

## Urban Digital Transformation in Jakarta: The Role of Citizen Trust and Digital Attitudes

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### Abstract

Digital transformation has significantly reshaped modern urban life, influencing governance, social dynamics, and economic activities. In Jakarta, Indonesia, strategic initiatives such as the JAKI super app, Jakarta Future City Hub, and widespread public Wi-Fi access have accelerated this transformation. Central to its success is the trust citizens place in both government and technology. This study examines the impact of trust in government and trust in technology on Digital Attitudes, with Performance Expectancy and Perceived Risk serving as mediating variables, and Traditional Media and Social Media Acting as moderating variables. Utilising a quantitative approach and Partial Least Squares Structural Equation Modelling (PLS-SEM), the sample in this study consisted of 160 residents of Jakarta who were undergoing digital transformation. Findings reveal that trust in technology significantly influences Digital Attitudes, while trust in government does not. Furthermore, neither mediators nor moderators showed significant effects. These results underscore the importance of technological reliability in shaping public digital engagement and suggest that trust in technology may outweigh institutional trust in driving digital adoption.

**Keywords:** Trust of Government, Trust of Technology, Performance Expectancy, Perceived Risk, Digital Attitudes, Urban Digital Transformation

### I. INTRODUCTION

Digital transformation is changing the world, impacting various sectors of life and the economy. Indonesia views digital technology as key to economic growth, national security, public services and quality of life (Lebang et al., 2023). The government is focused on four pillars: digital infrastructure, digital economy, digital society and digital government. Internet access is increasing rapidly (World Bank), supported by government programmes such as the Palapa Ring and BTS projects (Lebang et al., 2023). Jakarta is experiencing an acceleration of digital transformation, covering governance, social aspects and the economy. Public trust in the government and digital services is very important. This includes trust in the security of personal data, quality of services and the government's ability to meet the needs of the community. Challenges of digital transformation include ICT infrastructure, human resources and bureaucratic culture (Maulana & Decman, 2021; Wibowo et al., 2024). Organisational cultural readiness and leadership commitment influence the success of digital transformation (Cavalcanti et al., 2022; Reis & Melão, 2023). Trust also affects the adoption of technology, such as FinTech (Efrianto & Tresnawaty, 2021). Jakarta Smart City uses technology to optimise public services (transport, energy, waste management) through data collection and analysis. Innovations include the JAKI 3.0 application and the Jakarta Future City Hub. The government provides free Wi-Fi in public spaces through the JAKI application. Data governance, talent management, policies and cyber security support the Jakarta Smart City ecosystem (Kalihva et al., 2022; Ramadhania et al., 2023). This improves quality of life and local

economic growth (Maulana & Decman, 2021). Community participation is increased through e-government platforms (Efrianto & Tresnawaty, 2021). Consumers experience influences attitudes towards digital technology. Positive experiences increase adoption, while negative experiences related to data security can hinder it. The younger generation plays an important role, but education is needed so that all levels of society benefit (Wibowo et al., 2024).

## **II. THEORY, LITERATURE REVIEW, AND HYPOTHESIS (IF ANY)**

### **Digital Transformation**

Digital transformation is the introduction of disruptive technologies to improve productivity, value creation and social sustainability. Many national governments, multilateral organisations and industry associations have conducted strategic studies to inform their long-term policies. These groups hope to achieve this goal by proposing public policies related to digital transformation Ebert & Duarte, (2018). According to Schwertner (2017) digital business transformation is changing businesses in all industries, breaking down the boundaries between individuals, businesses and jobs. By breaking down these boundaries, they can create new products, services and find more efficient ways to run businesses. This innovation is happening in all organisations, in all industries. However, they have a common theme: the ability to transform processes and business models, improve operational efficiency and innovation, and personalise customer/buyer experiences. To do this, organisations need a business digital platform that focuses on results and leverages technology. Kraus et al., (2021) divides digital transformation into two clusters, cluster A focuses on the fundamentals of digital business transformation, which can be divided into two research areas: business processes and organisational aspects. This cluster focuses on how digital transformation affects the business ecosystem. Digital technologies not only affect the transformation of products, business processes or sales, but also the overall business model. Therefore, the following two sections present possible combinations of business strategies that generate competitive advantages, such as customer engagement and rapid implementation of information technology strategies, as well as the drivers of digital transformation in corporate organisational systems.

