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Public Perceptions of Perceived Value of "Smart Kampung" in Facilitating Public Participation in Banyuwangi

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A R T I C L E I N F O

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A B S T R A C T

This study analyzes Banyuwangi residents' perceptions of the IoT-based Smart Kampung program's perceived value in facilitating public participation using the Technology Acceptance Model (TAM) framework. The research examines perceived usefulness, empowerment, information privacy, and information social support on value perceptions and continuous use intentions. The methodology employs quantitative explanatory research with 200 respondents. Analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Results reveal empowerment as the dominant factor forming perceived value, followed by perceived usefulness, while information privacy and social support showed limited significance. Perceived value demonstrated strong correlation with continuous use intention. Multi-group analysis revealed gender differences in technology evaluation pathways, highlighting the importance of user empowerment in sustainable IoT adoption.

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INTRODUCTION

The Banyuwangi Smart Kampung Program received the Indonesia Smart Nation Award 2018, yet it faces the phenomenon of passive community participation in digital service utilization. The gap between sophisticated IoT technology and the level of community adoption indicates that perceived technology value serves as a critical factor in smart village program success. (El-Haddadeh, 2019) revealed that although IoT opens opportunities for community engagement in public activities, the perceived value has not been well appreciated, resulting in predominantly passive participation.

This research contributes to the enrichment of the Technology Acceptance Model (TAM) by analyzing a unique sample of rural communities that have undergone digital transformation, differing from smart city research that predominantly focuses on urban contexts. The novelty of this study lies in identifying antecedents of IoT technology value perception in smart village contexts that have not been extensively explored. This research aims to analyze Banyuwangi community perceptions toward the value of the Smart Kampung program, identify factors influencing IoT user value perception, and evaluate their relationship with continued intention to utilize the program. The key factors and advantages of this research seek to assess the community's perceptions regarding their experiences during the use of the smart village platform in Banyuwangi in fulfilling community needs, such as population administration, human resources, service information, access to government programs, and various other necessities. Therefore, this study is essential to evaluate and ensure the sustainability of the smart village program and to serve as a reference for smart villages in Indonesia, utilizing a model of implementation and development from the Technology Acceptance Model (TAM).

LITERATURE REVIEW

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) that is known today is actually an advancement of the Theory of Reasoned Action (TRA), which has been in existence since 1989. The original model was proposed by (F. Davis, 1989). The main framework of the Theory of Reasoned Action (TRA) model features two prominent variables: perceived usefulness and perceived ease of (F. Davis, 1989; Venkatesh et al., 2003). The understanding that leads to the belief that technology can enhance performance is referred to as perceived usefulness, which is a significant determining factor. Meanwhile, society's understanding of using technology to aid daily activities, along with its convenience, so that individuals do not have to sacrifice many things, is termed perceived ease of use (C. Davis, 2000; Venkatesh & Davis, 2000). Therefore, utilizing both of these variables in this research, besides being popular, is a relevant and interesting decision (Granić & Marangunic, 2019; Scherer et al., 2019).

Perceived Usefulness (PU)

Perceived usefulness is the understanding and belief that the use of technology can improve performance or productivity in people's daily lives. Perceived usefulness represents a key determinant in research that uses

technology (F. Davis, 1989; Venkatesh & Davis, 2000). The level of consistency in empirical findings shows a very good relationship between Perceived usefulness and perceived value, especially for research developing models of Internet of Things (IoT) technology use (C.-L. Hsu & Lin, 2018). The findings are also clarified by other empirical findings in various sectors, both from the household side (Tie, 2019), agricultural aspects (Sharef, 2022), and in the public service sector (G. Hu et al., 2020), in all of these sectors, perceived value is an important determinant between perceived benefits and intention to use IoT (Chohan et al., 2021). And in the context of increasing the use of IoT development models in society, including in Banyuwangi, an effective strategy is to highlight its real benefits such as convenience, efficiency, and comfort in daily life (Nahida, 2024), because increasing the perception of benefits is the key to strengthening value and encouraging IoT adoption in society (Dutta et al., 2023).

