Role of Influencer Marketing in Building Brand Awareness

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Abstract. *This research paper explores the role of influencer marketing in building brand awareness, employing a quantitative approach through a Google Form questionnaire supplemented by existing literature reviews. The study aims to assess the effectiveness of influencer marketing in increasing brand recognition and to examine the relationship between influencer activities and brand visibility among target audiences. Findings from the survey reveal a significant correlation between influencer marketing efforts and heightened brand awareness, highlighting the pivotal role of influencers in shaping consumer perceptions and driving engagement. The rejection of the null hypothesis underscores the transformative potential of influencer collaborations as a core component of modern marketing strategies. Recommendations for businesses include prioritizing authenticity and alignment of values in influencer partnerships, along with implementing robust monitoring and evaluation mechanisms to optimize campaign effectiveness. Overall, this research underscores the importance of integrating influencer marketing into comprehensive brand promotion strategies to enhance visibility, engage with consumers authentically, and drive sustainable growth in today's competitive marketplace.*

Keywords: Marketing, Brand Awareness, Influencer

I. INTRODUCTION

In today's digital landscape, where attention spans are fleeting and competition for consumer engagement is relentless, the power of influencer marketing stands out as a beacon of brand promotion. Imagine scrolling through your favourite social media platform, only to pause at an attractive image or video featuring a product endorsed by someone you admire—a social media influencer. In that moment, you're not just witnessing a mere advertisement; you're experiencing the impact of influencer marketing—a phenomenon that has revolutionized the way brands connect with their target audience.

Influencer marketing can be defined as a strategic approach where brands collaborate with individuals who possess a significant following and influence on social media platforms to promote their products or services. These influencers, ranging from celebrities to niche content creators, leverage their authenticity, expertise, and rapport with their audience to endorse brands, thereby influencing consumer behaviour and purchase decisions.

On the other hand, brand awareness encompasses the extent to which consumers recognize and recall a particular brand within a competitive market. It represents the first crucial step in the consumer decision-making process, laying the foundation for brand perception, trust and loyalty.

In recent years, influencer marketing has emerged as a prominent strategy for building brand awareness due to several key factors. Firstly, the proliferation of social media platforms has democratized content creation, allowing individuals to amass large followings and wield significant

influence within specific niches. This decentralization of influence has enabled brands to tap into diverse audiences and engage with consumers on a more personal level.

Previous research has extensively explored various aspects of influencer marketing, such as its impact on consumer engagement, purchase intentions, and brand loyalty. However, there remains a gap in understanding the specific mechanisms through which influencer marketing builds brand awareness across different consumer segments and social media platforms. While studies by Keller and Fay (2016) and Dron and Mohamad (2015) have explored the general impact of influencers on consumer behavior, the unique contribution of this research lies in its quantitative approach using Google Form questionnaires to provide empirical data on the effectiveness of influencer marketing in driving brand recognition and visibility. By integrating both quantitative data and literature reviews, this study offers a novel perspective on how influencer marketing strategies can be optimized for building brand awareness in an increasingly digital world.

II. METHODS

The objective focuses on examining the impact of influencer collaborations on brand recognition and visibility among target audiences. This research adopts a quantitative approach to explore the role of influencer marketing in building brand awareness. Quantitative research is suitable for this study as it allows for the collection and analysis of numerical data to establish patterns and test hypotheses regarding the effectiveness of influencer marketing strategies. This approach provides a structured method for investigating the relationship between influencer marketing (independent variable, X) and brand awareness (dependent variable, Y) among consumers. Data for this research was collected using a structured questionnaire administered through Google Forms. The questionnaire was designed to gather quantitative data on respondents' awareness and perceptions of brands promoted by influencers, their engagement with influencer content, and the impact of influencer marketing on their purchasing decisions. The questionnaire included both closed-ended and Likert-scale questions to capture a range of responses and quantify attitudes and behaviours related to influencer marketing. The target population for this research comprised consumers aged 18 to 55 years and older. The sampling technique employed was the use of Google Forms, a convenient platform for distributing surveys widely. The rationale behind selecting this age range is to encompass a broad spectrum of consumers who are likely to engage with social media and be exposed to influencer marketing efforts.

The questionnaire elicited responses on the influence of recommendations from social media influencers on the respondents' purchase decision-making process. It also explored perceptions regarding the effectiveness of influencer marketing as a strategy for building brand awareness. Through the analysis of these responses, the study seeks to gain insights into the role of influencer marketing in shaping consumer behaviour and brand perceptions across different demographic segments.

The population for this study comprises active social media users who engage with influencers across various platforms such as Instagram, YouTube, and TikTok. The study focuses on individuals who have been exposed to influencer marketing campaigns and have interacted with branded content promoted by influencers. The target population is diverse, including different demographic groups such as age, gender, location, and social media usage patterns. Although the exact size of the population is not defined, it encompasses all potential consumers who interact with influencer content online.

The sample size for this research consists of 312 respondents who were selected to participate in the study. These respondents completed a questionnaire distributed via Google Forms, providing data on their perceptions of influencer marketing and its impact on their brand awareness. The sample size of 312 is adequate for achieving statistical significance and reliability in the results, allowing for generalization to the broader population of social media users.

III. FINDINGS AND DISCUSSION

A. Review of Literature

a. The Marketing strategy of a company has to continuously adapt to new market developments, trends and requirements. Marketing anticipates consumption needs and creates new desires in consumers (Cannon et al., 2010)

b. The virtualization and growing consumer involvement with marketing has multiplied the effectiveness of brands and has endowed new dynamics to brand advertisement. Brands are created by both provider and customer (Herrmann and Schaffner, 2005).

c. Shaping brand awareness is crucial in corporate brand marketing and evokes brand image, buying intention and consumer loyalty (Meyer and Schwager, 2007).

d. Influencers are consumers in a central communicative function who impact on other consumers in a targeted way to promote the consumption of certain products via social media (Keller and Fay, 2016; Dron and Mohamad, 2015).

