan (2022) tested this empirically. Based on these explanations, the proposed hypotheses are:

H6: Perceived affinity has a significant positive effect on CI with the mediation of PU.

H7: Perceived affinity has a significant positive effect on perceived CI with the mediation of PEOU.

Figure 1. Research model



3. RESEARCH METHODOLOGY

The research method employed is a quantitative method that analyzes the influence of affinity on CI with mediating variables of PU and perceived ease of use. This research was conducted in South Sulawesi, focusing on local governments in 24 regencies and cities in the region. Respondents of this study are users of SIPD, especially in the financial institutions and regional assets in each district/city government. Badan Keuangan and Aset Daerah are the regional apparatus organizations (*Organisasi Perangkat Daerah, OPD*) bases for budget planning and financial administration in areas that use the SIPD application.

In population, researchers systematized the population of 120 SIPD users in South Sulawesi, namely civil servants consisting of the head of regional apparatus organization, office secretary, head of a division, and staff at the regional finance and asset agency. Of the 120 respondents, who filled out the online questionnaire, only 100 respondents answered the question in detail. The research questionnaire consisted of 17 questions and answer choices using a Likert scale, from a value of 1 "strongly disagree" to a value of 5 "strongly agree" (see Appendix).

However, only 105 users responded to the online questionnaire, and out of those, only 100 responses met the criteria for further analysis. This number is sufficient for representative sampling to be processed in data analysis using structural equation model (SEM) analysis (Leguina, 2015). The questionnaires were distributed via the WhatsApp Messenger application using an online Google Form.

The data were examined using the SEM analysis using the Smart PLS application, with the goal of testing the provided measurement model, structural model, and hypotheses. SEM is a multivariate analysis method that can be used to depict the simultaneous linear relationships between observed variables (indicators) and variables that cannot be directly measured (latent variables). The benefit of employing partial least squares (PLS) is that no normality checks or other parametric test criteria are required (Hair et al., 2016). Smart PLS also provides the advantage of testing the theoretical model's appropriateness. Prior to assessing the model, construct validity and reliability tests must be performed to guarantee the accuracy and consistency of the variables. Validity testing consists of discriminant validity and convergent validity, and reliability testing is assessed based on composite reliability. The researchers employed the final measurement items derived from Davis et al. (1989, as cited in Jogiyanto, 2007), to investigate the constructs of PU and PEOU. Meanwhile, to test the construct of perceived affinity, the researchers used measurement items adapted from Xu and Du's (2018) study. As for the measurement of perceived CI, the researchers adopted measurement items from the research findings of Kumar et al. (2018).

4. RESULTS

4.1. Respondent profile

The total number of respondents in this study was 100 SIPD users. These respondents were distributed across various agencies in the 24 regencies/cities in South Sulawesi. However, the majority of respondents (35 respondents) came from the North Toraja Regency Government (the researcher's origin). The rest were spread across 23 other regencies /cities. Out of the 100 respondents, 74 were male, while 90 had a Bachelor's degree, eight had a Master's degree, and two had a high school education. The average duration of respondents' usage of the SIPD application was more than one year.

4.2. Outer model testing

The outer model defines the link between latent variables and their indicators, or in other words, how each indication relates to its latent variable. Several features of the outer model are examined, including convergent validity, discriminant validity, composite reliability, average variance extracted (AVE), and Cronbach's alpha.

4.3. Convergent validity

The magnitude of the loading factor for each construct is measured using convergent validity. Loading factors greater than 0.7 are strongly advised. Loading factors between 0.5 and 0.6, on the other hand, can be accepted as long as the model is still in development. The PLS algorithm and the indicator loading values are shown in the tables and figures below.