H1a : Perceived usefulness influences perceived value in IoT usage among the Banyuwangi community

Empowerment (E)

Based on empowerment theory, which explains that empowerment enhances user self-efficacy, control, knowledge, and participation (Joo et al., 2020), empowerment has been proven to positively influence perceived value in Internet of Things (IoT) technology usage. Research from an empowerment theory perspective demonstrates that empowerment increases perception of benefits, satisfaction, and technology adoption (Hsieh et al., 2021; Sun et al., 2024), with psychological empowerment positively correlating with user performance and satisfaction (Dong et al., 2022). Meanwhile, research in Indonesia using the Technology Acceptance Model (TAM) shows that perceived IoT usefulness related to community empowerment significantly influences technology adoption (Usman et al., 2021). Recent studies confirm that digital empowerment enhances brand value and technology adoption (Duan, 2024), thus empowered communities tend to value and adopt IoT technology more highly, although specific research in Banyuwangi is still needed to validate this relationship.

H1b : Empowerment influences perceived value in IoT usage among the Banyuwangi community.

Information Privacy (IP)

Information privacy influences perceived value in Internet of Things (IoT) technology adoption based on privacy calculus theory perspective, where users balance privacy risks as "sacrifices" against the benefits obtained (Nguyen, 2021; Princi & Krämer, 2020). However, the influence of privacy concerns is often weaker compared to perceived user benefits such as convenience and enjoyment, as well as external factors such as network externalities (Oh et al., 2023).

H1c : Information privacy influences perceived value in IoT usage among the Banyuwangi community.

Information Social Support (IFS)

Social support from the surrounding environment plays a crucial role in encouraging technology adoption by increasing individual trust and motivation, improving the quality and credibility of information (Acikgoz et al., 2023), helping vulnerable groups such as rural elderly overcome digital literacy barriers (Chan et al., 2024), and strengthening technology adoption in organizations through management and co-worker support (H. Hsu et al., 2019). Specifically, for the use of IoT development models, several factors need to be considered. Information Social Support can be a determinant of the relationship between the creation of perceived value by utilizing a community that is willing to help each other in using smart villages, active community involvement, and collaboration between all elements that do not rely solely on the government (Kervenoael et al., 2023; Li et al., 2024). In addition to these aspects, the contribution of social activities or environments can also encourage intention and encourage IoT adoption, as these aspects create a sense of ease and benefit (C.-L. Hsu & Lin, 2018). Furthermore, when utilization is for the public interest, the public will feel it must be maintained and sustained (Chohan et al., 2021).

The use of IoT, supported by several aspects, such as social support and collaboration between the government and the community, can significantly foster continued use intention. Numerous empirical findings have examined how social information support can determine continued use using the IoT model, involving mutually active and collaborative environmental activities (Chatterjee, 2022). This reflects the real social power that creates the intention to use IoT in community-engaged activities, rather than the technical aspects of IoT use (Hashim & Al-Sulami, 2020). Therefore, the success of a smart village program depends on the emphasis not on the technical aspects of use, but on key elements such as community involvement and other social aspects. Yet, these neglected aspects are the biggest contributors (Pandharipande, 2021).

H1d : Social information support influences perceived value in IoT usage among the Banyuwangi community.

H2b : Social information support influences continuous use intention in IoT usage among the Banyuwangi community.

Perceived Value (PV)

Perceived Value is the final result of comparing the effort in using IoT with the sacrifices made. Its evaluation is by looking at the benefits received and felt directly by users, in this case, the community using smart villages. This can include ease of use, costs incurred, and even the risks faced by the community (Xie et al., 2021). Perceived value has been proven to have significant influence on continuous IoT usage intention, where higher user perceived value leads to greater intention to continue using IoT technology (Chohan et al., 2021). Perceived value, encompassing convenience, usefulness, personalization, security, and social value, consistently serves as the main driving factor for continuous usage intention across various public service and consumer device contexts (G. Hu et al., 2020). (Kowalczuk & Hof, 2025) emphasize that perceived value represents a trade-off between benefits and costs, thus efforts to enhance

benefits and reduce risks will strengthen IoT usage sustainability in communities. Perceived value positively influences continuous use intention.