### **Digital Attitudes**

An individual's behaviour, shaped by digital values and skills, can create digital attitudes, which are an individual's evaluation or assessment of digital transformation. A positive mindset can increase the likelihood of positive change, while a negative mindset can hinder change. Developing attitudes can influence an individual's cognitive component, namely their knowledge and understanding of digital transformation and its goals. Individuals with positive attitudes tend to have a better understanding of digital transformation and its objectives. A study by Fahmi et al. (2023) found that digital transformation emerges when individuals respond to communication between platforms based on their skills and knowledge. Digital attitudes refer to an individual's response to the use of digital technologies for educational purposes. Conversely, individuals primarily concerned with digital literacy concentrate on a comprehensive understanding of digital technologies and the capacity for adaptation to their evolving nature. Digital literacy transcends mere technical proficiencies, encompassing a profound comprehension of the pertinent issues, established norms, and requisite cognitive dispositions associated with the purposeful application of technology (Getenet et al., 2024). This is supported by Maon et al. (2023); digital attitudes are a person's behavioural tendencies related to positive or negative feelings, and attitudes towards the use of technology are an important individual factor when considering the use of digital technology in e-learning, mobile learning, and online learning processes.

### **Perceived Risk**

Meyliana et al. (2019) define perceived risk as a user's subjective assessment of the losses they experience when using a particular system. Perceived uncertainty is used as a test variable to assess the perceived risk associated with the loss of privacy and security. In a mobile environment, users may experience uncertainty about undesirable behavior related to unauthorized access to their personal or financial data. Due to a lack of awareness about data security, users are hesitant to use mobile technology, perceiving it as a risk. According to Schnall et al. (2017), perceived risk is the concept of risk that a consumer perceives as their feelings about varying and conflicting outcomes. This concept has two components: uncertainty and consequences. Uncertainty is the probability of an unfavourable outcome, and the significance of the consequences and losses. The greater the expectation of loss, the greater the risk consumers face. This is supported by research conducted by Almaiah et al. (2023); when buyers do not see the opportunities that will arise because of their purchasing decisions, they experience uncertainty, which is known as perceived risk.

### **Performance Expectancy**

Performance expectancy refers to the benefits and advantages that technology use can provide to consumers, making it easier to use. Performance expectancy is a consumer's belief that technology will be helpful and provide benefits when used. Performance expectancy can also be defined as a person's belief that using technology will enable them to complete tasks more effectively. Therefore, the use and results that meet user expectations encourage consumers to use applications. Thus, when using a mobile application, expected performance is one of the key indicators that influence a user's decision to use the application, based on the benefits and usefulness that consumers expect from using the Rizkalla et al. (2023) application. A study by Alhadid et al. (2022) defines performance expectancy as the extent to which the use of technology can provide benefits in performing an activity. Cheng et al. (2022) define performance expectancy as the extent to which an individual believes that the presence of new technology can enhance performance and facilitate job tasks.

### **Traditional Media**

Traditional media can be a form of media that provides alternative ways for people to express their interests. Traditional media can also be a bridge that closes the gap between central and peripheral communities. Traditional media also serves as a counterweight to urban concessions in media content. The presence of traditional media helps rural communities in decision-making (Mutiah, 2017).