B. Hypothesis

H0 - There is no significant relationship between influencer marketing and brand awareness.

H1 - There is a significant positive relationship between influencer marketing and brand awareness.
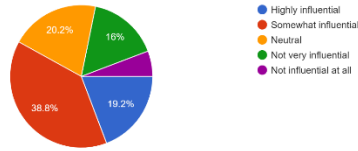
C. Data Analysis and Interpretation

Figure 1. Distribution of Perceived Influence of Influencer Recommendations

In the above chart,

- 38.8% of respondents, which is 121 individuals, stated that they find influencer recommendations somewhat influential.
- 20.2% of respondents, totalling 63 individuals, expressed a neutral stance towards influencer recommendations.
- 19.2% of respondents, equivalent to 60 individuals, indicated that they perceive influencer recommendations as highly influential.
- 16% of respondents, accounting for 50 individuals, reported that influencer recommendations are not very influential.
- Finally, 5.8% of respondents, which is 18 individuals, stated that they do not find influencer recommendations influential at all.
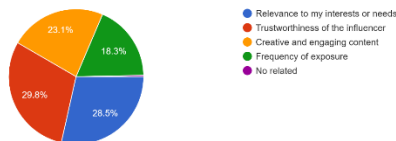

Figure 2. Factors Affecting Trust in Influencer Marketing among Respondents

- In the above chart 29.8% of respondents, which corresponds to 93 individuals, indicated that they trust influencer marketing due to the trustworthiness of the influencer.
- 23.1% of respondents, totalling 72 individuals, cited the creative and engaging content produced by influencers as a factor influencing their trust.
- 28.5% of respondents, equivalent to 89 individuals, stated that the relevance of influencer content to their interests or needs contributes to their trust in influencer marketing.
- 18.3% of respondents, accounting for 57 individuals, mentioned that the frequency of

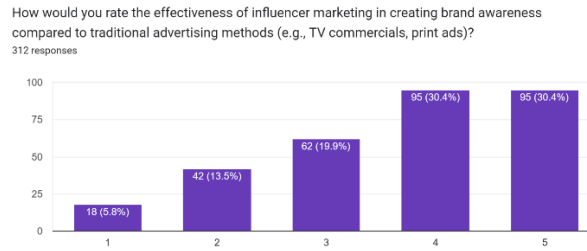exposure to influencer content influences their trust in influencer marketing

Figure 3. Influencer Marketing Effectiveness vs Traditional Advertising

In the above graph, 1 stands for much less effective and 5 stands for much more effective.

Table 1. Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
When considering a product or service, how influential are recommendations from social media influencers in your purchase decision-making process?	312	781	2.503205128	1.305456
Do you trust product recommendations made by social media influencers?	312	814	2.608974359	1.364292
Do you believe influencer marketing is an effective strategy for building brand awareness?	312	1199	3.842948718	1.129596

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	346.1944	2	173.0972222	136.6793	8.73057E-53	3.005372
Within Groups	1181.596	933	1.266448182			
Total	1527.791	935				

D. Interpretation

The data collected from the Google Form questionnaire was analyzed using various statistical and visual methods to understand the impact of influencer marketing on brand awareness. Pie charts and bar graphs were utilized to visually represent the distribution of responses, providing a clear overview of the data regarding consumer perceptions, trust in influencer recommendations, and engagement levels. These visualizations helped in identifying patterns and trends in the data, such as the most common reasons for following influencers and the perceived effectiveness of influencer marketing in enhancing brand awareness.

To further examine the relationship between different variables, a single-factor ANOVA (Analysis of Variance) was conducted. This statistical test was used to determine whether there were any statistically significant differences between the groups (questions) concerning their influence on the purchase decision-making process, trust in product recommendations, and belief in the effectiveness of influencer marketing. The results indicated a statistically significant difference between the groups, as evidenced by a very low p-value (8.73057E-53), which provides strong evidence against the null hypothesis. This suggests that there is a significant relationship between the variables, specifically that influencer marketing has a measurable impact on brand awareness and consumer behavior. Consequently, we reject the null hypothesis and conclude that influencer marketing strategies significantly affect brand recognition and consumer trust, reinforcing the importance of leveraging influencers to build brand awareness effectively.

The findings from this research provide valuable insights into the role of influencer marketing in building brand awareness. The data analysis, using pie charts, bar graphs, and a single-factor ANOVA, reveals significant relationships between influencer marketing efforts and various aspects of consumer behavior, including purchase decision-making, trust in product recommendations, and overall perception of brand effectiveness. The ANOVA results showed a low p-value (8.73057E-53), indicating a statistically significant difference among the groups (questions). This suggests that different facets of influencer marketing—such as the frequency of influencer content exposure, the credibility of the influencers, and the relevance of the content—have varying levels of impact on brand awareness and consumer trust.

These findings are consistent with previous research, which has highlighted the effectiveness of influencer marketing in shaping consumer attitudes and driving engagement. For instance, Keller and Fay (2016) and Dron and Mohamad (2015) discuss the pivotal role of influencers in targeting specific consumer groups and promoting product consumption through social media channels. This research extends those findings by providing empirical evidence that influencer marketing significantly affects brand awareness, supporting the theoretical frameworks of the Theory of Planned Behavior and Social Influence Theory. The Theory of Planned Behavior posits that individuals' attitudes, social norms, and perceived control influence their behaviors; this aligns with our findings, as consumers are more likely to engage with and trust brands endorsed by influencers they follow and admire.