H2a : Perceived value influences continuous use intention in IoT usage among the Banyuwangi community.

METHODOLOGY

Based on the objectives to be achieved in this study, the method is suitable for explanatory research design. The approach is through a survey using a questionnaire as a data collection tool. This study determined the population of Banyuwangi Regency.

This study decided on a sample size of 200 respondents for several reasons relevant and appropriate to the conditions of the research site. According to (Mundfrom et al., 2005; Siddiqui, 2013), a sample size of 200 respondents meets the minimum requirements for factor analysis with up to 10 variables, which is appropriate for the research instrument used. For practical reasons, a sample size of 200 respondents optimally balances the interests of validity and reliability testing and the efficient use of resources, both time and research costs, while also minimizing the risk of error (Burmeister & Aitken, 2012). These reasons are widely accepted standards in social and behavioral research (Lakens, 2021).

This number will be conducted using the convenience sampling technique, a concrete reason because not all elements of society use the smart village platform. Therefore, this approach is relevant, based on the ease and willingness of people who use the smart village platform to participate in this study (Ahmad. & Halim, 2017). For additional information, this research has received ethical approval from the Research Ethics Committee of Universitas Negeri Malang (UM) with number 01.07.05/UN32.14.2.8/LT/2025, confirming that this research is considered to have minimal risk with Exempted status so that it is exempt from the full ethical review process. This study also decided on a data analysis technique using the Structural Equation Modeling (SEM) model with the help of Partial Least Squares (PLS) tools to test the structural relationship between research variables.

RESEARCH RESULTS

This stage analyzes and interprets the results of the structural model testing and the research hypotheses through systematic visual presentation using structural equation modeling (SEM) techniques, using Partial Least Squares (PLS) software. The data analyzed in this study reached 200 respondents, which will be detailed and discussed as follows:

Table 1. Profile Demografi Responden

Characteristics	Frequency	%
Gender		
Male	83	41.5%
Female	117	58.5%
Total	200	100%
Age		

Under 18	7	3.5%
18-24 years	54	27%
25-34 years	91	45.5%
35-44 years	42	21%
44 and over	6	3%
Total	200	100%
Education		
Junior High School/Equivalent	2	1%
Senior High School/Vocational High School/Equivalent	66	33%
Diploma	16	8%
Bachelor's Degree	111	55.5%
Master's Degree	5	2.5%
Total	200	100%
Occupation		
Freelancer	8	4%
Housewife	24	12%
Private Employee	62	31%
Civil Servant	12	6%
Student	45	22.5%
Unemployed	2	1%
Entrepreneur/Businessperson	30	15%
Other	17	8.5%
Total	200	100%
Duration of Smart Kampung Use		
7–12 months (1 year)	75	37.5%
1-2 years	58	29%
More than 3 years	37	18.5%
Less than 1 month	30	15%
Total	200	100%

This study involved 200 respondents with a female majority (58.5%) and a dominant age range of 25-34 years (45.5%). Educational level was dominated by bachelor's degree graduates (55.5%) with the most common occupations being private employees (31.0%) and students (22.5%). Most respondents had been using Smart Kampung for 7-12 months (37.5%) and 1-2 years (29.0%).

Measurement Model Evaluation (Outer Model)

The measurement model is an important component to ensure validity and reliability of the constructs used. This study employed 6 latent constructs: Continuous Use Intention (CUI), Empowerment (E), Information Privacy (IP), Information Social Support (ISS), Perceived Usefulness (PU), and Perceived Value (PV) with a total of 19 indicators reflecting each construct.