As'adi (2020) defines traditional media as media in oral, gestural, verbal, and visual form, known or recognised by people, accepted by them, enjoyed by them, or created for entertainment, information, interpretation, teaching, and education. Traditional media disseminates folk songs, dances, music, drama/plays, speeches, and many other forms, as well as literary, visual, or performance products, from generation to generation. According to Zhang (2023), traditional media encompasses newspapers, magazines, and television news. They have always been committed to providing reliable information, and citizens trust them, especially when it comes to disseminating information about politics or political matters.

### **Social Media**

Social media is a new marketing tool for businesses, organisations, and brands, designed to help build relationships, develop businesses, and grow brands. Businesses want social media to improve organisational performance, but it is also important to understand the business cycle and its impact on organisational performance. The advantage of social media is that it serves as a communication platform,

allowing companies to communicate with each other without having to overcome many barriers (Siddiqui & Singh, 2016). Wolf et al. (2018) define social media as websites that allow users to create profiles and visibility of user interaction with each other. Web-based applications that enable sharing, contacts, groups, conversations, and profiles. However, there is a broad consensus that Web 2.0 technology has played a crucial role in the adoption and development of social media. Gündüz (2017) explains that social media is a communication platform that brings together parties who oppose the system and those who control it. Therefore, "social media belongs to the virtual world where the real and the virtual, the real and the fictional, the authentic and the fake are interconnected".

### **Trust of Government**

Trust of government is the belief of citizens that the authorities will act as they should. Society expects government institutions to act reasonably, be honest, and protect fundamental rights to food, health, housing, and security. Therefore, trust in government reflects the expectations that the public has of their political leaders and their performance in terms of how government institutions operate, behave, and fulfil their duties (Mansoor, 2021). Herati et al. (2023) argue that trust of government is the extent to which people accept and view institutions as good, efficient, trustworthy, and accountable to citizens. A definition that highlights the dimensions of concern and competence in determining whether an institution is reliable. Research conducted by Herati et al. (2023) shows that public trust in political institutions and their representatives is based on the public's perception that the actions and intentions of those institutions serve the public interest and produce results that meet expectations. Vu (2021) states that trust of government refers to an individual's belief in government communications, policies, and regulations. Public trust in government is influenced by various factors, which can have both positive and negative impacts. Demographics, satisfaction with public services, policies, and the media can affect trust in the government. Public trust in government depends on how the government communicates technical and scientific information, which is presented in a manner that rationally explains government policy decisions.

### **Trust of Technology**

Trust of technology has two components: the assessment that the technology is reliable enough to be trusted, and the ethical expectation that users are entitled to a certain level of performance from the technology. These ethical expectations impose a moral obligation on technology designers to build trustworthy systems. Furthermore, trust in technology and its acceptance in society are linked to the ethical approval of technology. While user acceptance studies often ignore the relevant moral aspects of technology that can affect trust, ethical acceptance should consider the moral issues that arise from the introduction of new technologies (Shoabjareh et al., 2024). This is supported by Lankton et al. (2016), who explain that trust in technology is the belief that technology has the characteristics needed to function as expected in some situation where adverse effects may occur. A study by Lankton et al. (2016) defines trust of technology as trust in technological artefacts, such as online recommendation agents and knowledge management systems. Trust in technology means that when a user relies on technology to achieve an outcome, there is a possibility that the technology will not produce that outcome. Along with trust in people or institutions, trust in technology involves (a) a desire to connect to or be vulnerable to a particular technology (intention to trust technology) and (b) the expectation that technology is trustworthy.

The hypotheses proposed in this research are:

*H1: There is a positive influence between Trust of Government and Digital Attitudes*

*H2: There is a positive influence between Trust of Technology and Digital Attitudes*

*H3: Performance Expectancy mediates the relationship between Trust of Government and Digital Attitudes*

*H4: Perceived Risk mediates the relationship between Trust of Technology and Digital Attitudes*

*H5: Traditional Media moderates the relationship between Trust of Government and Digital Attitudes*

*H6: Social media moderates the relationship between Trust of Technology and Digital Attitudes*

### **III. RESEARCH METHODS**

This study employs a positivist paradigm due to its predetermined research design and sample size. The positivist paradigm is a framework that proposes theories that can undergo testing using objective measurements and standard research designs, along with predetermined objective criteria. This study employs a quantitative approach because it collects data from a large population, the results of which will be analyzed based on the data obtained. The research design used is a cross-sectional study, where data are collected over a single period of several days, weeks, or months to answer the research questions.