Figure 2. PLS algorithm I model

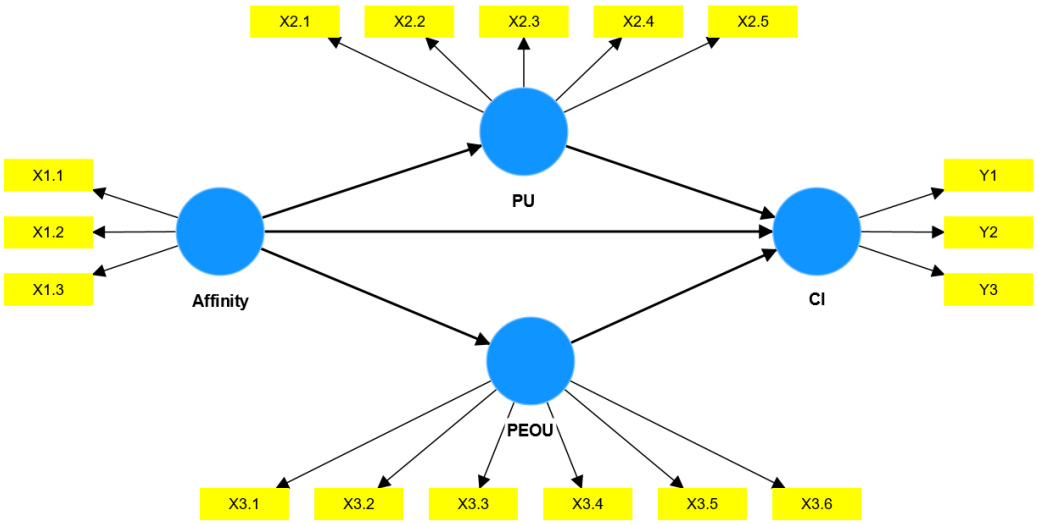


Table 1. Indicator loading factor value (Algorithm I)

Variables	*X1 = Affinity*	*Y = CI*	*X3 = PEOU*	*X2 = PU*
X1.1	0.843			
X1.2	0.861			
X1.3	0.825			
X2.1				0.757
X2.2				0.845
X2.3				0.797
X2.4				0.022
X2.5				0.665
X3.1			0.009	
X3.2			-0.162	
X3.3			-0.208	
X3.4			-0.213	
X3.5			0.850	
X3.6			0.845	
Y1		0.800		
Y2		0.790		
Y3		0.872		

Table 1 shows that the *affinity* construct, measured by three indicators, obtained loading factor values for indicator *X1.1* of 0.843, *X1.2* of 0.861, and *X1.3* of 0.825. The *CI* (*Y*) construct, measured by three indicators, obtained loading factor values for *Y1* of 0.800, *Y2* of 0.790, and *Y3* of 0.872. The *PEOU* construct, measured by six indicators, obtained loading factor values for indicators *X3.1* of 0.009, *X3.2* of -0.162, *X3.3* of -0.208, *X3.4* of -0.213, *X3.5* of 0.850, and *X3.6* of 0.845. The *PU* construct, measured by five indicators, obtained loading factor values for indicators *X2.1* of 0.757, *X2.2* of 0.845, *X2.3* of 0.797, *X2.4* of 0.022, and *X2.5* of 0.665.

Out of all the indicators, there are five indicators (*X3.1, X3.2, X3.3, X3.4, X2.4*) that are not valid. As a result, these invalid indications must be eliminated from the model, and outer loading must be retested.

Figure 2. PLS algorithm II model

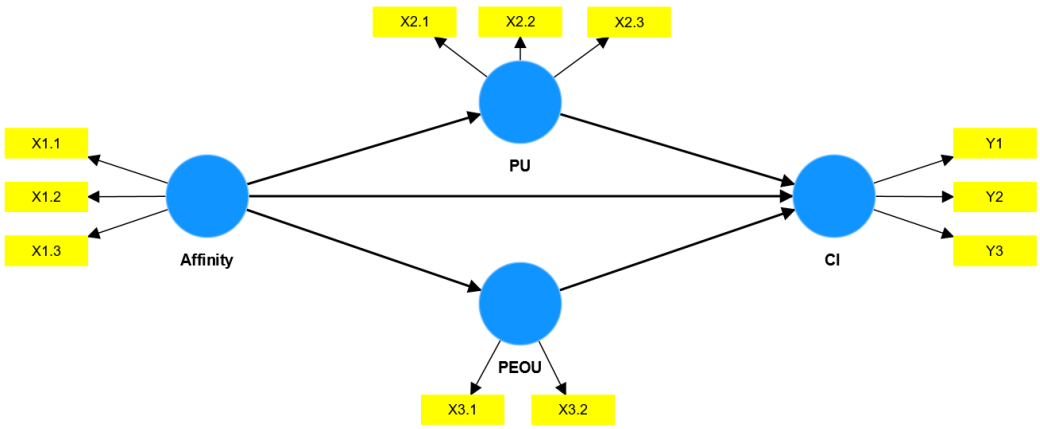


Table 2. Indicator loading factor value (Algorithm II)

Variables	*X1 = Affinity*	*Y = CI*	*X3 = PEOU*	*X2 = PU*
X1.1	0.836			
X1.2	0.860			
X1.3	0.834			
X2.1				0.806
X2.2				0.896
X2.3				0.833
X3.1			0.859	
X3.2			0.855	
Y1		0.810		
Y2		0.792		
Y3		0.863		

After the second outer loading test, the values of the outer loading in the table above are obtained. The table shows that all indicator values meet the criteria, which is greater than 0.7.