Reliability and Average Variance Extracted (AVE)

Table 2. Reliability and Average Variance Extracted (AVE)

Matrix	Internal consistency/reability			
	Cronnbach's Alpha	Rho_A	Composite Reability	Average variance extracted (AVE)
CUI	0.831	0.836	0.899	0.747
E	0.733	0.735	0.882	0.789
IP	0.856	0.904	0.891	0.623
IFS	0.870	0.871	0.920	0.794
PU	0.790	0.791	0.877	0.705
PV	0.814	0.814	0.890	0.729

Convergent validity evaluation shows that all constructs have AVE values above 0.5, confirming good convergent validity. All constructs demonstrate good to excellent reliability levels, with Cronbach's Alpha values ranging from 0.733 to 0.870, and Composite Reliability between 0.877 and 0.920.

Factor Loading Analysis

Table 3. Factor Loading

	Continuos Use Intention (CUI)	Empowerment (E)	Information Privacy (IP)	Information Social Support (IFS)	Perceid Usefulness (PU)	Perceived Value (PV)
CUI1	0.875					
CUI2	0.850					
CUI3	0.868					
E1		0.880				
E2		0.896				
IP1			0.701			
IP2			0.801			
IP3			0.775			
IP4			0.830			
IP5			0.822			
IFS1				0.871		
IFS2				0.905		
IFS3				0.897		
PU1					0.824	
PU2					0.860	
PU3					0.834	
PV1						0.860
PV2						0.859
PV3						0.841

Discriminant validity and factor loading demonstrate that all indicators have high factor loadings on their respective constructs, with loading values ranging from 0.701 to 0.905.

Discriminant Validity Testing

Table 4. Fornell-Larcker Criterion

	Continuos Use Intention (CUI)	Empowerment (E)	Information Privacy (IP)	Information Social Support (IFS)	Perceid Usefulness (PU)	Perceived Value (PV)
CUI	0.865					
E	0.602	0.888				
IP	0.202	0.123	0.789			
IFS	0.451	0.453	0.214	0.891		
PU	0.611	0.691	0.152	0.487	0.839	
PV	0.731	0.584	0.237	0.482	0.550	0.854

The Fornell-Larcker criterion analysis results indicate that discriminant validity has been fulfilled for all constructs. The square root of AVE values on the main diagonal are greater than the correlations between constructs, confirming that each construct has uniqueness and can be distinguished from other constructs.

Structural Model Evaluation (Inner Model)

The structural model evaluates causal relationships between latent constructs to measure community perceptions toward Smart Kampung. The evaluation was conducted through several stages including collinearity testing, predictive relevance, and structural relationship significance.

Assessment of Collinearity and Coefficient of Determination

Table 5. Collinearity Assessment

	Indicators	VIF
CUI1	I intend to continue using Smart Kampung technology in the future	1.895
CUI2	I will continue to use this technology to access public services	1.875
CUI3	I will use this technology routinely in the future	1.974
E1	I am motivated to be more active in using Smart Kampung technology	1.502
E2	With Smart Kampung technology, I am more capable of managing my daily activities	1.502
IP1	My personal information should not be sold to other parties	1.740
IP2	My information should not be shared without my permission	2.333
IP3	My information should not be used for purposes I do not agree with	2.165

IP4	The Smart Kampung system must prevent unauthorized access to my data	1.831
IP5	Service providers must ensure my data remains accurate and secure	1.677
IFS1	When I experience difficulties with IoT technology, there are experienced people who help provide solutions	2.075
IFS2	When experiencing problems, there are people who help solve my problems with this technology	2.570
IFS3	I am helped to find solutions to problems when using this technology by people who understand	2.392
PU1	Using Smart Kampung technology can help me improve my daily productivity.	1.624
PU2	Smart Kampung technology helps me complete activities faster.	1.789
PU3	I feel benefited by using Smart Kampung technology	1.617
PV1	Compared to the effort I put in, using this technology provides commensurate benefits	1.851
PV2	Compared to the time I spend, this technology provides worthwhile benefits	1.810
PV3	Overall, using this technology provides good value for me	1.725

Table 6. Hypothesis Testing Results

Endogenous Construct	R^2	Interpretation
Perceived Value (PV)	0.435	Moderate
Continuous Use Intention (CUI)	0.547	Moderate

Collinearity assessment using Variance Inflation Factor (VIF) shows that all values are below 5, indicating no serious multicollinearity problems. The model demonstrates moderate predictive capability with R^2 values of 0.435 for Perceived Value and 0.547 for Continuous Use Intention.

