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**ANALYSIS OF INTENTION TO USE THE PUBLIC SERVICE PROGRAM BASED ON
THE TANGERANG LIVE APPLICATION AMONG CITIZENS IN TANGERANG CITY
USING TECHNOLOGY ACCEPTANCE MODEL**

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ABSTRACT

Public service digitalization is an important element in modern governance to improve efficiency, accessibility, and transparency. However, the implementation of digital applications often faces challenges, as found in the application "Tangerang Live," a digital public service platform from the Tangerang City Government. This study aims to analyze the factors that influence citizens' intention to use the application with the Technology Acceptance Model (TAM) framework, reviewing the influence of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) on Behavioral Intention to Use (BIU). A quantitative methodology was applied, collecting primary data through structured questionnaires from 107 purposively selected respondents who were residents of Tangerang City, had experience using the application, and were over 17 years old. The collected data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the relationships between variables. The findings demonstrate that both perceived usefulness and perceived ease of use significantly and positively influence behavioral intention to use. This indicates that users are more inclined to adopt the "Tangerang Live" application when they perceive it as practical, time-saving, and easy to navigate.

Keywords: Tangerang Live, Technology Acceptance Model (TAM), Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Behavioral Intention to Use (BIU)

ABSTRAK

Digitalisasi layanan publik merupakan elemen penting dalam tata kelola pemerintahan modern untuk meningkatkan efisiensi, aksesibilitas, dan transparansi. Namun, penerapan aplikasi digital sering kali menghadapi tantangan, seperti yang ditemukan pada aplikasi "Tangerang Live," sebuah platform digital layanan publik dari Pemerintah Kota Tangerang. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat warga dalam menggunakan aplikasi tersebut dengan kerangka Technology Acceptance Model (TAM), meninjau pengaruh Perceived Usefulness (PU) dan Perceived Ease of Use (PEOU) terhadap Behavioral Intention to Use (BIU). Metodologi kuantitatif diterapkan, mengumpulkan data primer melalui kuesioner terstruktur dari 107 responden yang dipilih secara sengaja yang merupakan penduduk Kota Tangerang, memiliki

pengalaman menggunakan aplikasi, dan berusia di atas 17 tahun. Data yang terkumpul dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk mengevaluasi hubungan antar variabel. Temuan menunjukkan bahwa persepsi kegunaan dan persepsi kemudahan penggunaan secara signifikan dan positif memengaruhi niat perilaku untuk menggunakan. Hal ini menunjukkan bahwa pengguna lebih cenderung mengadopsi aplikasi "Tangerang Live" jika mereka menganggapnya praktis, menghemat waktu, dan mudah dinavigasi.

Kata Kunci: *Tangerang Live, Technology Acceptance Model (TAM), Perceived Effectiveness (PE), Perceived Ease of Use (PEOU), Behavioral Intention to Use (BIU)*

Research Background

The digitization of public services is an essential element of modern governance, aiming to provide more accessible, efficient and transparent services to citizens. With the increasing use of technology, governments around the world are turning to electronic-based service systems to improve the accessibility of public services. This shift towards digitization is driven by the need to improve the accessibility, efficiency and transparency of services. Technology enables faster, more reliable and user-friendly interactions between governments and citizens, creating a more responsive and accountable governance system (Heeks, 2006).

In Indonesia, the implementation of digitalization of public services is guided by Presidential Regulation (Perpres) No. 95 of 2018 concerning Electronic-Based Government Systems (SPBE). This regulation affirms a major transformation in the way the government interacts with the

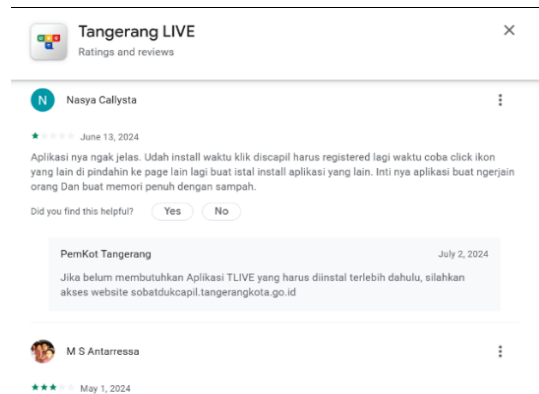
public and manages its operations. SPBE aims to improve the efficiency, effectiveness, and transparency of public services by integrating digital technology into various levels of public administration. One of its main objectives is to provide real-time access to services such as health, education, and administration services, which reduces waiting times and bureaucratic barriers (Purbo & Wahid, 2020).