4.4. Discriminant validity

Discriminant validity is the extent to which a construct truly differs from other constructs according to empirical standards. Discriminant validity is associated with the principle that measurements of different constructs should not be highly correlated. Cross-loadings are typically the first approach to assess the discriminant validity of indicators. Discriminant validity is evaluated based on cross-loadings > 0.7 (Jogiyanto & Abdillah, 2009).

Table 3. Discriminant validity – cross-loading

Variables	*Affinity*	*CI*	*PEOU*	*PU*
X1.1	0.836	0.541	0.683	0.335
X1.2	0.860	0.511	0.533	0.355
X1.3	0.834	0.581	0.469	0.380
X2.1	0.386	0.531	0.439	0.806
X2.2	0.341	0.486	0.501	0.896
X2.3	0.337	0.469	0.449	0.833
X3.1	0.478	0.722	0.859	0.516
X3.2	0.675	0.525	0.855	0.423
Y1	0.582	0.810	0.497	0.443
Y2	0.486	0.792	0.472	0.462
Y3	0.530	0.863	0.778	0.538

Based on the above cross-loading table, it can be observed that the variables *affinity*, *CI*, *PEOU*, and *PU* have met the criteria for discriminant validity, namely cross-loading values > 0.7 (Jogiyanto & Abdillah, 2009). This indicates good discriminant validity. In addition to examining cross-loading values > 0.7, discriminant validity can also be assessed by comparing the indicators of a construct to ensure that they have higher cross-loading values on their own construct than on other constructs.

4.5. Composite reliability

High composite reliability ratings suggest that each indicator in the hidden variable is consistent in measuring that variable. The composite reliability value is greater than 0.7, indicating that the variable has strong internal consistency. The composite dependability values are shown in the table below.

Table 4. Composite reliability value

Variables	*Composite reliability*
X1 = Affinity	0.881
Y = CI	0.862
X3 = PEOU	0.847
X2 = PU	0.883

The table above shows that the composite reliability values for the constructs are as follows: *affinity* (*X1*) has a value of 0.881, *CI* (*Y*) has a value of 0.862, *PEOU* (*X3*) has a value of 0.847, and *PU* (*X2*) has a value of 0.883. All four constructs obtained composite reliability values > 0.7, indicating that the indicators are reliable.

Cronbach's alpha values reinforce the reliability test even further. Cronbach's alpha reliability is more than 0.7. The table below shows the findings of Cronbach's alpha values.

4.6. Cronbach's alpha

Cronbach's alpha values boost the reliability test even more. Cronbach's alpha reliability test > 0.7. The table below shows the Cronbach's alpha values.

Table 5. Cronbach's alpha value

Variables	*Cronbach's alpha*
X1 = Affinity	0.797
Y = CI	0.762
X3 = PEOU	0.639
X2 = PU	0.800

The Cronbach's alpha values obtained for the constructs are as follows: *affinity* (*X1*) has a value of 0.797, *CI* (*Y*) has a value of 0.762, and *PU* (*X2*) has a value of 0.800. Based on Cronbach's alpha values, the two latent variables have indicators that are reliable and fall into the category of very high reliability. Meanwhile, the construct *PEOU* (*X3*) has a value of 0.639, which is still considered reliable as it is above 0.6.

4.7. Average variance extracted

The AVE values represent the excess variation collected by each indicator in the construct over the variance produced by measurement mistakes. AVE readings are supposed to be more than 0.5. The outcomes are shown in the table below.

Table 6. AVE value

Variables	*AVE*
X1 = Affinity	0.711
Y = CI	0.676
X3 = PEOU	0.735
X2 = PU	0.715

The AVE values for each construct are as follows: *affinity* (*X1*) has a value of 0.711, *CI* (*Y*) has a value of 0.676, *PEOU* (*X3*) has a value of 0.735, and *PU* (*X2*) has a value of 0.715. Based on the AVE results, all constructs of the latent variables have AVE values > 0.5, indicating that they are valid.