Hypothesis Testing

Table 7. Hypothesis Testing Results

Hypothesis	Relationship	Original sample	T statistic	P-Value	Conclusion
Indirect Effects					
H1a	PU -> PV	0.196	2.107	0.036*	H1a supported
H1b	E -> PV	0.341	4.386	0.000**	H1b supported
H1c	IP -> PV	0.121	1.886	0.060	H1c not supported
H1d	IFS -> PV	0.206	1.902	0.055	H1d not supported
Direct Effects					
H2a	PV -> CUI	0.669	12.657	0.000**	H2a supported
H2b	IFS -> CUI	0.129	1.876	0.061	H2b not supported

*N=200 *significant at <0.05. **significant at <0.01

In this section, each statistical test conducted is explained comprehensively. The test results show that three out of six hypotheses were proven statistically significant. Empowerment demonstrates the strongest influence on Perceived Value (β = 0.341, t = 4.386, p < 0.001), while Perceived Value has a very strong influence on Continuous Use Intention (β = 0.669, t = 12.657, p < 0.001).

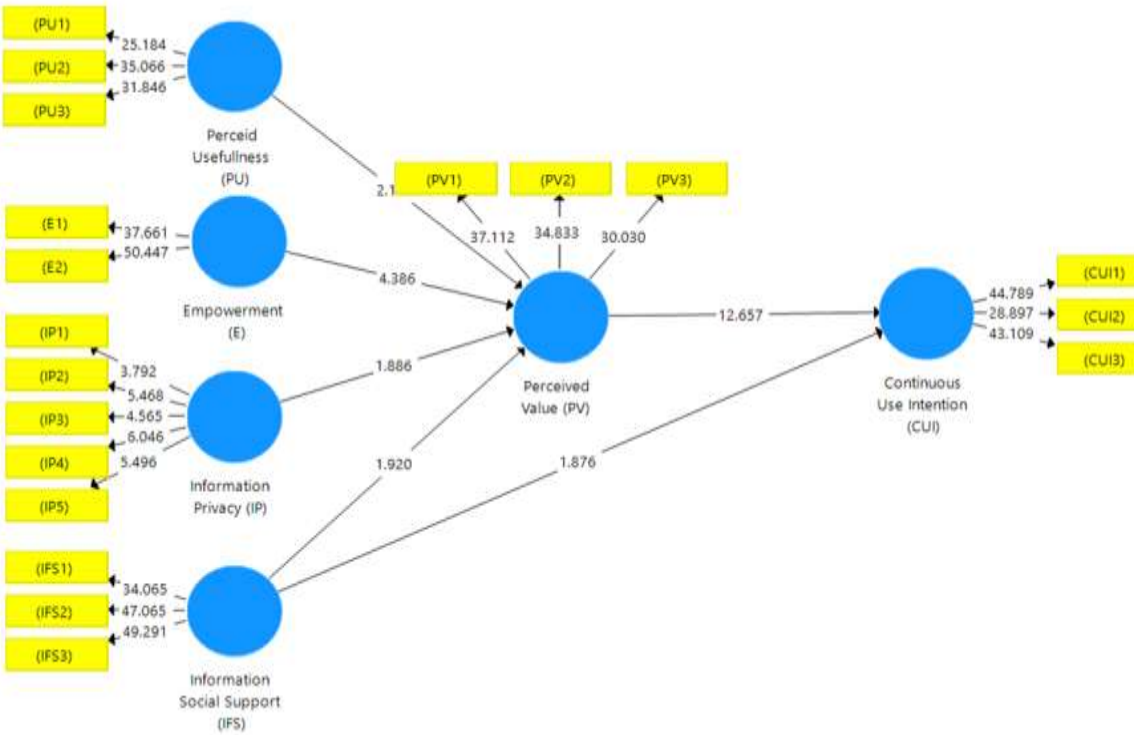

Figure 1. Research Structural Model

The structural model shows relationships between constructs with significant path coefficients including: Empowerment → Perceived Value (β = 0.341), Perceived Usefulness → Perceived Value (β = 0.196), and Perceived Value → Continuous Use Intention (β = 0.669).

