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Analysis of Public Perception of the Implementation of Minister of Home Affairs Regulation Number 72 of 2022: A Quantitative Study on Digital Population Identity in Pontianak City

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Abstract: The Indonesian government, through Minister of Home Affairs Regulation No. 72 of 2022, introduced the Digital Population Identity (IKD) application as a step toward digital transformation in administrative services. This study aims to analyze public acceptance of the IKD application in Pontianak City using the Technology Acceptance Model (TAM) framework, focusing on the dimensions of Perceived Usefulness (PU) and Perceived Ease of Use (PEU). A survey of 467 respondents revealed that while the application is acknowledged as beneficial and relatively easy to use, a significant proportion of neutral responses in both dimensions indicates a gap between user expectations and experiences. Privacy concerns and trust in data security emerged as key challenges to technology adoption. By integrating risk and trust theories into TAM, this study finds that government transparency, data security enhancement, and digital literacy education are essential elements for building public trust. The study recommends optimizing application features, improving interface design, developing segmented communication strategies, and strengthening public outreach to establish an inclusive and reliable digital ecosystem for administrative services.

Keyword: Technology Acceptance Model, Digital Population Identity, Public Perception Permendagri 72 Tahun 2022.

INTRODUCTION

Digital transformation has become one of the primary strategies for governments worldwide to enhance the efficiency, transparency, and accessibility of public services. The National Digital Identity (NDI), also known as Electronic Identification (E-ID) or Digital Identity (DI), has been adopted in various countries as a solution to address the challenges of conventional administration. Previous studies have shown that digital identity systems have the

potential to improve data security, reduce fraud risks, and streamline administrative processes (Chen & Aklikokou, 2020).

In Indonesia, the Ministry of Home Affairs began the implementation of the Digital Population Identity (IKD) at the end of 2022 as part of efforts to support the digital transformation in population administration. This policy, outlined in Ministerial Regulation Number 72 of 2022, is designed to integrate population data in a digital format to replace physical identity cards. With IKD, the public is expected to enjoy more accessible and efficient public services. However, the success of this policy's implementation heavily depends on the public's acceptance, which is influenced by factors such as trust, perceived benefits, and perceived risks (Ayodele, 2024; Venkatesh et al., 2003).

As the capital of West Kalimantan Province, Pontianak City has a population of 682,896 in 2024. However, the adoption rate of IKD remains relatively low, with only 2,526 users having activated their digital identities, or approximately 5.47% of the total population who have registered for their ID cards. This figure falls significantly short of the national target of 25% set by the Ministry of Home Affairs for each district or city. Previous studies emphasize that the adoption rate of technology in society is often influenced by factors such as digital literacy, infrastructure access, and concerns over data privacy (Beduschi, 2019; Masiero & Bailur, 2021).

In this context, Pontianak City presents an opportunity to further explore the challenges of implementing IKD, particularly in relation to social, demographic, cultural, and economic factors. Theory-based approaches, such as the Technology Acceptance Model (TAM), have proven effective in analyzing the acceptance of new technologies in society. This model identifies key factors such as perceived usefulness, perceived ease of use, and social influence, which are important determinants in the implementation of digital policies (Davis et al., 1989; Friedhoff et al., 2023; Silva & Silva, C.E.). The research will also continue with an analysis of risk theory and trust theory in organizations.

This study aims to examine public awareness, perceptions, and acceptance of IKD in Pontianak City, as well as provide strategic recommendations for the government to optimize the implementation of this policy from the perspective of community elements as the target group of the policy in an effective and inclusive manner.

METHOD

This study uses a quantitative approach aimed at understanding the public's perception of the implementation of the Digital Population Identity (IKD) policy in Pontianak City. The research design allows for the measurement of public awareness, perceptions, and acceptance of the IKD policy, as well as the identification of factors influencing its adoption. The study focuses on the population of Pontianak City aged 17 and above as the target group. This group is considered to have the administrative capacity to participate in the digital population policy and the potential to understand the technology, specifically the IKD application. A probability sampling approach is used to ensure a representative sample of the population (Acharya et al., 2013). Stratified random sampling was chosen to account for demographic characteristics such as age, gender, occupation, and education level. This approach ensures that the diversity of respondents aligns with the population's proportions (Thompson, 2012). The sample size is calculated using the Yamane formula with a 5% margin of error and a 95% confidence level. Based on the population of Pontianak City of 682,896 people, the minimum sample size is 400 respondents. This approach is designed to ensure that the data obtained reflects the overall perceptions and acceptance of the IKD policy implementation in Pontianak City using systematic and representative methods. Primary data is collected through an online survey using a structured questionnaire. The data is gathered by distributing the instrument in the form of a Google Form. The measurement scale used is a Likert scale, with values ranging from 1 representing "Strongly Disagree/Strongly Useless" to 5 representing "Strongly Agree/Very