Moreover, the results align with the work of Meyer and Schwager (2007), which emphasizes that shaping brand awareness is critical for evoking brand image, buying intention, and consumer loyalty. This study further validates that influencer marketing, when executed strategically, can significantly enhance brand visibility and recognition, especially in digital spaces where traditional advertising may no longer be as effective. The quantitative data from our survey complements these theoretical perspectives by providing a contemporary analysis of how influencers affect consumer perceptions and behaviors in real-time.

The significant rejection of the null hypothesis in our study underscores the importance of influencer marketing as a strategic tool for enhancing brand awareness. It suggests that companies should carefully select influencers who align with their brand values and target audience to maximize the impact of their marketing efforts. This is in line with Herrmann and Schaffner's (2005) notion that brands are co-created by providers and customers, emphasizing the collaborative nature of influencer marketing. Upon rejecting the null hypothesis in our research investigating the role of influencer marketing in building brand awareness, significant findings emerge. The data collected through our quantitative analysis via Google Form questionnaire reveals a strong correlation between influencer marketing activities and heightened brand recognition among the surveyed audience. This rejection suggests that influencer marketing indeed plays a pivotal role in enhancing brand visibility and awareness, aligning with previous literature indicating its efficacy in contemporary marketing strategies. Consequently, our study underscores the importance for businesses to strategically invest in influencer collaborations to bolster their brand presence and engagement within target demographics. Recommendations stemming from this rejection advocate for a more pronounced integration of influencer marketing initiatives into overall brand promotion strategies, emphasizing the cultivation of authentic relationships with influencers whose values resonate with those of the brand. Additionally, our findings call for continuous monitoring and analysis of influencer campaigns to optimize their impact on brand awareness and consumer engagement.

IV. CONCLUSIONS

In conclusion, our research has provided valuable insights into the role of influencer marketing in building brand awareness. Through a combination of quantitative analysis via Google Form questionnaire and a thorough review of existing literature, we have shed light on the significant impact that influencer collaborations can have on brand recognition and visibility among target audiences.

Our findings have illuminated a strong and statistically significant relationship between influencer marketing activities and heightened brand awareness. The data collected from our survey respondents underscored the pivotal role that influencers play in shaping consumer perceptions and driving engagement with brands. This rejection of the null hypothesis confirms the transformative power of influencer marketing as a strategic tool for brand promotion in today's digitally-driven landscape.

Moving forward, our research highlights several key recommendations for businesses looking to leverage influencer marketing effectively. Firstly, brands should prioritize authenticity and alignment of values when selecting influencers to partner with, fostering genuine connections that resonate with their target demographics. Additionally, ongoing monitoring and evaluation of influencer campaigns are essential to optimize their impact and ensure a positive return on investment.

In conclusion, our study underscores the importance of integrating influencer marketing into comprehensive brand promotion strategies. By harnessing the influence and reach of trusted influencers, businesses can enhance their brand visibility, engage with consumers authentically, and ultimately, drive sustainable growth and success in the competitive marketplace of today.

ACKNOWLEDGMENTS

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Bejijong Community's Perception of Village Service E-government as a Self-Service System

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Abstract. *Bejijong Village has the goal of creating digital-based public services. This is a factor in the creation of a self-service system. The purpose of this study is to analyze the perception of the Bejijong community towards E-government Village Services as a Self-Service System. This study uses a qualitative method to interpret an understanding related to the cause and effect of a phenomenon and uses a descriptive type in order to systematically describe the community's perception of Village Services as a self-service in Bejijong village. This research was conducted in Bejijong Village, Trowulan District, East Java. In this study, purposive techniques are used to determine informants. The data collection techniques used are interviews and observations. Primary data was obtained by conducting direct interviews with 5 informants who are people of Bejijong Village, both who use self-service and non-self-service, while secondary data is obtained from previous researches and internet media such as google and e-book. The data analysis in this study uses Miles and Huberman interactive analysis, namely data collection, data presentation and conclusion drawn. This study uses Stephen P. Robbins' theory of perception which consists of 2 indicators, namely acceptance and evaluation. The results of the study show that all indicators get a positive or good perception from the public. Because the self-service system provides convenience for them in taking care of correspondence that requires information from the village. Of the 5 informants that have been interviewed by the researcher, there is 1 informant who stated that he could not use self-service, this is due to the age factor and lack of understanding of information technology.*

Keywords: Perception, Self-Service System, Bejijong Village

I. INTRODUCTION

Bejijong Village is one of the tourist villages located in Trowulan District, Mojokerto Regency, East Java. This village is commonly called Majapahit village because it is located in the heart of the former capital of the Majapahit Kingdom. Majapahit Village is surrounded by several temples that are quite numerous and once prosperous in 1400 AD. One of the temples that are visited by many tourists from various regions is Brahu temple. In addition, there are several other tourism that are quite famous to the international realm, including sleeping buddha tourism and the Siti Inggil site. Majapahit Bejijong Village once won 3rd place in the CHSE category at the Indonesia Tourism Village Award night in 2021 by the Ministry of Tourism and Creative Economy and was named the best tourist village in Indonesia which ranked in the top 3 and set aside 1,831 best tourist villages in Indonesia (Septiani, 2019)

Bejijong Village is one of the developed and developing villages as well as a tourist village in East Java. Bejijong Village has a website named Bejijong.desa.id to open the widest possible access to the people of Bejijong village, including transparency in the management of village funds and village development achievements. Along with the development of the times and information technology, Bejijong village has the goal of creating public services and digital-based community administration management. This is a factor in the creation of a self-service system. The innovation was made to make it easier for all Bejijong residents to be able to carry out sufficient administrative

management by downloading applications and accessing the website owned by Bejijong village. This is considered easier because people no longer need to come to the village hall, so it is enough to use a smartphone or computer. It is mandatory for a government institution to provide quality public services for the welfare of its people (Tasyah et al., 2021)