Predictive Relevance Evaluation (Q^2)

Predictive relevance testing was conducted using the blindfolding procedure with Q^2 (Q-square) values as indicators of the model's ability to predict endogenous constructs. Cross-validated redundancy analysis results show satisfactory values for both endogenous constructs in this study. The Continuous Use Intention construct obtained a Q^2 value of 0.398, while the Perceived Value construct obtained a Q^2 value of 0.304. Both values are above zero, indicating that the model has good predictive relevance. The higher Q^2 value for Continuous Use Intention demonstrates that the model has stronger predictive capability for this construct compared to Perceived Value. These results confirm that the structural model not only explains relationships between constructs but also possesses adequate predictive capability for practical applications.

Predictive Relevance Evaluation and Multi-Group Analysis (MGA)

To test heterogeneity in smart kampung user behavior across demographic groups, multi-group analysis (MGA) was conducted based on gender. This analysis aims to identify significant differences in structural relationships between male and female respondents in the context of Smart Kampung usage.

Table 8. MGA testing results based on gender

Relationship	Bootstrapping (Male)			Bootstrapping (Female)			MGA P-Value
	Original Sample	T Statistic	p-Value	Original Sample	T Statistic	p-Value	
PU -> PV	-0.158	0.887	0.376	0.365	4.520	0.000**	0.006
E -> PV	0.618	4.096	0.000**	0.260	3.430	0.001**	0.023
IP -> PV	0.240	2.692	0.007*	0.021	0.239	0.811	0.099
IFS -> PV	0.204	1.169	0.243	0.208	2.084	0.038*	0.986
PV -> CUI	0.678	8.618	0.000**	0.643	9.670	0.000**	0.751
IFS -> CUI	0.109	1.137	0.256	0.168	1.753	0.080	0.697

N (Male) = 83. N (Female) = 117. *significant at <0.05. **significant at <0.01)

Multi-group analysis results reveal significant differences in Smart Kampung usage between male and female respondents. Key findings indicate that Perceived Usefulness has a significant positive influence on Perceived Value among female respondents ($\beta = 0.365$, $p < 0.001$), but is not significant and even has a negative coefficient among male respondents ($\beta = -0.158$, $p = 0.376$) with statistically significant differences (p-value MGA = 0.006). Conversely, Empowerment shows a stronger influence on male respondents ($\beta = 0.618$, $p < 0.001$) compared to female respondents ($\beta = 0.260$, $p < 0.001$) with significant differences (p-value MGA = 0.023). These differences indicate that females prioritize functional aspects and practical utility of Smart Kampung in daily life, while males emphasize empowerment and control aspects in public affairs participation.

For other relationships (IP→PV, IFS→PV, PV→CUI, IFS→CUI), no significant differences were found between genders (p-value MGA > 0.05), indicating that these factors have relatively consistent influence regardless of respondent gender. These findings provide important insights that Smart Kampung implementation strategies need to consider differential approaches based on gender to optimize public participation.