Figure 1 UN E-Government Development Index (EGDI) 2022

Country	EGDI	Year	Score	Change	
Taiwan	WECDI	V1	40	0.7183	Yes*
Finland	WECDI	V1	36	0.7104	👍
Denmark	WECDI	V1	33	0.7140	👍
Estonia	WECDI	V1	34	0.7107	Yes*
Trinidad	WECDI	V1	33	0.7140	Yes*
Costa Rica	WECDI	V1	31	0.7101	👍
United Kingdom	ECGI	19	31	0.7084	Yes*
Armenia	ECGI	19	34	0.7084	👍
Indonesia	ECGI	19	28	0.7075	👍
Sweden	ECGI	19	29	0.7025	Yes*
Malaysia	ECGI	19	24	0.7029	👍
Latvia	ECGI	19	27	0.7140	👍
Spain	ECGI	19	28	0.7140	👍
Lithuania	ECGI	19	31	0.7117	👍
Belgium	ECGI	19	32	0.7107	👍
Poland	ECGI	19	36	0.6939	Yes*
Philippines	ECGI	19	29	0.6923	👍
Non-binary heads of state	ECGI	19	31	0.6933	👍
Malta	ECGI	19	35	0.6935	Yes*
Japan	ECGI	19	30	0.691	👍

However, the United Nations E-Government Development Index (EGDI) 2022 report places Indonesia at 77th out of 193 countries. This position is still below several neighboring countries such as

Singapore (ranked 11th) and Malaysia (ranked 53rd). This shows the challenges in



developing digital infrastructure and literacy, especially in rural areas.

In order to improve digital services, the Tangerang City Government introduced the “Tangerang Live” application in 2016. This application is designed to bridge the gap between traditional service methods and modern digital solutions. With a user-friendly platform, “Tangerang Live” provides direct access to government services without having to physically visit the office. However, the success of this application depends on the acceptance of technology by the community.

Figure 2 Tangerang Live Application Review on App Store 2024

Figure 3 Tangerang Live Application Review on Play Store 2024

The results of reviews on the App Store and Play Store in 2024 show that although this application has been

downloaded by more than 1.1 million users with 455 thousand verified accounts, this application still faces various complaints, such as difficulty in accessing and frequent technical errors.

To understand the acceptance of this technology, this study uses the Technology Acceptance Model (TAM) framework. This model assesses factors such as perceived benefits (perceived benefits) and perceived ease of use (ease of use) that influence people's behavioral intentions in using the application. This study is expected to provide insight for the Tangerang City government to improve the quality of public services based on digital applications.

This study aims to analyze the influence of perceived usefulness and perceived ease of use on the intention to use the "Tangerang Live" application by the people of Tangerang City.

In the theoretical study, this study refers to the Technology Acceptance Model (TAM) developed by Davis (1989). TAM highlights two main variables, namely perceived usefulness and perceived ease of use, as the main predictors of behavioral intention to use technology. Previous studies have shown that these two variables have a significant influence in various technological contexts, including digital public services.

However, this study expands the application of TAM to the context of local public service applications.

This study provides a new contribution (state of the art) by exploring technology acceptance in the context of a digital-based public service application, namely "Tangerang Live". Unlike previous studies that use TAM in general contexts such as e-commerce or information systems, this study focuses specifically on city-level public service applications.

The novelty of this study includes a unique focus on the "Tangerang Live" application, an in-depth analysis of the factors that influence user behavioral intentions with a quantitative approach, and data-based recommendations to improve the effectiveness of digital services in Tangerang City.