The self-service system in the Village Service application is an implementation of e-government. E-government is the application of information technology by the government to establish relationships with the community and various parties who have interests. This system was created as an effort to distribute government services in the form of digital (Tasyah et al., 2021). So e-government aims to form a communication relationship between the community, the private sector, and the government so that they can carry out interactions, services, and transactions smoothly. This self-service is not only available on the website owned by Bejijong village, but can also be accessed by downloading an application called Village Service through the play store. The self-service system is used as a means to make it easier for community services to make letters, then to monitor village activities and village stalls. The Bejijong website itself consists of various features including village apparatus attendance, self-service, Bejijong villager data archives, land archives, health, village development information, village news, correspondence and village inventory. The self-service system in Bejijong village has been inaugurated on March 26, 2024 and has passed the trial stage by the village government. The hope of the Bejijong Village Government with the existence of a self-service system is to be able to provide easy and efficient services for the people in Bejijong Village. According to information from one of the Bejijong village governments, Zainur Ridho, so far there have been no obstacles to the community related to the existence of the self-service system, but there are still very few people who are willing to try to access the self-service system.

Figure 1. Village Service Application as Bejijong Self-Service System

This self-service can not only be accessed through the website owned by Bejijong village, but can also be accessed easily by downloading an application called Village Service through the google

play store. The application has been used by more than 5 thousand users, not only that the application has also received 99 reviews of which the majority of users give positive comments because they feel helped by the existence of the application and have received a rating of 4.6 which can be categorized as good. Similar to the self-service on the bejijong.desa.id website, the Village Service application has complete features to take care of the correspondence needs of the people of Bejijong village. Bejijong Village is one of the villages that has implemented the e-government system, Edi as one of the members of the village apparatus revealed that Bejijong Village has aspirations to digitize in various aspects, one of which is the public service.

The use of information technology in e-government aims to obtain, process and arrange data processing. Not only that, technology is also used to manipulate data through various processes in order to produce precise, accurate, reliable and quality information. The role of the internet is a form of information technology which is a possibility for the government to be able to interact with its people without any space and time barriers (Pratama et al., 2020). As a result of technological developments, e-government is present as a facility to support the government's performance in providing services to the public in a transparent and effective manner. Digital transformation is a cultural change that should be carried out in organizations. Digitalization will bring changes to the government's performance in communicating and providing services, but it will also bring widespread involvement including changing the organizational order and culture (Ningtyas & Wind, 2023).

Perception according to the Great Dictionary of the Indonesian Language has the meaning of a direct response or acceptance of something. Perception is a process of absorbing information using the senses, namely hearing, sight, smell and taste. Perception is the understanding or meaning of information to the stimulus. Stimulus is obtained through the process of events or relationships between symptoms which are then managed by the brain (Fay, 1967). Perception itself is a process of integrating and managing our sensory data to be developed so as to form an awareness in ourselves of what is around us. So based on some of these understandings, it can be concluded that perception is the result of a person's assessment after receiving stimuli from his senses.

Perception according to Stephen P. Robbins has 2 indicators, namely acceptance and evaluation. Reception is an indicator of perception at the physiological stage, which is the work of the sensory apparatus in capturing stimuli from the outside. Meanwhile, evaluation is the process of interpreting stimuli that have been received through the Sensory apparatus which is then passed through nerves to be managed by the brain. It can be said that evaluation is an assessment of an object (Rochmaniah & Zulia, 2024). In this study, acceptance can help analyze the extent of the attitude of the people of Bejijong village in accepting the self-service system and how interested the community is in updating information on the bejijong.desa.id website. Meanwhile, the evaluation helps analyze community assessments related to the usability, ease of use, benefits and reliability of the self-service system in the Village Service application. So it can be concluded that the actual definition of perception is an assessment that appears in our brain after receiving stimuli through the five senses (Rahma, 2018).

The stimulus that has been received from the five senses then develops into an assessment (evaluation) which later produces a view of the events that occur.

In a research article related to public services on the Pekanbaru application in hand, it shows that overall indicators such as the quality of service interaction, usability and others show excellent percentage values. However, there are other facts found in the field that there are obstacles faced by some informants who have not used the self-service system, such as the lack of maximum socialization from the village government. This causes a research gap. So this gap or gap can be used by the next researcher to answer these obstacles purely because of a lack of attention from the village government or there are other factors such as limited literacy or other things.

Based on the description above, a problem can be formulated, namely "what is the perception of the Bejijong community towards E-government Village Services as an Independent Service?" There are several articles used by the researcher as references and supporting data in this study.

Research conducted by Inaya Sofia Aurani in 2022. This study aims to find out the public's perception of the use of the LAPOR website in Demak district. This study uses a qualitative descriptive method with data collection techniques through interviews and observations as well as documentation. The result of this research is that the public's perception of the website tends to be good and the criteria on each indicator are achieved, but there are still some disturbances that appear on the website such as long *loading*, some regional apparatus responding to complaints and others.

Then research conducted by Rika Rahim in 2022. The research aims to find out how the public perception of Pekanbaru application-based public services is in the palm of their hand. This study uses a quantitative descriptive method by distributing quantitative to the community and getting 99 respondents. The results of the study showed that each criterion indicator received a fairly high percentage, including, usability (usability) of 61.09% or good, information quality (information quality) of 78.75% or good, service interaction quality indicator of 80.11% or good, and overall indicator of 81.21% or very good.   Based on the articles that have been used as references, the purpose of this research is to find out the perception of the public related to attitudes, usability, convenience, interests and benefits and reliability to the e-government of Village Services as a self-service data system.