DISCUSSION

This study demonstrates that Perceived Usefulness is a predictor of Perceived Value formation. Similar to previous studies, this study's results are similar to those of (C.-L. Hsu & Lin, 2018; D. Liu et al., 2022), which have demonstrated a strong relationship between perceived usefulness and perceived value in public services using an IoT model. The scope of this study visualizes how a group of people with higher education engage in an evaluation by comparing the costs incurred with the benefits received (cost-benefit) during the use of smart villages in Banyuwangi. Indirectly, they are able to assess the practical benefits in terms of convenience and the reduction of time wasted on

activities or productivity when using technology for personal, family, and even neighborly needs. Interesting findings from smart village users in Banyuwangi. Although there is an influence of perceived usefulness on perceived value in public services using the IoT model, it is lower than that of empowerment on perceived value. This finding reflects the character and culture of the Banyuwangi community, even though people in the technological literacy segment are already competent, they still prefer empowerment. This phenomenon is a landscape where the Banyuwangi community values more because they feel empowered or not ignored, not only because the technology is easy to use.

Further analysis reveals that Empowerment has the strongest magnitude in explaining Perceived Value variance. This finding is consistent with various empirical studies demonstrating positive relationships between empowerment and perceived value in digital technology contexts. (Hsieh et al., 2021; Junglas et al., 2022) confirm that empowerment enhances user self-efficacy, control, and participation, which contribute to improved benefit perception and technology adoption, while (Usman et al., 2021) found that IoT usefulness perception related to community empowerment significantly influences technology adoption in Indonesia. Recent studies by (Duan, 2024) further confirm that digital empowerment enhances brand value and technology adoption, thus empowered communities tend to have higher value perceptions toward IoT technology, as found among the Banyuwangi community in this research where highly educated digital natives have high expectations for technology autonomy and control. Furthermore, as private employees and entrepreneurs, they highly value flexibility in managing time and administrative processes, making empowerment through Smart Kampung that enables independent control over services the most valuable aspect for them.

Information Privacy provides another meaningful contribution from this research finding, where it does not show significant influence on Perceived Value despite a positive relationship direction. The relationship between information privacy and perceived value in smart kampung application contexts demonstrates complexity dependent on the balance of benefits and risks. Research shows that privacy concerns can reduce perceived value, particularly in mobile applications and digital payments (Fehrenbach & Herrando, 2021; B. Hu et al., 2023). However, citizens continue using applications if the benefits obtained from digital public services outweigh privacy concerns, similar to findings in traffic applications where privacy influence is not always significant on usage continuity (Nguyen, 2021). This finding can capture a phenomenon where digital natives experience privacy paradox, where they are willing to sacrifice privacy for technological convenience, while Smart Kampung's status as an official government platform creates high implicit trust in data security. The pragmatic orientation of respondents who prioritize efficiency and the low digital privacy literacy in Indonesia cause information privacy considerations, although still relevant, to not become a dominant factor in assessing perceived value of the Smart Kampung platform.

Furthermore, Information Social Support also demonstrates non-significant influence on Perceived Value. In smart kampung application contexts, information social support can take the form of information exchange about public services, government programs, or community activities shared among residents through digital platforms. (Li et al., 2024) show that information social support in digital environments can enhance perceived value through utilitarian dimensions (ease of access to government information), hedonic dimensions (satisfaction from interacting with fellow residents), and symbolic dimensions (pride in being part of a modern kampung). However, (S. Liu et al., 2020) emphasize that in online communities, the effectiveness of information social support heavily depends on the sense of belongingness built among smart kampung platform users. This non-significance is logical considering that Smart Kampung is primarily used for personal/family needs in population administration, not collaborative activities requiring extensive social support. In this context, the community has high self-help capabilities and does not rely heavily on social support for technology use, especially for relatively straightforward administrative services. The dominance of technical issues in reported constraints, rather than usage guidance issues, indicates that respondents need system performance more than social support.