4.8. Structural model test (inner model)

To test the structural model, the R^2 values are examined, which represent the goodness of fit test. The *CI* construct obtains an R^2 value of 0.607, which can be interpreted as 60.7% of the variation in *CI* (*Y*) being explained by the constructs *affinity* (*X1*), *PU* (*X2*), and *PEOU* (*X3*), while the remaining 39.3% is explained by other variables not studied. The results of the R-square are presented in the table below.

Table 7. R-square value

Variables	*R-square*	*R-square adjusted*
CI	0.619	0.607
PEOU	0.452	0.446
PU	0.178	0.170

The following test will look at the importance of the influence of independent constructions on the dependent construct and answer the hypotheses. The significance level for the testing is set at 5%. PLS bootstrapping is used to calculate the t-statistic values for the coefficients of impact from the latent constructs. The coefficient parameter values are shown in the "original sample" column, along with the standard error, t-statistics, and p-values in the table below.

4.9. Direct testing

Statistical direct testing, often referred to as hypothesis testing, is a fundamental procedure in quantitative research. It is used to assess the statistical significance of the relationship between variables or the difference between groups.

Table 8. Coefficient value (original sample), standard error and t-statistics

Hypotheses	*Original sample*	*Sample mean*	*Standard error*	*T-statistics*	*P-values*
H1: Affinity → CI	0.261	0.252	0.119	2.197	0.028
H2: Affinity → PU	0.422	0.428	0.089	4.769	0.000
H3: Affinity → PEOU	0.672	0.676	0.063	10.733	0.000
H4: PU → CI	0.251	0.251	0.080	3.135	0.002
H5: PEOU → CI	0.415	0.425	0.159	2.607	0.009

1. *H1*: The coefficient of influence of *affinity* (*X1*) on *CI* (*Y*) is 0.252, with a standard error of 0.119, a t-statistic of 2.197, and a p-value of 0.028. Since the t-statistic value of 2.197 > 1.96 and the p-value of 0.028 < 0.05, *H1* is accepted. This result indicates that *affinity* (*X1*) has a positive and significant influence on *CI* (*Y*).

2. *H2*: The coefficient of influence of *affinity* (*X1*) on *PU* (*X2*) is 0.428, with a standard error of 0.089, a t-statistic of 4.769, and a p-value of 0.000. Since the t-statistic value of 4.769 > 1.96 and the p-value of 0.000 < 0.05, *H2* is accepted. This result indicates that *affinity* (*X1*) has a positive and significant influence on *PU* (*X2*).

3. *H3*: The coefficient of influence of *affinity* (*X1*) on *PEOU* (*X3*) is 0.676, with a standard error of 0.063, a t-statistic of 10.733, and a p-value of 0.000. Since the t-statistic value of 10.733 > 1.96 and the p-value of 0.000 < 0.05, *H3* is accepted. This result indicates that *affinity* (*X1*) has a positive and significant influence on *PEOU* (*X3*).

4. *H4:* The coefficient of influence of *PU* (*X2*) on *CI* (*Y*) is 0.251, with a standard error of 0.080, a t-statistic of 3.135, and a p-value of 0.002. Since the t-statistic value of 3.135 > 1.96 and the p-value of 0.002 < 0.05, *H4* is accepted. This result indicates that *PU* (*X2*) has a positive and significant influence on *CI* (*Y*).

5. *H5*: The coefficient of influence of *PEOU* (*X3*) on *CI* (*Y*) is 0.425, with a standard error of 0.159, a t-statistic of 2.607, and a p-value of 0.009. Since the t-statistic value of 2.607 > 1.96 and the p-value of 0.009 < 0.05, *H5* is accepted. This result indicates that *PEOU* (*X3*) has a positive and significant influence on *CI* (*Y*).

4.10. Indirect testing

Indirect testing is used to examine the relationship between *affinity* and CI after adding mediating variables of *PU* and *PEOU*. The results of the indirect test can be seen in the table below.

