

ABSTRAK

Transformasi digital mendorong Perum BULOG mengimplementasikan aplikasi Banpang Mobile untuk mendukung proses penyaluran bantuan pangan agar lebih efektif, efisien, dan akurat. Namun, keberhasilan implementasi aplikasi tidak hanya bergantung pada teknologi yang digunakan, tetapi juga pada minat pengguna dalam memanfaatkan aplikasi secara berkelanjutan. Perbedaan persepsi pengguna terhadap manfaat, kemudahan penggunaan, pengaruh sosial, dan dukungan fasilitas diduga memengaruhi minat penggunaan aplikasi tersebut. Penelitian ini bertujuan menganalisis pengaruh *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, dan *Facilitating Conditions* terhadap minat penggunaan pada penggunaan aplikasi Banpang Mobile oleh Tim Salur Perum BULOG Kantor Cabang Banyumas. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 69 responden yang dipilih menggunakan teknik *simple random sampling* dari jumlah populasi 200. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan IBM SPSS Statistics melalui uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji koefisien determinasi, dan uji t. Hasil penelitian menunjukkan bahwa *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, dan *Facilitating Conditions* secara parsial berpengaruh positif dan signifikan terhadap minat penggunaan, dengan *Facilitating Conditions* sebagai variabel yang memiliki pengaruh paling besar. Hasil penelitian ini diharapkan menjadi masukan bagi Perum BULOG dalam mengoptimalkan implementasi Banpang Mobile melalui peningkatan dukungan teknis, kemudahan penggunaan, dan kualitas layanan aplikasi.

Kata kunci: Banpang Mobile, UTAUT, *Behavioral Intention*, Minat Penggunaan, Perum BULOG

ABSTRACT

Digital transformation has encouraged Perum BULOG to implement Banpang Mobile application to support the food assistance distribution process, making it more effective, efficient, and accurate. However, the successful implementation of the application depends not only on the technology itself but also on users' intention to continuously use the application. Differences in users' perceptions regarding its usefulness, ease of use, social influence, and facilitating conditions are believed to affect their intention to use the application. This study aims to analyze the effects of Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on the Behavioral Intention to use Banpang Mobile application among the Distribution Team of Perum BULOG Banyumas Branch Office. This study employed a quantitative approach using a survey method involving 69 respondents selected through simple random sampling from a population of 200. Data were collected using a Likert-scale questionnaire and analyzed using IBM SPSS Statistics through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, coefficient of determination testing, and t-test analysis. The results indicate that Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions each have a positive and significant effect on Behavioral Intention, with Facilitating Conditions being the most influential variable. The findings are expected to provide recommendations for Perum BULOG in optimizing the implementation of the Banpang Mobile application by improving technical support, ease of use, and service quality.

Keywords: Banpang Mobile, UTAUT, Behavioral Intention, Intention to Use, Perum BULOG