Another finding indicates that Perceived Value has a positive correlation with Continuous Use Intention. This finding is consistent with previous research demonstrating perceived value as a key factor in IoT continuous usage intention. (Chohan et al., 2021) confirm the positive relationship between value perception and continuous usage intention intensity. Perceived value dimensions including convenience, utility, personalization, security, and social value have proven to be consistent predictors across various contexts (G. Hu et al., 2020). (Kowalczuk & Hof, 2025) affirm that perceived value represents a trade-off evaluation between benefits and costs, making benefit optimization and risk minimization key to strengthening sustainable IoT adoption. The strength of the relationship between Perceived Value and Continuous Use Intention can be explained through high retention patterns that demonstrate the translation of value perception into continuous usage behavior. The presence of new users indicates spillover effects from existing user satisfaction. The dominance of economically stable groups such as private employees and entrepreneurs enables them to conduct long-term value evaluations, while digital native characteristics provide them with high thresholds for switching costs in technology. Suggestions such as "hopefully Smart Kampung continues to improve to become even better and continues to be enhanced with various beneficial features" demonstrate long-term commitment consistent with this very high statistical coefficient.

The relationship between Information Social Support and Continuous Use Intention is also not significant, which can be explained through the strength of the direct relationship between Perceived Value and Continuous Use Intention, making social support less relevant as a direct predictor. Several studies have found that information social support does not significantly influence continuous usage intention directly in digital contexts. (Wiafe et al., 2020) found that information social support is not significant as a predictor of continuous usage

intention on academic social networking sites, while (Handarkho, 2024) shows that the relationship between information social support and continuous use intention is not significant in social commerce contexts. This finding is relevant to understand in the context of smart kampung platform or application usage, where the non-significance of information social support can be explained through the presence of other more dominant factors such as perceived value of digital village services or technology usage habits by the community, making the role of information social support indirect or mediated by these factors (Handarkho, 2024).

The final investigation of this study attempts to uncover the users of smart villages in Banyuwangi by examining gender differences. Interesting findings emerge from both perspectives, between women and men. Banyuwangi residents, especially women, prioritize practicality (perceived usefulness) when using smart village services. They are more concerned with whether the technology used, for example in managing population administration, can help them meet these needs. They prioritize saving time and having their affairs resolved as a responsibility to address the problem, rather than prestige. Therefore, the approach used to sustain smart villages must be as simple as possible, starting with an attractive yet simple display, clear access buttons, unambiguous language use, and accessibility at any time. Of course, this is accompanied by short, easy-to-follow video tutorials.

In contrast, men place greater emphasis on empowerment, which suggests they should feel important, respected, and independent in managing administrative matters. This creates the impression that they have control over the solutions to problems they need to resolve without needing to rely on anyone else for administrative paperwork. Psychologically, men desire power and a sense of power and independence. Approaches that can be taken include engaging visuals, document progress visibility and tracking, and, if necessary, information and notifications, as these can indirectly instill pride and a sense of independence.

CONCLUSION AND RECOMMENDATIONS

The main objective of exploratory research is to re-establish the old model. This study re-tests the Theory Acceptance Model (TAM) on smart village users in Banyuwangi.

The results of this study confirm that there are three determinants of why people use smart villages sustainably. Empowerment is a key determinant that can create perceived value, followed by perceived usefulness. Perceived value, on the other hand, has a strong influence on the intention to continue using the smart village digital platform in Banyuwangi..

This research also uncovered gender-based differences. An interesting finding from this investigation was the differences between men and women. The strongest difference for men was the empowerment aspect, while women prioritized practical utility.

Local governments need to implement communication strategies tailored to gender preferences in Smart Kampung socialization. In the short term, focus

should be placed on developing usage guidelines that emphasize convenience and efficiency for females, as well as control and flexibility for males. Further development must optimize user empowerment features through better customization and improved user-friendly interfaces for family administrative needs. In the long term, Smart Kampung can be developed as a reference model for other digital villages in Indonesia by considering local demographic characteristics and gender preferences in each implementation stage.

ADVANCED RESEARCH

This research is limited to four sub-districts in Banyuwangi Regency with a cross-sectional approach that cannot yet capture perception changes over time. Future research is recommended to conduct longitudinal and multi-regional comparative studies for external model validation. More comprehensive multi-group analysis considering other demographic variables such as age, education, and economic status is also needed. Model development that integrates local cultural factors and trust in government becomes a promising research area for Indonesian smart village contexts.

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