II. METHODS

Research It uses the Qualitative is used to interpret an understanding related to the cause and effect of a phenomenon occurring (Al-Ghifari & Abidin, 2022). A qualitative approach based on positivism that views a phenomenon can be described, relatively fixed, actual, measurable, observed, and its phenomenal relationships are causal (Suggestion, 2010). The researcher uses a descriptive type in order to systematically describe the community's perception of village service e-government as a self-service system in Bejijong village. This research was conducted in Bejijong Village, Trowulan District, East Java. The reason why the researcher chose this location is that Bejijong

village is one of the tourist villages that has developed in various fields, besides that this village has also received awards several times in various categories, not only that the researcher also wants to know the perception of the community in responding to all information technology developments organized by the Bejijong Village Government. Researchers using the *purposive* in determining informants that are not carried out randomly but through certain considerations (Fathony et al., 2021). The data collection techniques used are interviews and observations. The data sources in this study are primary data and secondary data, primary data was obtained by conducting direct interviews with 5 informants who are people of Bejijong Village, both who use self-service and non-self-service while secondary data is obtained from previous studies and internet media such as google and *e-book* related to the problem being studied in the study. The subject of this study is the residents or community of Bejijong village and the object of the research is the self-service system contained on the bejijong.desa.id website. The data analysis used is Miles and Huberman interactive analysis which has 3 components, including:

- Data collection is the process of selecting and simplifying data that has been obtained in writing, interviews with informants and other documents that are tangible through observation. In short, data reduction is the process of sorting and processing interview data so that researchers find the research focus needed
- Data presentation is a content or result of data that has been processed and analyzed so that it becomes information that is in accordance with the focus of the research needed by the researcher.
- Drawing conclusions, a summary of data that is compiled starting from the beginning of the research that is not patterned to the data that has been compiled by the researcher based on the focus of the research that has a regularity and a causal flow.

It can be concluded that qualitative research has several stages in data analysis techniques according to Miles and Huberman, namely data reduction, data presentation and conclusion drawing (Wanto, 2018).

III. RESULTS AND DISCUSSION

The informant criteria used in this study are the people of Bejijong village which are determined based on age and profession. The following is data on informants as the people of Bejijong village sorted by age, the largest number of informants are between the ages of 17-20 years old as many as 2 people, then informants between the ages of 40-50 years old as many as 1 person, then between the ages of 51-60 years consists of 1 person and the last one between the ages of 61-70 years as many as 1 person. It can be seen that at the age of 17-20 years is the largest number of respondents, because the researcher wants to know how their perception as the z generation is towards self-service innovation as a form of digital-based public service development. Then the data of informants as the people of Bejijong village

are sorted by profession, namely, as students there are 2 people, then the people who work as the head of RT are 1 person, traders are 1 person and followed by the community as retired civil servants amounting to 1 person.

The results of the data obtained are described related to the results of the researcher's interviews with 5 informants about how the community perceives the e-governance of Village Services as a self-service in Bejijong village, using a descriptive qualitative approach.

Attitude is a behavior or action based on belief. Attitudes grow in a person and are relatively stable, so when an attitude is formed in a person, the attitude will stay for a long period of time and of course is based on choices and can change along with the learning process. Attitude has four dimensions according to Thurstone, including rejection or influence, judgment, likes or dislikes and the last psychological object that is positive or negative (Anwar, 2009). In every activity, it will definitely give rise to an attitude in everyone, just like when the Bejijong Village Government has innovations to carry out digital transformation in public services. Of course, the Village Government will provide more convenience to the community. Therefore, the Bejijong Village Government released a self-service system for the people of Bejijong village as well as providing knowledge related to the application of information technology. In this case, the public's perception of the existence of a self-service system is very good. Diandra as the first informant who has the status of a student revealed that "self-service is very helpful because the system can help the community in taking care of correspondence activities". Then Elena Aditya "this new program is very useful because people don't need to go back and forth to the Village Hall to take care of letters, it is very convenient and as a form of digital transformation". The third informant is Eni Yunita who works as a trader, "the existence of this self-service system is very useful and how to use it is also easy because you just have to open it via cellphone". The next informant is Ulil Hidayati who works as the head of RT, "I agree with this self-service system, because it makes it very convenient for me and other communities. But yes, I myself can't use it because I don't understand that technology problems like that, so I usually ask my children for help if there is anything." Followed by Ersuwarti who is a retired civil servant, "I feel very open and accepting of the program, but I don't understand if I am told to access such things, so I usually ask my son for help". The statements of the above informants are relevant to previous research by (Rahma, 2018) The results of the research show the attitude of the community towards the existence of *Fintech* shows the provision of support for the progress of technological innovation, while the public's interest in the use of Fintech is very good.

The Bejijong Village Government has long been committed to implementing digital-based self-service or e-government, therefore self-service is one of the manifestations of the implementation of the Bejijong Village Government's commitment to the community. All informants who have been interviewed by the researcher are accepting, agreeing and very open to the existence of the self-service system because according to them the program will provide convenience and bring Bejijong Village to be more advanced by implementing digitalization in the service sector.