The research objects are variables included in the conceptual framework of the study, namely Trust in Government, Trust in Technology, Performance Expectancy, Perceived Risk, Traditional Media, social media, and Digital Attitudes. The research subjects are individuals residing in Jakarta who are undergoing a digital transformation process. The unit of analysis used is individuals living in Jakarta who already use social media. Data collection techniques were through the distribution of online questionnaires, with attention to data collection ethics, including maintaining the confidentiality of information and ensuring voluntary participation from respondents.

The data analysis technique employed is Partial Least Squares – Structural Equation Modeling (PLS-SEM), utilizing SmartPLS 4.1.0.8 software for assistance. The testing was conducted in two stages, namely the outer model to test the validity and reliability of the indicators, and the inner model to test the relationship between latent variables. This study employed purposive sampling, selecting respondents aged 30–55 years who had experienced digital transformation. The sample size used was 30 respondents for the preliminary study and 160 respondents for the actual study, by the inverse square root method. This study employed an interval scale with a Likert scale as a measurement tool. This study used an interval scale to classify, rank, and measure distance (Hair et al., 2021). The Likert scale used was a 5-point scale, allowing respondents to provide neutral answers and making it easier for them to respond to the questions. To measure the definition of the Trust in Government variable, five indicators are taken from a study conducted by Habib et al. (2019). For the Trust in Technology variable, five indicators from the study conducted by Habib et al. (2019) are used. For the Perceived Risk variable, four indicators are taken from Zhang's (2023) study. The Performance Expectancy construct has four indicators taken from the study by Al Mansoori et al. (2018). The Traditional Media construct comprises four indicators derived from Zhang's (2023) study. The Social Media construct consists of four indicators taken from studies by Fazel & Sayaf (2025), Zhang (2023), and Hamarash et al. (2024). The Digital Attitudes construct comprises five indicators derived from Zhang's (2023) study.

### **IV. RESULTS AND DISCUSSION**

The study was conducted on the people of Jakarta who have undergone digital transformation, with a total of 160 respondents. The respondent profile indicates that the majority are female (55.6%) and fall within the 36–40 age range (61.3%). Descriptive statistics show that all variables have an average value above

4.2, which means they fall into the ‘Strongly Agree’ category. This suggests that respondents have a high level of trust and a positive attitude towards technology and the government. In this study, PLS-SEM was used to analyse the data with the SmartPLS version 4.1.0.8 statistical software tool. The first step was to test the validity and reliability of the outer model, or what is known as the measurement model. Validity and reliability tests are used to measure whether the indicators for each variable in the research model are valid and reliable for measuring latent variables. Based on Table 1, all indicators for each variable have an AVE value greater than 0.5, indicating that the indicators for each variable are suitable for measuring and representing the constructs in the study.

Table 1. Outer Loading and Validity Test

Variabel	Items	Loading Factor (>0,7)	AVE (>0,5)
Digital Attitudes	DGA 1	0,730	0,677
	DGA 2	0,793	
	DGA 3	0,876	
	DGA 4	0,858	
	DGA 5	0,848	
Perceived Risk	PCR 1	0,817	0,672
	PCR 2	0,824	
	PCR 3	0,868	
	PCR 4	0,766	
Performance Expectancy	PFE 1	0,870	0,712
	PFE 2	0,838	
	PFE 3	0,818	
	PFE 4	0,821	
	PFE 5	0,870	
Social Media	SCM 1	0,782	0,598
	SCM 2	0,789	
	SCM 3	0,796	
	SCM 4	0,723	
Traditional Media	TDM 1	0,827	0,684
	TDM 2	0,816	
	TDM 3	0,801	
	TDM 4	0,862	
Trust of Government	ToG 1	0,853	0,755
	ToG 2	0,872	
	ToG 3	0,917	
	ToG 4	0,836	
	ToG 5	0,865	