Research Method

This study uses a quantitative approach that aims to test theories or hypotheses through statistical analysis. The approach used is an explanatory method to explain the relationship between the variables studied, namely perceived usefulness, perceived ease of use, and behavioral intention to use, which is based on the Technology Acceptance Model (TAM) framework.

The population in this study were all residents of Tangerang City who have internet access, smartphone devices, and have used the digital-based public service application "Tangerang Live." Because the population size is not known for certain, sampling was carried out using the G*Power application approach to ensure sufficient sample size. The calculation results determined the sample size of 107 respondents. The sampling technique used was purposive and convenience sampling, where samples were selected based on certain criteria such as a minimum age of 17 years, being a resident of Tangerang City, and having used the "Tangerang Live" application.

Primary data were collected through a questionnaire designed using a Likert scale, designed to measure the level of respondent agreement with various statements relevant to the research variables. Secondary data were obtained from a literature review that included books, scientific articles, research journals, and trusted internet sources. The questionnaires were distributed both online and in person at potential public locations.

The development of this research instrument was carried out by designing a questionnaire based on the Technology Acceptance Model (TAM) framework

introduced by Davis (1989). This instrument aims to measure three main variables, namely perceived usefulness (PU), perceived ease of use (PEOU), and behavioral intention to use (BIU). The perceived usefulness variable is designed to assess the extent to which users believe that the "Tangerang Live" application can improve their performance.

The indicators include ease of completing tasks, increased productivity, effectiveness of using public services, real benefits in everyday life, and contribution to improving user performance in meeting public service needs. Meanwhile, the perceived ease of use variable measures the extent to which users feel that the application is easy to use, with indicators including ease of learning how to use the application, the ability to become proficient quickly, convenience of use, flexibility of the application in meeting needs, and clarity and ease of understanding the information provided by the application.

The behavioral intention to use variable is used to assess users' intentions to use the application in the future, with indicators in the form of a strong intention to use the application continuously, belief in the consistency of use, and a clear plan to utilize the application in future activities.

Each indicator is translated into a

statement in the questionnaire, and respondents are asked to rate their level of agreement using a four-point Likert scale, namely: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. After that, a trial of the instrument was conducted on the sample to test its validity and reliability. Validity was tested using Convergent Validity and Discriminant Validity, while reliability was measured by the Cronbach's Alpha coefficient and Composite Reliability, where a value of ≥ 0.7 was considered adequate.

Result and Discussion

a. Respondent Description

The respondents of this study consisted of 107 people who were analyzed based on several demographic characteristics, including gender, age group, education level, and occupation. Based on gender, the majority of respondents were female with a total of 61 people, while males numbered 46 people. In terms of age group, the largest number of respondents were in the 25-28 age group with 44 people, followed by the 21-24 age group with 43 people. The 29-32 age group consisted of 7 people, the 33-35 age group consisted of 5 people, and the age group above 35 years was 2 people.

The level of education showed that the majority of respondents were S1

graduates (44 people), followed by high school graduates (43 people), D3 graduates (13 people), S2 graduates (5 people), and junior high school graduates (2 people). Based on occupation, the majority of respondents worked as private employees (56 people), followed by students (20 people), civil servants (17 people), entrepreneurs (12 people), housewives (1 person), and students (1 person).

b. Descriptive Statistics

Descriptive statistics show the responses to the research variables, namely perceived usefulness (PU), perceived ease of use (PEOU), and behavioral intention to use (BIU). In the perceived usefulness (PU) variable, the five indicators assessed include ease of completing tasks, increased productivity, effectiveness, benefits, and increased performance. The average indicator scores ranged from 2.645 to 2.682 (scale 1-4), with the indicator "performance improvement" having the highest score (2.682) and "ease of completing tasks" having the lowest score (2.645). The standard deviation ranging from 0.996 to 1.113 indicates variation in responses among respondents.

For the perceived ease of use (PEOU) variable, the five indicators assessed include ease of learning the application, ease of

becoming proficient, convenience of use, flexibility of the application, and clarity of information. The average score ranged from 2.411 to 2.664, where the indicators "easy to learn" and "clear and easy to understand" had the highest scores (2.664), while the indicator "easy to become proficient" had the lowest score (2.411). Variations in responses were seen in the standard deviations ranging from 0.937 to 1.152.