Table 9. Coefficient value (original sample), standard error and t-statistics

Hypotheses	*Original sample*	*Sample mean*	*Standard error*	*T-statistics*	*P-values*
H6: Affinity → PU → CI	0.106	0.107	0.040	2.635	0.008
H7: Affinity → PEOU → CI	0.279	0.289	0.117	2.376	0.018

1. *H6*: The coefficient of influence of *affinity* (*X1*) on *CI* (*Y*) through *PU* (*X2*) is 0.106, with a standard error of 0.040, a t-statistic of 2.635, and a p-value of 0.008. Since the t-statistic value of 2.635 > 1.96 and the p-value of 0.008 < 0.05, *H6* is accepted. This result indicates that *affinity* (*X1*) has a positive and significant influence on *CI* (*Y*) through *PU* (*X2*).

2. *H7*: The coefficient of influence of *affinity* (*X1*) on *CI* (*Y*) through *PEOU* (*X3*) is 0.279, with a standard error of 0.117, a t-statistic of 2.376, and a p-value of 0.018. Since the t-statistic value of 2.376 > 1.96 and the p-value of 0.018 < 0.05, *H7* is accepted. This result indicates that *affinity* (*X1*) has a positive and significant influence on *CI* (*Y*) through *PEOU* (*X3*).

5. DISCUSSION

Based on the results of testing the hypothesis above, this study strongly proves that the user's perception of the level of comfort in using SIPD technology plays an important role as a determining factor of user desire. Because SIPD is the main activity in the work every day and is an application that is easy to use and self-taught without having to attend training. The SIPD budget planning and financial administration which was previously done manually

is now based on electronics to support the implementation of development in the region, especially in terms of the availability of valid data for development planning analysis.

Affinity in the context of the use of SIPD reflects the user's perception of the level of comfort and suitability in operating this system. Users who have a high affinity for SIPD will feel more comfortable and suitable in using the system, so they are likely to continue to use and utilize SIPD on an ongoing basis. The importance of a high level of affinity towards SIPD cannot be ignored. Users who feel comfortable with this system are more likely to use SIPD actively and efficiently. The positive impact will be felt in the overall performance improvement of the local government. SIPD has been designed and developed with the aim of enhancing the effectiveness, efficiency, and timeliness of the local government's work. With strong user affinity, the implementation and utilization of this system can run more smoothly and successfully achieve these objectives.

The findings of this study provide a better understanding of the role of affinity in technology adoption and sustainability, particularly in mandated systems like SIPD. By knowing that affinity significantly influences users' desire to continue using SIPD, developers and decision-makers in the local government can take strategic steps to continuously improve and strengthen users' affinity towards this system. This will be a significant step forward in achieving superior, transparent, and responsive public services for the community.

The testing results for affinity towards CI (*H1*) show that affinity has a statistically significant influence on users' intention to use SIPD in the future. As a result, the greater the users' affinity for SIPD with the mandatory use of the SIPD then, the greater their intention to continue using the system. In the context of SIPD usage, affinity represents users' perceptions of system comfort and suitability. Users with a high affinity towards SIPD will feel more comfortable and compatible with the system, leading them to continue using and utilizing SIPD sustainably. This discovery backs up and enhances prior research findings by Hubert et al. (2019), Franke et al. (2019), and Wali et al. (2021), discovered that affinity influences users' CI to utilize technology. The overall findings of this study add to our understanding of the significance of affinity in the context of SIPD adoption and sustainability. However, it is important to remember that every technology has limitations in specific contexts and characteristics. To better understand and identify the elements driving technology acceptance and sustainability, continual testing and study on technology usage, including SIPD, are required. With a deeper understanding of affinity and other relevant variables, developers and decision-makers can design more effective strategies to maximize the acceptance and utilization of SIPD in the local government. This will contribute to improving the efficiency and effectiveness of the local government's work and providing better and more responsive public services.

Testing *H2* statistically proves that users' perception of affinity directly influences the TAM construct, namely the PU of the SIPD system. This suggests that the more users felt affinity or attachment to SIPD, the greater the PU of the system. This finding is consistent with earlier research, which highlights the relevance of PU and PEOU in establishing a favorable relationship between users and the products or services they use (Ahmad et al., 2020; Akdim et al., 2022). In this context, affinity becomes the main driver of users' positive perceptions towards SIPD. Users' impressions of the ease with which they can interact with the system will improve if they have a strong feeling of affinity. In other words, when users are at ease with and attached to SIPD, they are more likely to regard the system as valuable and simple to use.

