ABSTRAK

ANALISIS PENGARUH PENERAPAN MODEL UTAUT TERHADAP KINERJA PEGAWAI DENGAN USIA SEBAGAI VARIABEL MODERASI
(Studi Pada Pegawai Kelurahan Bagian Pelayanan Generasi XYZ Di Wilayah Kota Tasikmalaya)

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Tujuan penelitian ini untuk mengetahui besarnya pengaruh penerapan model UTAUT terhadap kinerja pegawai dengan usia sebagai moderasinya pada pegawai kelurahan yang menggunakan aplikasi *Smart* Kelurahan di Wilayah Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode survei eksplanatori, sedangkan teknik penarikan sampel menggunakan teknik sampel jenuh. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui angket kuesioner, wawancara dan studi dokumentasi. Alat analisis menggunakan analisis jalur. Hasil penelitian menunjukan bahwa: *performance expectancy* berpengaruh positif terhadap kinerja pegawai, *effort expectancy* tidak berpengaruh terhadap kinerja pegawai, *social influence* berpengaruh positif terhadap kinerja pegawai, *facilitating condition* berpengaruh negatif terhadap kinerja pegawai, Usia memoderasi hubungan antara *effort expectancy, social influence* dan *facilitating condition* dengan kinerja pegawai sedangkan hubungan antara *performance expectancy* dengan kinerja pegawai tidak dimoderasi oleh usia.

Kata kunci: *Performance expectancy*, *effort expectancy, social influence, facilitating condition,* kinerja pegawai, usia.

ABSTRACT

ANALYSIS OF THE INFLUENCE OF UTAUT *MODEL IMPLEMENTATION ON EMPLOYEE PERFORMANCE WITH AGE AS A MODERATION VARIABLE*
(*A Study on Employees of XYZ Sub-District Office in the Generasi Service Division in the Tasikmalaya City Area*)

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The aim of this research is to determine the extent of the influence of the UTAUT model implementation on employee performance with age as a moderation factor in village employees using the Smart Village application in the Tasikmalaya City area. The research method employed is the explanatory survey method, while the sample selection technique utilizes a saturation sampling technique. Data collection techniques for primary data involve questionnaires, interviews, and documentation studies. The analytical tool used is path analysis. The research findings indicate that: Performance Expectancy has a positive influence on employee performance, effort expectancy does not affect employee performance, social influence has a positive impact on employee performance, facilitating condition has a negative influence on employee performance. Age moderates the relationship between effort expectancy, social influence, and facilitating condition with employee performance, while the relationship between performance expectancy and employee performance is not moderated by age.

Keywords: *Performance expectancy, effort expectancy, social influence, facilitating condition, employee performance, age.*