In the behavioral intention to use (BIU) variable, the three indicators measured were intention to use, prediction of use, and future use plans. The average indicator scores ranged from 2.626 to 2.673, with the indicator "future use plans" having the highest score (2.673). The standard deviation ranging from 0.902 to 0.98 indicated that respondents' responses to the intention to use the application were quite consistent. Overall, the descriptive results showed that respondents had a fairly positive view of the benefits, ease of use, and intention to continue using the "Tangerang Live" application. However, there were variations in several indicators indicating the need for further development to improve user experience and engagement.

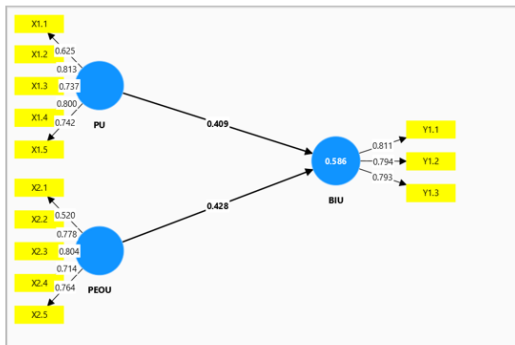
c. Outer Model Evaluation

1. Convergent Validity

According to Ghozali and Latan,

(2015) question items are considered to have passed the validity test if the loading factor value is more than 0.70. In this study, the indicator shows a number of more than 0.70 so it is declared valid. The following are the results of the convergent validity test in this study:

Figure 4 Phase 1 Testing



Sources: SmartPLS4 Output, 2024

Next, the second convergent validity evaluation is carried out by looking at the Average Variance Extracted (AVE) value. According to Ghazali and Latan, (2015) the AVE value must meet the requirements, namely a value of more than 0.500. The following are the results of the AVE test:

Table 1 AVE Value

	Average variance extracted (AVE)
Behavioral Intention to Use	0.640
Perceived Ease of Use	0.523
Perceived Usefulness	0.557

Sources: SmartPLS4 Output, 2024

Based on the results of the convergent validity test, the outer loading values of all indicators are above 0.700 and the AVE value is above 0.500. These results conclude

that all research variables can meet the requirements of the Outer Loading and AVE values that have been determined to be considered valid.

2. Discriminant Validity

Discriminant Validity testing aims to measure the extent to which a construct or indicator is correlated with other indicators. This test can be done by comparing the AVE root for each variable or called the Fornell-Lacker criterion method.

Table 2 Fornell Larcker Criterion

	BIU	PEOU	PU
Behavioral Intention to Use	0.800		
Perceived Ease of Use	0.704	0.723	
Perceived Usefulness	0.697	0.674	0.747

Sources: SmartPLS4 Output, 2024

The table shows that each latent variable in the matrix has a stronger correlation compared to the correlation between other latent variables. Thus, it can be concluded that all variable constructs included in the research model have good discriminant validity. Discriminant validity ensures that each construct is distinct and not overly correlated with others.

3. Cronbach's Alpha and Composite Reliability

Reliability testing is done by looking at the composite reliability value and Cronbach alpha which must be greater than 0.70 for all variables. The results of the reliability testing of the three variables in this

study are described as follows:

Table 3 Cronbach’s Alpha and Composite Reliability

The table above shows the results of testing both Cronbach's alpha and composite reliability with values of more than 0.70, thus meeting the reliability requirements.

d. Inner Model Evaluation (R²/R-Square)

The R-squared value (R²) is used to assess how much influence a particular independent latent variable has on the dependent latent variable. There are three grouping categories in the R square value, namely the strong category, the moderate category, and the weak category (Hair et al., 2011). Hair et al stated that an R square value of 0.75 is included in the strong category, an R square value of 0.50 is included in the moderate category and an R square value of 0.25 is included in the weak category (Hair et al., 2011).