Usability is an indicator where a person believes that a technology used can make a job easier,

provide an improvement in work performance and the benefits of a technology can be felt as a whole (Nurhayati & Hairul, 2020). So if someone has believed and felt the benefits of the technology, then he will use it and if someone does not feel the benefits of the information technology, then he will choose not to use it. A person's view that makes users mostly think that they should or shouldn't engage in a particular behavior significantly affects what is felt. Cognitive factors also play an important role where the greater the relevance of the information system perceived by the user, defined as the individual's perception of the extent to which the new information system applies to their tasks and work, the more high-quality outputs are produced. It is defined as a consideration of how well an information system can complete its tasks. The self-service system is a tool that can be used by the community to take care of letters that need village assistance for the completeness of data content, including SKTM (certificate of incapacity), parental salary certificate, death certificate, KK (family card), e-KTP and many more (Kurniati et al., 2018). The way to use it is also quite easy as has been socialized by the Bejijong Village Government both through social media and directly through the meeting of the heads of RT and RW, namely, first, the community downloads the Village Service application on the play store or can also open the bejijong.desa.id website for self-service access, second install the Village Service application, third enter the NIK (family identification number), Fourth, enter the password that has been given by the village operator through NIK verification on the WhatsApp number listed on social media and the website owned by Bejijong village, or you can also come to the village hall to ask about the password.
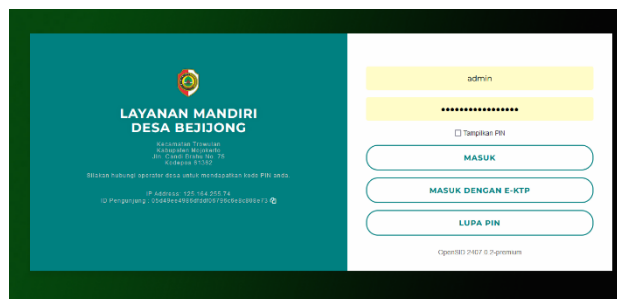

Figure 2. Self-Service Access on the Bejijong.desa.id Website

The first informant, Diandra Haura "I don't fully understand the use of the self-service system, because I still haven't tried it" then another informant also admitted that he already understood the use of self-service, this is evidenced by the statement of four informants "yes, I already understand the use of the self-service system, namely to take care of correspondence". In conclusion, the perception of 4 out of five informants was that they already understood the usefulness of the self-service system while the rest admitted that they still did not understand the usefulness of the system. This is supported by previous research conducted by (Ningtyas & Wind, 2023) in 2024, which shows the results of research that the SIMPEDA application provides benefits to the community.

Convenience is one of the indicators of perception where a person can believe that he can easily

operate a system without needing *effort* and avoid difficulties, it involves operating the information system according to user preferences (Sukmawati & Massie, 2015). There are several indicators of ease perception, including the system can be accessed easily, clearly and understandably, flexibly, and most importantly, the system can be easily used. Ease of use means the extent to which a person is confident in using an information system, which in this context is that the community can easily use self-service services. Self-service must be well designed so that it can be used by all people who incidentally have different educational backgrounds. All informants have given a perception regarding the ease of the self-service system as evidenced by the informant's statements, "this self-service will provide convenience for me and my family because it is easy to use by entering the NIK and pin given by the village", "this self-service provides convenience for the village community and the Village Government to provide faster public services, practical and sophisticated", "This self-service system is very convenient for me and the surrounding community, I also always invite other neighbors to always support the new innovations created by the Bejijong Village government", the next informant is Ulil Hidayati who works as the head of RT, in line with the perception of the previous informants "I strongly agree that self-service brings convenience both in terms of how to use it and its benefits even though I am myself I can't know how to use it yet", "This self-service also provides convenience, at my age when I am no longer young, I still want to learn to use self-service so that I don't miss the digitization programs made with the Bejijong Village Government". The result of the perception of all informants is that self-service has indeed proven to bring convenience to the people of Bejijong Village even though there are two informants who are classified as gaptek, but the enthusiasm to be able to participate in using self-service services is still high.

Interest in language means interested (*interest*), while on the other hand, interest according to the term is a person's high interest or desire for something. So a person will do anything if he is interested in something (Nurmaidah, 2018). Interest is a person's interest or a great desire to learn, know and prove. So interest is formed because of the information that has been obtained about an object accompanied by the involvement of feelings in a certain object and cannot be separated from the influence of the environment (Rachman, 2018). Likewise, the interest of the people in Bejijong Village in reading or just opening the information listed on the bejijong.desa.id website is certainly very diverse. Interest has several characteristics, first, readiness is needed in interest, second, interest is highly dependent on the willingness to learn, so interest is highly dependent on the acceptance of community learning opportunities. If the community only associates with a small scope or is reluctant to socialize such as the surrounding environment, the interest and learning opportunities that grow in a person will be low, in contrast to a society that develops with a wide environment, it is certain that they will have a high sense of interest in something. Third, interest grows from physical and mental development, fourth, interest development has physical and mental limitations and social experiences that result in limitations in people's interests. Fifth, interests are influenced by culture, sixth, interests are also influenced by the emotional level. Currently, there are many areas that provide all information about villages using

websites, one of which is Bejijong village with bejijong.desa.id website. In this case, public interest is needed to access or find out all kinds of information available on the Bejijong village website. In a website, it is certainly inseparable from the quality of information, there are several elements in measuring the quality of information, among others. Completeness, format, accuracy of information, timeliness in presenting information and relevance of a news. According to the researcher's interview with one of the village governments, all information presented on the website bejijong.desa.id has met several information quality indicators, and also every news or information that has just been uploaded on the website will be directly forwarded to the community through a whatsapp group consisting of village officials and the head of RT RW in various neighborhoods of Bejijong village.
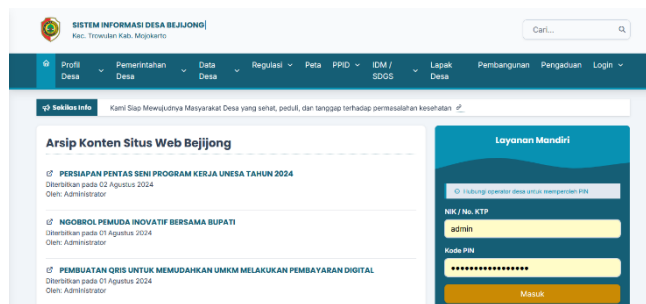