Testing *H3* further reveals that SIPD users' reported ease of use has a statistically significant positive influence on their felt affinity. This suggests that the stronger users' perceived affinity for SIPD, the more positive their impressions of the system's ease of use. This finding is consistent with earlier theories and research that highlight the importance of affinity in defining a system's perceived ease of use. The level of attachment and comfort felt by users toward the SIPD system is reflected in affinity. Users with a high level of affinity are more likely to have a positive opinion of the ease of interacting with the system and find the system easier to use.

The research results also provide a deeper understanding of how the affinity factor affects users' impressions of the SIPD system's perceived ease of use. By understanding the role of affinity in shaping perceived ease of use, developers can take appropriate steps to enhance the user experience and ensure that the SIPD system is well-designed and developed to meet users' needs and preferences.

The testing results for *H2* and *H3* are consistent with previous research conducted by Kumar et al. (2018), Xu and Du (2018) and Jin and Divitini (2020). The findings of this research confirm that affinity plays a crucial role as a primary driver in shaping users' perceptions of usefulness and PEOU of SIPD. Furthermore, this discovery reinforces previous research that highlights the interconnected relationship between these factors in the context of technology adoption. Overall, this research provides a deeper understanding of how affinity influences users' perceptions of the SIPD system. Understanding the role of affinity in affecting PU and PEOU allows system engineers and decision-makers to concentrate more on increasing users' affinity with SIPD. Efforts to increase this affinity are likely to have a favorable impact on SIPD adoption and sustainability, as well as contribute to the development of effectiveness and efficiency in local government public services.

These findings demonstrate how a strong sense of affinity between users and a product might influence PU and perceived ease of use. Users who feel emotionally connected or comfortable with technology tend to perceive that the technology is easier and more useful. A positive perception of affinity can also increase users' motivation to learn more about the product or system, sharpen their user skills, or even participate in product development through feedback or support. As a result, a positive perception of affinity can help to improve perceptions of utility and PEOU (Lee et al., 2019).

This study, which focuses on assessing the TAM constructs for CI (*H4* and *H5*), statistically establishes that the TAM constructs have a positive and significant influence on users' CI to use SIPD. This finding is not new considering that TAM constructs have been proven as determinants that influence attitudes, intentions, and/or actual usage of a technology before (Jogiyanto, 2007). However, this research emphasizes the perception of CI, and these testing results align with previous findings by Venkatesh et al. (2003) and Chen and Li (2017). This research strengthens and provides further confirmation that the TAM constructs remain relevant and play a role as a robust theoretical model in explaining the CI to use SIPD.

The statistical testing results for *H4* indicate that the coefficient of influence between PU and CI is 0.251. This finding suggests that there is a link between PU and CI. Furthermore, the test results show a standard error of 0.080. The standard error measures how precise the sample-based estimation of the coefficient of influence of PU on CI is. The lesser the standard error value, the more accurate the coefficient estimation. The t-statistic found is 3.135. The t-statistic value is utilized in the regression model to test the significance of the coefficient of effect. The t-statistic score in this test is greater than 1.96, which is the critical value at the significance level of 0.05 (5%). This indicates that the coefficient of influence of PU on CI is statistically significant. Furthermore, the p-value is 0.002, which represents the likelihood of generating the observed values from zero if *H4* is true.

Based on the findings of the tests, it is possible to infer that the results are statistically significant and that PU has a positive and significant influence on instrument image (CI). This means that the higher the level of PU perceived by users towards the instrument, the more positive the instrument's image is in their minds. This result can be interpreted as follows: the easier and more useful the instrument is perceived by users, the better the instrument's image is formed in their minds.

Meanwhile, evaluating hypothesis *H5* reveals a coefficient of the effect of 0.425 between PEOU and instrument image (CI). This finding suggests that there is a link between PEOU and instrument image (CI). The results of the testing also reveal a standard error value of 0.159. The standard error measures how accurate the sample-based estimation of the coefficient of influence of PEOU on CI is. The lesser the standard error value, the more accurate the coefficient estimation. Furthermore, the t-statistic found is 2.607. The t-statistic value is used to test the significance of the coefficient of influence in the regression model. In this testing, the t-statistic value is greater than 1.96, which is the critical value at the significance level of 0.05 (5%). This indicates that the coefficient of influence of PEOU on CI is statistically significant.