Table 4 R-Squared Test

	R-square	R-square adjusted
Behavioral Intention of Use	0.586	0.578

Sources: SmartPLS4 Output, 2024

In this study, the R-square value for Behavioral Intention to Use (BIU) was 0.586, indicating that 58.6% of the variance in BIU is explained by Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). This

value demonstrates a moderate level of explanatory power (Hair et al., 2011), suggesting that users’ perceptions of the

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Behavioral Intention to Use	0.720	0.723	0.842
Perceived Ease of Use	0.764	0.777	0.843
Perceived Usefulness	0.799	0.805	0.862

Sources: SmartPLS4 Output, 2024

application’s usefulness and ease of use significantly shape their intention to adopt it.

e. Hypothesis Testing

In this study, the level of significance used was 0.5 or 5%. Determination of the level of significance of 5% determines the value of the t statistic used in this study, namely, 1.96. So the indicator criteria are declared valid in this study if the t-statistic value is more than 1.96. In the context of p-value, if the p-value resulting from the statistical analysis is less than the specified level of significance (usually 0.05), then the hypothesis can be accepted. So the criteria for accepting the hypothesis in this study are if the path coefficient is positive, the t-statistic value is declared valid, and the p-value is declared significant.

Table 5 Hypothesis Testing

Hypothesis	Item	Path Coefficients	T Statistics	P Values
H1	Perceived Usefulness (X1) -> Behavioral Intention of Use (Y)	0.409	4.310	0.000
H2	Perceived Ease of Use (X2) -> Behavioral Intention of Use (Y)	0.428	4.281	0.000

Sources: SmartPLS4 Output, 2024

f. The Influence of Perceived Usefulness (X1) towards Behavioral Intention of

Use (Y1)

The first hypothesis (H1) states that perceived usefulness has a significant influence on behavioral intention to use. The results of the analysis show a path coefficient value of 0.409, a t-statistic value of 4.310, and a p-value of 0.000. These values meet the significance criteria, so the first hypothesis is **accepted**. This shows that the greater the benefits perceived by users of the "Tangerang Live" application, the higher their intention to use it. With a contribution of 40.9%, these results confirm that perceived benefits play an important role in encouraging the acceptance of applications by the public. Therefore, it is recommended that application developers improve features that are relevant to user needs to further increase the perception of benefits.

g. The Influence of Perceived Ease of Use (X2) towards Behavioral Intention of Use (Y1)

The second hypothesis (H2) states that perceived ease of use has a significant effect on behavioral intention to use. The results of the analysis show a path coefficient value of 0.428, a t-statistic value of 4.281, and a p-value of 0.000. These results also meet the significance criteria, so the second hypothesis is accepted. This finding shows that the easier the "Tangerang Live"

application is to use, the greater the user's intention to continue using it. With a contribution of 42.8%, ease of use is one of the main factors driving application acceptance. Therefore, application developers and the Tangerang City government are advised to ensure that this application remains user-friendly, by improving the interface and providing clear guidance for users.

Conclusion

The study found that both perceived usefulness and perceived ease of use significantly influence the intention to use the Tangerang Live application. Specifically, the more useful users perceive the app to be, the stronger their intention to use it, with a path coefficient of 0.409, a t-statistic of 4.310, and a p-value less than 0.05. Similarly, the easier the app is to use, the greater the intention to use it, with a path coefficient of 0.428, a t-statistic of 4.281, and a p-value also less than 0.05.

Perceived usefulness and ease of use accounted for 58.6% of the variation in users' intention to use the app, while other factors not explored in this study contributed to the remaining 41.4%. These results support and validate the Technology Acceptance Model (TAM), highlighting the importance of both perceived usefulness and ease of use in

driving users' intention to use the Tangerang Live application.

Suggestion

Based on the research findings, several suggestions are offered for different parties. For future researchers, it is recommended to expand the scope by adding external variables like Trust, System Quality, or User Experience, and to combine both qualitative and quantitative methods for a deeper analysis. The Tangerang City

Government should focus on socializing and educating the community about the app through various channels and organize a campaign to encourage wider usage, possibly offering incentives for active users. For app developers, creating an intuitive user interface with clear icons and a simple design will enhance user experience, while providing interactive tutorials or guides will help users easily understand the app's features and improve perceived ease of use.

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