Figure 3. Bejijong.desa.id Website

The following is the perception of the Bejijong people towards their interest in opening and reading all the information available on bejijong.desa.id website. The first informant was Diandra Haura who is the chairman of the Bejijong village children's forum organization revealed that "the information about Bejijong village on the website is very *updated*, and the information is also very detailed explaining what activities are being held in the village". Informants as the chairman of the children's forum organization often read information or news on the website, not only that the information uploaded on the village website will make it easier for people outside Bejijong Village who want to know information and developments about Bejijong Village. The second informant is Elena who is a member of the children's forum organization. Elena stated that "the information is always up-to-date and the news is always timely about activities in the village". Informants are also active in reading information presented on the village website and reading through Bejijong Village social media, one of which is Instagram with the account name @pemerintah.desa.bejijong. The next informant was Eny as a trader and also a housewife, he revealed "the information is very complete, all the information about bejijong is all there". Next is Ulil Hidayati who works as the head of RT "Mas Ridho is always active in sending the latest news links to the RT group, I also often open the link but you have to suddenly come out on your own, I repeat the link and just read it a little and then suddenly come out again, yes, that's the point, I also don't know why I myself am also not good at technology". The next informant was Ersuwarti who is a retired civil servant "wow, I don't know

about those websites because I'm this old, usually if there is anything I have to ask for help from my children". So the indicator of public interest in reading the information available on the website bejijong.desa.id is classified as good because among the five informants only one informant gives a lack of perception of interest in accessing the information presented on the bejijong.desa.id website.

Reliability is an indicator that shows the ability to carry out the promised service in an actual and trustworthy manner. Reliability or commonly referred to as reliability is the ability to provide services that are promised in a short time, guaranteed and able to provide satisfaction to users. So reliability is a benchmark in carrying out a service with timeliness and ease of access to transactions in carrying out services (Sukmawati & Massie, 2015). The self-service system provides better service facilities to the community such as providing more efficient time and also providing satisfaction for the community. Punctuality and satisfaction in this service will be a factor in fostering public trust in using self-service system services in the current era of technological development. It is undeniable that in the current era of globalization, all age groups have become familiar with technology because this phenomenon is an influence or part of globalization, therefore the self-service system is present in Bejijong village which is a digital transformation and the hope is to become a reliable system in carrying out public services to the community. All people who have been interviewed as informants more or less give the same perception. This is evidenced by the statements of informants, "this self-service can clearly be relied on because in the era of technological development today everything is digital, so this self-service will be very helpful when we need certain papers when we are out of town", "I really appreciate the program made with the Bejijong Village Government because my brother at that time had taken care of a house move letter to the Bejijong village hall and continued to be directed directly to fill in the data online and the process is cuepet". "Of course, this self-service provides convenience for the community here and can be relied on as a form of the development of public services that are increasingly advanced and this program can also certainly provide satisfaction for people who have used the self-service service", "this self-service brings a more modern life in public services because nowadays everything is digital and most people are also good at using it *smartphone* Including myself, therefore the self-service system can be relied upon in the current era of globalization". Based on information from all informants, it can be gathered that the self-service system gets a very good perception because it is a public service service provided by the Bejijong Village Government which *modern*, following the times and current information technology developments.

The benefits according to KBBI are usefulness or benefits. A person who has chosen to use a technology means that the person believes that the technology has provided positive benefits to him. So the perception of benefits is the extent to which a person believes that the technology used provides convenience for the benefits that the technology has (Attaqi et al., 2022). In running the village government's self-service system, it is required to provide benefits that include efficiency and effectiveness, this is because the self-service system is a public service service that is *Settings* digital-

based to provide community satisfaction in getting services. The creation or management of correspondence in Bejijong Village used to be done manually as in general, including printing documents or forms, manual signatures and just being submitted to the village, not to mention that if you queue, the desired letter must be held and the results are only given within 1 to 2 days. The manual service is considered ineffective and inefficient because it takes a long time and requires more manpower to visit the village hall repeatedly. To save time, the self-service system is enacted to improve services to be better (Idris et al., 2022). This self-service program was initially socialized by the village government to RT/RW through the *whatsapp* which is then socialized to the community in their respective areas, on the other hand, the village government has also disseminated information about self-service through the official website of Bejijong Village and social media. All informants have given perceptions regarding the benefits of the self-service system as evidenced by the informant's statements, "I think this self-service is the right solution because it makes everything easier and faster, and this self-service saves time and also makes the service easier", "this self-service clearly provides convenience and the time needed is also more efficient",   "If I am a trader, this self-service is definitely beneficial for me, because I sell every day, I have to cook, take care of the stall from morning to close, not to mention if there is an order so I spend more time in the kitchen. So with this self-service it really helps me", "this program is very helpful for taking care of letters, even though my knowledge is lacking in technology but I don't think it's a problem, I can still ask for help from my family later, so it's good that I don't have to go back and forth to the village hall anymore". The conclusion from the perception given by 5 informants that the self-service system program has proven to provide significant convenience and benefits for the community in Bejijong Village, because with digital-based public services, services become more efficient and effective.