Variabel	Items	Loading Factor (>0,7)	AVE (>0,5)
Trust of Technology	ToT 1	0,744	0,661
	ToT 2	0,757	
	ToT 3	0,886	
	ToT 4	0,891	
	ToT 5	0,775	

Construct reliability is conducted to determine the level of consistency in a measuring instrument, which will remain consistent even if measurements are taken more than once in the same study. Reliability testing analysis will be conducted by looking at the values of Cronbach's alpha and composite reliability. Both values must be >0.7 to be considered reliable (Hair et al., 2021). Table 2 shows that Cronbach's alpha and composite reliability values for all variables are >0.7, indicating that each variable is reliable.

*Table 2 Reliability test*

Variabel	Cronbach's Alpha	Composite Reliability	Result
Digital Attitudes	0,879	0,882	Reliable
Perceived Risk	0,840	0,871	Reliable
Performance Expectancy	0,900	0,913	Reliable
Social Media	0,780	0,798	Reliable
Traditional Media	0,848	0,870	Reliable
Trust of Government	0,919	0,933	Reliable
Trust of Technology	0,870	0,874	Reliable

Table 3 shows that the HTML values obtained in the discriminant validity test are all less than 0.9. Based on the data in Table 3, it can be concluded that all indicators in this study are well discriminated against, with all variables passing the discriminant validity test and able to perform the inner model test.

*Table 3 Discriminant validity*

	DGA	PCR	PFE	SCM	TDM	ToG	ToT	TDM x ToG	SCM x ToT
DGA									
PCR	0,424								

PFE	0,635	0,448							
SCM	0,716	0,444	0,865						
TDM	0,761	0,527	0,635	0,647					
ToG	0,463	0,530	0,727	0,500	0,654				
ToT	0,838	0,616	0,791	0,767	0,865	0,637			
TDM x ToG	0,703	0,668	0,620	0,609	0,895	0,702	0,795		
SCM x	0,767	0,512	0,746	0,892	0,838	0,518	0,845	0,758	

Hypothesis testing using bootstrapping with a one-tailed model. Two tests will be examined in hypothesis testing through bootstrapping. The first test is to test the significance of the relationship between variables by comparing the T-table value with the T-statistic value obtained through the bootstrapping test. If the T-statistic obtained has a value higher than the T-table value (0.1645). The second test is to look at the P-value <0.05, then the effect of the variable can be declared significant Hair et al., 2021).

*Table 4 Hypotesis testing*

Hypothesis	Standardized Path Coefficient	T-Statistics	P-Value	Result
H1: There is a positive correlation between trust in government and digital attitudes.	-0,098	0,703	0,241	Rejected
H2: There is a positive correlation between Trust in Technology and Digital Attitudes.	0,404	3,045	0,001	Supported
H3: Performance Expectancy mediates the relationship between Trust in Government and Digital Attitudes	-0,004	0,041	0,484	Rejected
H4: Perceived Risk mediates the relationship between Trust in Technology and Digital Attitudes	-0,066	1,549	0,061	Rejected
H5: Traditional Media Moderates the Relationship between Trust in Government and Digital Attitudes	-0,085	1,083	0,139	Rejected
H6: Social Media Moderates the Relationship between Trust in Technology and Digital Attitudes	-0,040	0,577	0,282	Rejected

Table 4 explains the hypothesis in the study, which states that there is a direction of influence between variables. Because there is a direction of influence, this study uses a one-tailed test. In a one-tailed test, a variable can be said to have a significant impact if it has a T-statistic value >1.645 and a P-value <0.05 Sahir, 2022). Hypotheses 1, 3, 4, 5, and 6 have a T-statistic value <1.645 and a P-value >0.05; therefore, hypothesis 1 is rejected. Meanwhile, hypothesis 2 has a T-statistic value >1.645 and a P-value <0.05; thus, hypothesis 2 is supported.