Useful." Secondary data in the form of official documents related to the implementation of IKD in Pontianak City is also used to complement the analysis. The collected data is analyzed using descriptive statistical analysis, which is used to describe the data distribution pattern. The instrument's validity is tested using Confirmatory Factor Analysis (CFA), and the reliability of the instrument is tested using Cronbach's Alpha. The entire data analysis process is conducted using the IBM SPSS Version 29.0 data management application.

RESULTS AND DISCUSSION

The data presented includes a description of the collective information from respondents and the results of the analysis of the key variables in the study. These results will be discussed by referring to the theoretical framework explained earlier to provide a deeper understanding of the factors influencing the public's acceptance of the IKD. Data visualization in the form of infographics, diagrams, and tables is used to clarify the findings.

This study involved 467 respondents with various demographic characteristics. Based on gender, the majority of respondents were female (58.1%), while male respondents comprised 41.9%.

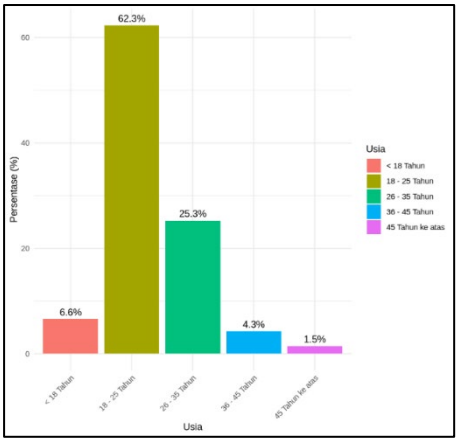

Figure 1. Age Percentage

In terms of age, respondents were predominantly from the productive age group, with 62.3% aged 18-25, followed by 25.3% in the 26-35 age range, and the remaining respondents were spread across the age groups of under 18 years (6.6%), 36-45 years (4.3%), and over 45 years (1.5%).

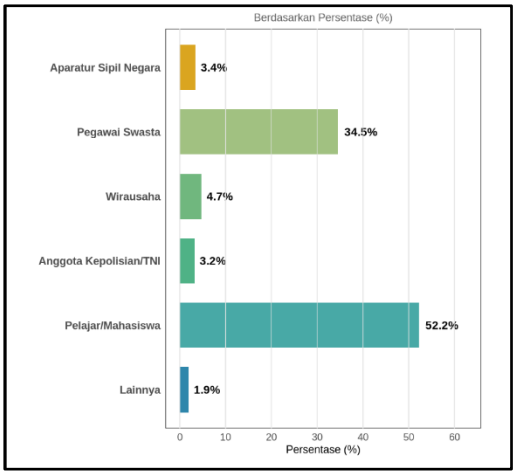

Figure 2. Job Distribution of Respondents

In terms of occupation, the majority of respondents were students (52.2%), followed by private employees (34.5%), entrepreneurs (3.2%), members of the police/military (1.7%), civil servants (1.3%), and the remaining 7.1% were from other occupations. Regarding education level, most respondents had a high school/vocational education (57.6%), followed by diploma/bachelor's degree (26.1%), master's degree (15%), and doctoral degree (1.3%). In terms of social media usage, Instagram was the most frequently used platform, with 49%, followed by TikTok (23.6%), Twitter (X) (13.9%), Facebook (6.9%), and others (6.6%). This profile reflects the dominant engagement of the productive age group with high digital access, making it relevant to this study, which focuses on the acceptance of the Digital Population Identity (IKD).