In every program or innovation created, there must be obstacles, as well as the self-service system program released by the Bejijong Village Government on March 26, 2024. The inhibiting factors in this self-service program are related to the delivery of information and the quality of human resources (HR). In the delivery of information or socialization of the new program, it is felt that it is not evenly distributed to all levels of society in Bejijong Village, so that the usefulness and benefits of the self-service system have not been maximized. The supporting factors for the success of the self-service program start from the village government. According to the statement of one of the informants who is the Bejijong Village government, initially a briefing was carried out from the relevant agencies regarding the features and how to use the self-service system in all Village Governments, then the test stage has also been tried by the Bejijong Village Government and runs smoothly as expected as well as the system is also safe without any obstacles. After the trial carried out, the Village Government intends to make a video tutorial on how to use the system which is then socialized to the community. This self-service is not directly socialized to the community but through small government intermediaries such as RT and RW which are then socialized to local residents or communities. In conducting socialization to the community, there are also factors that are inhibiting,

namely the quality of human resources because they do not understand about self-service or even do not know at all about the program, this is because many people are elderly so that their understanding of gadgets is very minimal and most prefer to ask for help from their families or come directly to the village hall, And many people also have low educational backgrounds, making it difficult to socialize digital programs to them. Like one of the people who became an informant in this study, the informant did not know what features could be used in a smartphone, informants using smartphones were only commonly used to open WhatsApp and more often asked their children for help to open other information. The informant then expressed his perception regarding the obstacles felt, but this obstacle occurred not in the informant but in the neighbors or the community around the informant's house, there are still many people who consider that this self-service system is a trivial thing because according to the informant they still do not need documents or letters to be taken care of. This usually happens to teenagers or parents who are still at an early age who live around the informant's house. The third informant revealed that it is necessary to hold face-to-face socialization and conduct socialization with RT/RW intensely to increase understanding and the process of disseminating information about the self-service program initiated by the Bejijong Village Government so that it can be implemented optimally. Likewise, the next informant revealed the need for deeper socialization to the community, especially the elderly, because the informant felt that there were still many who felt difficulties in understanding and accessing the self-service system, including the informant's parents. As the head of RT, this informant admitted that there are factors that hinder the self-service program, according to the informant, the dissemination of information related to the ease of the self-service system is not paid much attention, because in the informant's environment there are many elderly people, then some also have an indifferent attitude towards every program made by the Bejijong Village Government, not only that there are also people who are trapped in the comfort zone which means less establishing relationships with the outside community so that it affects the mindset of people who are not developing and produce low resources, as a result of lagging behind the latest information because information technology will always develop over time. Even so, the informant remains consistent in sharing every important information shared by the Village Government both face-to-face and through social media whatsapp. It can be concluded that the self-service program has a lot of inhibiting factors, based on the perception of all informants, almost all of them feel the need to hold socialization to the community, especially to the elderly and the elderly who find it difficult to use digital media, the socialization is very important to provide understanding related to *Benefit* or the benefits that will be obtained when using a self-service system in managing letters. This is relevant to previous research conducted by (Mufarrihah et al., 2022). The results of the research show that the local village government is considered less than optimal in conducting socialization related to the application among residents as a self-service data system for the city of Batu.

The implementation of e-government in Indonesia is felt to have brought changes to the pattern

of government interaction with the community. This is evidenced by the existence of a self-service system that has just been inaugurated by the Bejijong Village Government. The program is a modern public service innovation that utilizes the sophistication of information technology. This change has a very good impact because people will feel the benefits and convenience when using a website or self-service application. Services that were initially carried out manually with a queue system and limited by working hours, but now services can be received 24 hours a day because everything is digital-based (*online*). This new program is very well received and supported by the people of Bejijong village, this is evident from the results of the researcher's interviews with 5 informants who are the people of Bejijong Village, in the sense that the community's perception of attitude indicators in the self-service system has a positive effect because of the community's openness to the convenience and benefits that exist in the self-service system. Of the 5 informants that have been interviewed by the researcher, there is 1 informant who stated that he could not use self-service, this is due to the age factor and lack of understanding of information technology. Seeing this situation, the Bejijong Village Government has more duties to socialize related to the use of self-service in the community, especially those who are vulnerable and people who have low educational backgrounds so that the use of the self-service system in Bejijong Village can run optimally.

IV. CONCLUSION

The self-service system is an innovation or program initiated by the Bejijong Village Government as a form of digital transformation today. The system was created to provide convenience in carrying out public services. The existence of the new system or program is a form of implementing *e-government* in Bejijong Village which brings changes to public services from what was initially conventional to digital. Based on the presentation of the data that has been described by the researcher, it can be concluded that the self-service program has obtained a very good perception from the people of Bejijong Village regarding the attitude, usefulness, convenience, interest and benefits of the Village Service e-government as a self-service data system. The program was also well received and received full support from the community. According to the perception of all informants, the self-service system provides convenience for them in taking care of correspondence that requires information from the village, because along with the development of the times and the development of information technology, everything will be easier if it can be done through digital media or smartphones. It is easy to use, just download the Village Service application and enter the NIK and password provided by the village operator. This proves that the self-service system provides benefits and convenience for the people of Bejijong Village.

Of the five informants, there are 2 informants who are not considered to be able to use the self-service system, because the 2 informants are not able to operate technology. There are several factors that are obstacles related to the implementation of the self-service system, namely, there are still low human resources (HR) related to a short mindset and a society that does not want to develop. Not

only that, most parents and the elderly find it difficult to use digital devices (*smartphones*), it is hoped that the Bejijong Village Government will immediately socialize the people of Bejijong Village directly, especially to the elderly and the elderly so that they have a sufficient understanding of the self-service system and how to use it.

Based on the results of the analysis, the researcher provides very important recommendations for related parties, especially for the Bejijong Village Government which has created e-government innovations for the Bejijong community, namely to be more active in providing understanding and socialization related to the self-service data system, especially to the elderly people of Bejijong Village and people who do not fully understand.

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