Based on the findings of the tests, it is possible to conclude that the results are statistically significant and that PEOU has a positive and significant influence on instrument image (CI). This indicates that the higher the level of PEOU perceived by users toward the instrument, the more positive the picture of the instrument generated in their thoughts. This result can be interpreted as follows: the easier the use of the instrument is perceived by users, the better the instrument's image is formed in their minds. The application of the TAM model as an analytical tool, as done in this article, provides deeper insights into how users' perceptions of usefulness and PEOU (PU and PEOU) influence their intention to utilize the system in the future. As a result of these findings, the need to detect and comprehend users' perceptions of CI as a vital aspect in the context of technology adoption is reinforced. Understanding these elements would aid developers and decision-makers in devising more effective tactics to increase the intention and sustainability of SIPD adoption by local governments.

The research findings show that affinity has a positive and significant impact on CI through PU and PEOU in the final testing, which is the perception of affinity towards CI with the mediation of TAM constructs (*H6* and *H7*). This suggests that users' perceived level of attachment to SIPD has a direct impact on their intention to continue using SIPD (CI). This is due to the good perception of utilizing SIPD in terms of the convenience and utility of engaging with the system. These findings are consistent with the concept of a mediation influence model, in which TAM constructs, PU, and PEOU operate as mediators, strengthening the association between the variables involved. In this context, the perception of affinity plays a role in enhancing positive perceptions of SIPD usage through TAM constructs, which in turn influences users' intentions to continue using the system.

Testing *H6* yields a coefficient value of 0.106 for the influence of affinity on instrument image (CI) via PU. This result indicates that there is a relationship between affinity and instrument image influenced by PU. It is statistically significant, indicating that affinity influences instrument image (CI) via PU. This indicates that the higher the amount of affinity perceived by users for the instrument, the more positive the impression generated on them by perceived utility impacted by affinity.

Meanwhile, testing *H7* reveals a coefficient value of 0.279 for the influence of affinity on instrument image (CI) via PEOU. This finding suggests that there is a link between affinity and instrument image, which is influenced by perceived ease of use. Based on the results of these tests, it is possible to conclude that affinity has a favorable and significant impact on instrument image (CI) via PEOU. This means that the higher the level of affinity perceived by users towards the instrument, the more positive the instrument image formed on them through perceived ease of use.

Overall, these hypothesis testing results (*H6* and *H7*) provide important insights into understanding the complex relationship between users' perceptions of usefulness, perceived ease of use, affinity, and their intention to use SIPD continuously. These findings give empirical evidence that affinity is important in developing good opinions of SIPD, which influences users' inclinations to continue using it. These findings are also compatible with earlier research, such as that of Abdul and Soundararajan (2022). It indicates the consistency and validity of the findings in the context of technology usage, where affinity as an attachment factor plays a critical role in shaping users' attitudes and decisions toward SIPD. With

a deeper understanding of the role of affinity and the interaction of variables within this conceptual framework, developers and decision-makers can design more effective strategies to enhance the acceptance and sustainability of SIPD usage by local governments.

The findings of this study contribute to a deeper understanding of the relationship between users' views of usefulness, perceived ease of use, affinity, and intention to utilize the SIPD system. According to the findings of the study, affinity has a significant impact in affecting the CI to use SIPD. The greater the consumers' affinity with SIPD, the greater their propensity to continue using the system. Furthermore, the testing findings indicate the mediating role of affinity in increasing the link between the variables involved. Users' perceptions of usefulness and PEOU are influenced by affinity, which in turn determines their decision to continue using SIPD. These findings provide robust evidence that users who feel emotionally connected or comfortable with SIPD tend to have more positive perceptions of the system, ultimately motivating them to continue using SIPD (Hopp & Barker, 2016; Pallud, 2017).

Greater knowledge of the elements influencing ongoing intention usage is critical in the context of adopting the SIPD system in local governments. The research findings can help decision-makers increase the effectiveness, efficiency, and user acceptance of SIPD by providing direction and a solid foundation. Local governments should develop more effective ways to maintain the sustainability of SIPD usage and improve their performance in providing better public services by taking characteristics such as affinity, usefulness, and PEOU into account.

The relevance of this research is to implement the commitment of central and local governments to use SIPD sustainably. SIPD is an information system that contains regional development planning, regional finance, and guidance and supervision of local government. Operated by civil servants to support the implementation of development in the region, especially in terms of the availability of valid data. SIPD serves to provide information to the public on the implementation of local government (the public can find out/access information related to governance in their area). The function of SIPD for central and local governments is the unification of national references to produce local government information services that are interconnected or integrated regional planning and financial processes are easier to do in an electronic system.