## V. FINDINGS AND CONCLUSIONS

Based on the analysis, trust in government has a negative and insignificant effect on Digital Attitudes. Therefore, hypothesis H1 "There is a positive influence between Trust of Government and Digital Attitudes" is not supported. The relationship between trust in government and digital attitudes, especially regarding the adoption of e-government, suggests that public trust in the government does not significantly influence their attitude towards digital technology. This may be because, although e-government has been implemented in Indonesia, especially in Jakarta, for several decades, the Jakarta Digital Transformation Plan was proposed in a short time and covers a very complex area where language



knowledge is still relatively limited. Citizens' trust in government and technology is rooted in specific technology devices and perceptions that influence their attitudes and behaviours related to digital policies (Zhang, 2023). Based on the analysis, Trust of Technology has a positive and significant effect on Digital Attitudes. Thus, hypothesis H2 "There is a positive influence between Trust of Technology and Digital Attitudes" is supported. Trust of Technology is a person's ability to trust technology to be used to achieve a result (Lankton et al., 2016). Having trust in technology can reduce the risks associated with the use of digital technology, such as privacy or information security issues. When people feel that technology is safe and reliable, they have a more positive attitude towards technology (Zhang, 2023). These results differ from the study conducted by Zhang (2023), which stated that there is no influence between Trust of Technology and Digital Attitudes. This may occur because the technology is centralised in Jakarta, making Jakarta residents more adapted to the existing technology and making them more trusting of technology, which creates a digital attitude in the Jakarta community. In descriptive statistics, the Trust of Technology variable has an average value of 4.437, indicating that respondents strongly agree with statements regarding trust in technology. This proves that the average respondent feels that they can trust current technology. This can be seen from the ToT4 indicator, which has the highest average value of 4.519, stating that "The legal and technical infrastructure of smart city services sufficiently protects my information." The descriptive statistics of the Digital Attitudes variable have an average value of 4.517, where respondents strongly agree with statements regarding Digital Attitudes. This can be seen from the DGA4 indicator, which has the highest average value of 4.625, stating that "I like using smartphones to test my work abilities." This states that the average Jakarta resident who is a respondent tends to trust existing technology, which makes the digital attitude of Jakarta residents who are respondents high. Based on the indirect effect analysis, the mediating role of the Performance Expectancy variable between Trust of Government and Digital Attitudes has a negative and insignificant relationship, with a T-statistic value of 0.041 at a significance level (P-value) of 0.484. Thus, it can be concluded that Hypothesis H3 "Performance Expectancy mediates the relationship between Trust of Government and Digital Attitudes" is rejected. The results of the data processing confirm the direct effect of Trust in Government on Digital Attitudes, indicating a negative influence between the two. This leads to the conclusion that Performance Expectancy cannot mediate the influence of Trust in Government on Digital Attitudes. The results obtained through testing indicate that trust in government does indeed have a positive and significant effect on Performance Expectancy. However, this does not mean that Performance Expectancy can be a mediator that can create a positive and significant relationship between Trust of Government and Digital Attitudes. Even though Jakarta residents have a high level of trust in the government and more positive expectations for the use and success of digital policies, this does not necessarily translate into a positive mindset towards digital transformation (Fahmi et al., 2023). This makes the relationship complex, context-dependent, and often functions through various pathways that are sometimes competing. The varying findings across different studies underscore the importance of considering contextual factors, including cultural background, sectoral considerations, and user characteristics, when implementing digital transformation (Cheng et al., 2022; Zhang, 2023). Perceived Risk between Trust of Technology and Digital Attitudes has a negative and insignificant relationship, with a T-statistic value of 1.549 at a significance level (P-value) of 0.061. Thus, it can be concluded that Hypothesis H4 "Perceived Risk mediates the relationship between Trust of Technology and Digital Attitudes" is rejected. The results of the data processing provide different results from the direct effect given by Trust of Technology on Digital Attitudes, which states that there is a positive and significant influence between Trust of Technology and