Table 1. Summary of Descriptive Data

Indicator	Average Score	Main Respondent Distribution
X1.1	3.21	Majority chose scores 3 (29.6%) and 4 (25.5%), reflecting a neutral to positive attitude toward the usefulness of the IKD application.
X1.2	3.43	Most respondents chose scores 3 (37.3%) and 4 (27.8%), showing a positive perception of the ease of use of the application.
X1.3	3.30	Respondents were mainly at score 3 (31%) and 4 (28.7%), indicating that the application is considered quite beneficial.
X1.4	3.18	The majority of respondents chose scores 3 (32.5%) and 4 (31.9%), indicating good self-confidence.
X2.1	3.12	Respondents mostly chose scores 3 (36.2%) and 4 (21.8%), indicating moderate influence from friends/family.
X2.2	3.22	The majority chose scores 3 (28.5%) and 4 (31%), indicating that government support has a moderate impact.
X2.3	3.21	Most respondents chose scores 3 (31.5%) and 4 (26.1%), indicating a moderate positive influence from social media.
X2.4	3.09	Respondents were mostly at scores 3 (34%) and 4 (30.8%), showing that the application's alignment with needs is moderate.
X3.1	3.01	The majority chose scores 3 (31.3%) and 2 (21.2%), indicating low confidence in data security.
X3.2	3.61	Respondents were mostly at score 5 (40%) and 4 (20.6%), emphasizing the importance of improving data security.
X3.3	2.76	The majority chose scores 2 (28.3%) and 3 (29.1%), indicating concerns about data privacy.
X4.1	3.03	The majority chose scores 3 (39.2%) and 4 (20.8%), indicating that the application is slightly better than the old method.
X4.2	3.09	The majority chose scores 3 (40.7%) and 4 (19.5%), showing a neutral to slightly positive perception of the difficulty in trying the application.
X4.3	3.03	Most respondents chose scores 3 (39.2%) and 4 (24.6%), indicating moderate direct benefits from the application.
X4.4	3.22	The majority chose scores 4 (31.5%) and 3 (24.6%), showing satisfactory satisfaction with the visual appearance of the application.
X4.5	3.17	Respondents were mostly at scores 4 (33.8%) and 3 (30.2%), indicating that the design of the application facilitates feature access.

Based on the analysis results from variables X1.1 to X4.5, respondents' perceptions of the IKD Application reflect varying views on usefulness, external influences, data security, and innovation characteristics. In the variable X1.1 (usefulness of the application), 45.2% of respondents gave a positive assessment, while 25.3% felt the application was not useful. For variable X1.2 (ease of use), 38.9% of respondents stated the application was easy to use, but around 23.7% disagreed. Meanwhile, for variable X1.3 (benefits of using the application), 45.4% of respondents agreed or strongly agreed that the IKD application was beneficial, with the majority remaining neutral. On X1.4 (confidence in using the application), 43.5% of respondents felt confident, while 24% felt less confident.

Next, for variable X2.1 (influence of friends or family), only 36.1% of respondents felt a positive influence, while the majority remained neutral. For X2.2 (influence of government support), 44.9% of respondents provided positive feedback, indicating a significant role of government socialization efforts. In X2.3 (influence of social media content), 43.4% of respondents experienced a positive influence, while 31.5% remained neutral. Meanwhile, for X2.4 (applicability of the app to user needs), 40.2% of respondents found the app suitable for their needs, although 25.7% disagreed.

Regarding data security in variable X3.1 (belief in the security of personal data), only 34.9% of respondents had a positive outlook, with many respondents feeling unsure. For X3.2 (importance of improving security), 60.6% of respondents viewed enhancing data security as very important, making it a top priority. However, in X3.3 (concerns about data privacy), there was significant concern, with 47.4% of respondents expressing worry about the privacy of their data.

For the innovation characteristics and user satisfaction variables, perceptions varied. In X4.1 (comparison with the old method), 34.3% of respondents felt the app was better than the old method, while the majority remained neutral. In X4.2 (difficulty trying the app), 31.9% of respondents found it difficult to use the app. Next, in X4.3 (direct benefits of using the app), only 32.7% of respondents felt they experienced immediate benefits from the app, with neutrality being the dominant response. Satisfaction with the app's visual appearance (X4.4) was quite good, with 48.6% of respondents stating they were satisfied or very satisfied. Lastly, in X4.5 (ease of feature access), 45.8% of respondents felt the app's design facilitated easy access to features, although 24% disagreed.