6. CONCLUSION

The researchers established a conceptual framework in this study that investigates the idea of affinity and the TAM as mediators between TAM characteristics and the intention to continue using the SIPD. The TAM outlines two major characteristics that drive technology acceptance among users: PU and perceived ease of use. TAM also recognizes the significance of extrinsic factors impacting user acceptability, such as social considerations and organizational support. Previous studies, however, have demonstrated that the TAM model does not adequately explain the sustainability of SIPD usage.

Focusing on the sustainability of using SIPD, this study specifically emphasized the concept of affinity as a key factor influencing the CI of using SIPD. Affinity refers to users' perceptions of their level of attachment, comfort, and compatibility in interacting with the SIPD system. As a mandatory system, affinity becomes a critical factor in user acceptance of SIPD. Affinity affects users' perceptions of their level of interest and common interests in using the SIPD system, which contributes to their motivation to continue using and utilizing the system.

Previous research has emphasized the significance of affinity in terms of technology acceptance and information system adoption. As a result, a survey method and route analysis were used in this study to investigate the interactions between variables in the suggested conceptual framework. Data for the study were gathered from SIPD users in various local governments. The results of the tests revealed that all of the hypotheses provided in this study were accepted. This suggests that affinity perceptions have a favorable and significant impact on the TAM dimensions of PU and PEOU. These data confirm that the higher users' perceived affinity for SIPD, the more positive their assessments of the system's usefulness and simplicity of use. Furthermore, the test results revealed that affinity perceptions had a favorable and significant influence on the continued desire to use SIPD via TAM construct mediation. In other words, affinity influences users' beliefs and intentions to continue using SIPD in the long run. Based on these data, it is possible to conclude that affinity is a very meaningful element that is appropriate for use in required systems such as SIPD. Understanding the significance of affinity in the context of required systems allows developers and decision-makers to focus on refining the design and functionality of SIPD to increase user affinity and, as a result, achieve improved usage sustainability.

This research has implications for academic literature in terms of testing the CI of technology usage (SIPD) using affinity perceptions and TAM constructs as mediation. Moreover, practically, the findings of this research can be used by policymakers at the local government level to pay attention to user comfort in their daily tasks using SIPD. However, there are certain limitations to this study. First, the research participants are still a long way from the general population. Second, both in terms of institutions and respondent locations, the distribution of respondents is uneven. Third, because this study was conducted in a very short period of time, data collecting could not be optimized.

This study was conducted in the South Sulawesi region. Future research could expand the geographical scope to include other regions or countries to compare and contrast the findings. While this study used the TAM constructs (perceived usefulness and perceived ease of use) as mediating factors, future research could explore the role of other potential mediating factors such as trust, perceived risk, or social influence. Moreover, a longitudinal study could provide insights into how these relationships evolve over time.

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APPENDIX. RESEARCH QUESTIONNAIRE

Mr./Ms. please choose the answer from the lowest number at 1 ("strongly disagree") to the highest number at 5 ("strongly agree") of the proposed statement. The questionnaires of each item were measured using a Likert scale with the alternative scores in the given questionnaire being five as follows: a) Strongly agree (SS) = score of 5; b) Agree (S) = score of 4; c) Neutral (N) = score of 3; d) Disagree (TS) = score of 2, and e) Strongly disagree (STS) = score of 1.

A. Variable *PU*, adopted from Davis (1989):

1. Using SIPD improves my performance.
2. SIPD improves work effectiveness.
3. SIPD increases work productivity.
4. SIPD saves time in doing tasks.
5. In general, SIPD is very useful to me.

B. Variable *PEOU*, adopted from Davis (1989):

6. SIPD is very easy to learn.
7. SIPD is very easy to control.
8. SIPD is easy to understand.
9. SIPD makes it easy to access the information needed.
10. SIPD makes me more expert in doing the job.
11. SIPD is very easy to use.

C. Variable *affinity*, adopted from Hopp and Barker (2016) and Jin and Divitini (2020):

12. The use of SIPD is my main daily activity.
13. The use of SIPD is important in my work.
14. I can not work without the use of SIPD.

D. Variable *CI*, adopted from Venkatesh and Davis (2000) and Taylor and Tood (1995):

15. I intend to continue using SIPD.
16. I intend to continue using SIPD compared to other systems.
17. I use SIPD very often.