Digital Attitudes. This leads to the conclusion that Performance Expectancy cannot mediate the influence of Trust in Government on Digital Attitudes.

The results obtained through testing indicate that trust in technology has a positive and significant effect on Perceived Risk and Digital Attitudes. However, this does not mean that Perceived Risk can be a mediator that creates a positive and significant relationship between trust in technology and Digital Attitudes. Even though Trust of Technology has a positive and significant effect on Perceived Risk and Digital Attitudes, this does not mean that Perceived Risk can influence the relationship between Trust of Technology and Digital Attitudes. When users have a high level of technology trust, those with high perceptions of risk show no significant difference in their intention to adopt this product compared to users with lower perceptions of risk. This suggests that in the context of specific technologies, trust can override or neutralise the expected effects of perceived risk rather than operating through it as a mediator (Kim et al., 2020). Based on the analysis, the moderating role of the Traditional Media variable between Trust of Government and Digital Attitudes has a negative and insignificant relationship, with a T-statistic value of 1.083 at a significance level (P-value) of 0.139. Thus, it can be concluded that Hypothesis H5 "Traditional Media Moderates the relationship between Trust of Government and Digital Attitudes" is rejected. The results of the data processing provide findings comparable to those of the study conducted by Zhang (2023). This may be because traditional media provides more standardised information. However, there is still much to be done so that the people of Jakarta can better enjoy the digital public benefits provided through traditional media (Cheng et al., 2022; Zhang, 2023). Based on the analysis, the moderating role of the Social Media variable between Trust of Technology and Digital Attitudes has a negative and insignificant relationship, with a T-statistic value of 0.577 at a significance level (P-value) of 0.282. Thus, it can be concluded that Hypothesis H5 "Social Media Moderates the relationship between Trust of Technology and Digital Attitudes" is rejected. The results of data processing provide different results from the research conducted by Zhang (2023). Trust of Technology does have a positive and significant influence on Digital Attitudes. Still, with the addition of the Social Media variable as a moderating variable, it has a negative impact. This states that to assess an individual's perception of digital transformation, Jakarta residents only need to evaluate whether the existing technology is trustworthy and reliable, and exhibit positive behavior towards its use.

## **VI. IMPLICATIONS, LIMITATIONS, AND SUGGESTIONS**

A high level of trust in technology can lead to an increase in digital attitudes among citizens. Therefore, to improve the digital attitudes of Jakarta residents, the government must provide technology that Jakarta residents can trust, ensuring that this technology enhances their lives. However, the government must first be able to make Jakarta residents trust the technology that will be released. This can be achieved by explaining that technology is designed to facilitate the attainment of desired results. This study has several limitations, including the limited number of variables used to influence digital attitudes. It is known that there are variables that have a greater influence on digital attitudes. The second limitation is the sample size, which may not accurately represent all Jakarta residents who have experienced digital transformation, as the respondents were only aged between 30 and 55 years old. The third limitation is the limitations of supporting articles, especially those related to mediation between variables and moderating variables. The lack of research on the relationship between existing variables makes it difficult to find supporting literature that examines the relationship between the same variables over the last 10 years. For further research, it is recommended that researchers include additional variables to determine

which factors can influence digital attitudes. In addition, it is recommended to increase the number of samples from a wider age range to determine the relationship between variables and to make the results more relevant and accurate. It is recommended to conduct research in other cities or countries to determine the differences in influencing digital attitudes.

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