Analysis of the Technology Acceptance Model (TAM) in the Adoption of IKD by the People of Pontianak

The Technology Acceptance Model (TAM), introduced by Davis et al. (1989), serves as the dominant theoretical framework for understanding user acceptance of technology. The two main dimensions, Perceived Usefulness (PU) and Perceived Ease of Use (PEU), play crucial roles in shaping users' attitudes and intentions toward adopting technology. In the context of the IKD Application, which serves as a digital population administration solution in Indonesia, understanding perceptions of usefulness and ease of use is key to the success of this technology adoption. Recent studies, such as V.P. Dwivedi & Bresson (2020) and Aleisa (2024), reinforce the relevance of using TAM to analyze the utilization and acceptance of digital technology in the public sector, particularly in developing countries where digital literacy and public trust in technology are key challenges.

Perceived Usefulness (PU)

Perceived Usefulness (PU), measured through indicators X1.1 to X1.4, shows positive results but is not yet fully optimized. In indicator X1.1, 45.2% of respondents rated the app's usefulness positively, but 25.3% felt the app did not provide significant convenience. Y.K. Dwivedi et al. (2020) in a meta-analysis of e-government technology adoption emphasized that perceptions of usefulness are often hindered by users' lack of understanding of the technology's features. In the case of the IKD Application, limited in-depth socialization may lead to ambiguous perceptions about the app's benefits.

Indicator X1.3 (benefits of usage) shows that 45.4% of respondents felt they experienced direct benefits from the app. However, 31% remained neutral, indicating a perception gap regarding the benefits of the technology. This aligns with findings by Yuan et al. (2023), who emphasized that the benefits of digital technology are only fully realized when its features are designed according to users' needs and behaviors. In the case of the IKD Application, optimizing features such as a user-friendly interface and notification services for population administration could be improvements.

In indicator X1.4, user confidence is reflected by 43.5% of respondents feeling confident in using the app. However, 24% of respondents still felt unsure, which can be linked to limited digital literacy. Venkatesh & Bala (2008) emphasized the importance of user education as a supporting factor for confidence, particularly among age groups less familiar with technology.

Perceived Ease of Use (PEU)

The Perceived Ease of Use (PEU) dimension, measured through indicators X2.1 to X2.4, shows positive perceptions regarding ease of access, although challenges still exist in its implementation. In indicator X2.2, 44.9% of respondents provided a positive assessment of the role of government support. This aligns with the study by Al-Shafi (2009), which demonstrates that active government involvement through socialization can enhance perceptions of the ease of technology. However, the effectiveness of this socialization needs to be expanded to reach groups of users who have not been sufficiently engaged.

Meanwhile, in indicator X2.3, 43.4% of respondents felt that social media content motivated them to use the application. However, 31.5% of respondents remained neutral, indicating that the content provided has not yet been fully informative or engaging. According to Blöbaum (2016) and Pöysti (2018), transparent public communication and content segmentation according to the target audience can improve the effectiveness of social media in promoting technology adoption.

Indicator X2.1 shows that only 36.1% of respondents felt that the social environment had a significant influence on encouraging the use of the application. Moreover, support from friends and family plays a crucial role in the initial phase of technology adoption. This phenomenon suggests the need for collaborative strategies with local communities or user groups to strengthen technology adoption within society. Indicator X2.4 reveals that 40.2% of respondents felt that the application's features met their needs. However, 34% of respondents remained neutral, which may be attributed to the app's features not being intuitive enough or not fully aligned with users' specific needs. Wang et al. (2024) emphasized the importance of user-centered technology design to improve satisfaction and promote long-term technology adoption. After analyzing Perceived Usefulness (PU) and Perceived Ease of Use (PEU) within the Technology Acceptance Model (TAM) framework, it is crucial to integrate two additional variables risk and trust which are often considered as either facilitators or barriers to technology acceptance.

Risk Theory: User Security and Privacy Perception

In the implementation of the IKD Application, the perception of risk focuses on data security and privacy, measured through indicators X3.1 to X3.3. The findings indicate that privacy risk remains a significant concern for respondents.

1. Confidence in Data Security (X3.1): On indicator X3.1, only 34.9% of respondents gave a positive assessment of data security. The majority of respondents remained neutral (31.3%), while 12.6% expressed high doubts. According to Laukkanen et al. (2007), low perceptions of technology security are often attributed to a lack of transparency in handling user data. To address this, strengthening regulations and ensuring data protection that is communicated transparently could help reduce this negative perception.
2. Importance of Enhanced Security (X3.2): In X3.2, 60.6% of respondents rated enhanced security as very important. This underscores the urgency of improving data protection, in line with findings by Gupta et al. (2024) and Sun et al. (2021), who stated that recent severe data breaches in Indonesia have raised higher perceptions of risk towards government digital systems. Technological security enhancements such as end-to-end encryption and two-factor authentication (2FA) could be effective solutions to alleviate these concerns.

3. Concerns About Privacy (X3.3): Indicator X3.3 reveals that 47.4% of respondents were concerned about their data privacy. This finding aligns with Bélanger & Crossler's (2011) study, which identified privacy perceptions as a major barrier to the adoption of digital technologies, especially in public services. A lack of education regarding the IKD Application's security system may exacerbate this issue. Therefore, transparency from the government in explaining privacy policies and demonstrating compliance with global security standards is essential.

Trust Theory: The Role of Trust in Government

Trust in government institutions plays a crucial role in the adoption of digital technologies, such as the IKD Application. According to Digital Trust and Why It Matters (Han & Kuan, n.d.), high public trust in service-providing institutions enhances technology acceptance, even when perceptions of risk are high.

1. Transparency in Application Management: User trust in the government can be built through transparency in data management and responsiveness to security issues. Indicators X3.1 and X3.3, which reflect significant privacy concerns, highlight the need for more intensive efforts from the government to build public trust. Gulati et al. (2024) and Palmisano & Sacchi (2024) emphasize the importance of openness in data management policies, as well as providing technical proof regarding security measures.
2. Effectiveness of Government Support (X2.2): A total of 44.9% of respondents rated the government's support for the use of the IKD Application positively. This support is crucial for building public trust. Studies by V. P. Dwivedi & Bresson (2020) assert that consistent government support through active outreach and proactive policies can address public resistance and strengthen the adoption of digital technologies.
3. Public Communication as a Driver of Trust: The role of social media, as indicated by X2.3, shows a relatively effective, but not optimal, result (43.4%). According to van Kersbergen & Tinggaard Svendsen (2024), effective and transparent public communication via social media can enhance user trust and reduce perceptions of risk. Therefore, the government needs to convey information about the benefits of the application, data protection policies, and risk mitigation measures through trusted communication channels.

CONCLUSION

Based on the analysis using the Technology Acceptance Model (TAM), the adoption of the Digital Population Identity Application (IKD) in Pontianak City shows a generally positive response, particularly in the two main dimensions: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). The application is considered useful in facilitating access to civil administration services and is relatively easy to use due to government support and public media outreach. However, there are still significant barriers, as evidenced by the high proportion of respondents who remained neutral regarding the benefits and ease of the application. This indicates the need for improvements in features that are more relevant, effective education, and more intensive public communication to optimally drive positive user perceptions.

The integration of risk and trust theories further enhances the understanding of challenges in the adoption of the IKD Application. Privacy risks and low trust in the system's security are dominant hindrances. The majority of respondents expressed concerns about personal data protection, which aligns with global phenomena related to risk perceptions in adopting digital technologies. Trust in the government also emerged as a critical variable influencing the acceptance of the application, with transparency in policies and data management being key to building public trust.

To achieve broader and more sustainable adoption of the IKD Application, integrated strategic measures are required. First, data security must be enhanced through the implementation of advanced encryption technology and regular audits. Second, transparency in

data management policies must be publicly communicated to foster greater public trust. Third, the application's features should be optimized to meet user needs, and digital literacy education should target groups with low technological skills. Fourth, public communication should be strengthened through effective and transparent media to enhance understanding and motivation among the community. By addressing these challenges, the IKD Application has the potential to become an innovative solution for civil administration services in the digital era, driving efficiency, security, and greater technology acceptance among the people of Pontianak City.

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