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The Effect of Attitude and Intention on Adoption of Women and Child Protection Application Tangerang City

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Abstract - The expansion of digital public services reflects changing communication practices aimed at increasing participation and social justice. Grounded in Rogers' Diffusion of Innovations and attitude–intention communication frameworks, this study examines how attitudes and intentions influence the adoption of the *Silacakperak* application for reporting violence against women and children. It hypothesizes that attitude positively affects intention and innovation adoption, with intention acting as a mediator. A quantitative explanatory design was applied using a survey of 384 respondents in Tangerang City. Data were collected through structured questionnaires and analyzed using statistical models to test direct and mediating relationships among attitude, intention, and innovation adoption. The findings show that attitude significantly influences intention and innovation adoption, while intention also has a significant positive effect on adoption and mediates the attitude–adoption relationship. These results are consistent with prior communication studies and empirically support diffusion of innovations theory in the context of digital public service communication. Attitude and intention are central communicative factors in the adoption of digital reporting applications, underscoring the importance of persuasive communication strategies in technology-based public services.

Keywords: Adoption of innovation; Attitude; Digital public services; Intention; Public communication

Introduction

Violence against women and children remains a complex and critical social problem in Indonesia, particularly in Tangerang City, Banten Province. Data reported by the Ministry of Women's Empowerment and Child Protection indicate that cases of violence against women and children continue to increase annually (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak, 2024), encompassing physical, psychological, sexual violence, and neglect. There were 903 reported cases of violence against women and children in Banten throughout 2024. Of these cases, 781 victims were female and 184 were male (Banten Raya, 2024).

A substantial proportion of the total cases involved children, accounting for 626 incidents, with sexual violence emerging as the most prevalent form at 363 cases. Ansori (2024) reported that other forms of violence included psychological abuse (154 cases) and physical violence (147 cases).

Geographically, the highest number of cases was recorded in Tangerang Selatan with 263 cases, followed by Tangerang (200 cases) and Cilegon (123 cases). Although the number of reported cases remains high, this trend may also indicate increased public awareness and willingness to report such incidents. Notably, the number of cases peaked in 2022 at 1,131 cases before declining to 1,026 cases in 2023 (Anwar, 2024).

This persistent rise reflects substantial gaps in protection mechanisms, as well as weaknesses in reporting systems and case-handling procedures that are not yet sufficiently effective or responsive. The urgency of this issue is further underscored by regional data showing that Banten Province is among the ten regions with the highest reported cases of violence (Sihombing et al., 2024). This situation reflects serious challenges faced by local governments in preventing and addressing gender- and age-based violence. Tangerang City, as an urban area with high population density and a significant number of reported cases, has become a focal point in efforts to strengthen prevention, reporting, and intervention mechanisms.

Addressing violence against women and children requires a rapid, integrated, and sustainable response. In the digital era, public service transformation through information technology has emerged as a strategic approach to overcoming bureaucratic limitations and expanding public access to services (Newman et al., 2022).

In response to these challenges, the Tangerang City Government, through the Integrated Service Unit for Women and Children Protection, introduced the *Silacakperak* application (*Sistem Informasi Pelaporan dan Pelacakan Kasus Perempuan dan Anak*/System for Reporting and Tracking Violence against Women and Children). This digital innovation is designed to support reporting, case assistance, monitoring, and victim recovery in a more efficient and coordinated manner (Pemerintah Kota Tangerang, 2024).

Through data integration, *Silacakperak* enables the local government to formulate more targeted and evidence-based policies. As Trein et al. (2023) suggested, policy integration has become more oriented on actors and data. Digital data analysis facilitates the identification of violence patterns, high-risk areas, and the effectiveness of existing interventions, thereby supporting more strategic and sustainable prevention programs (Lee et al., 2026).

In this sense, the implementation of digital applications in the context of Industry 4.0 is not merely a technological innovation, but an essential instrument for fostering responsive, adaptive, and victim-centered governance. Sarpy et al. (2022) examined the implementation of a workplace-focused primary prevention initiative addressing family and domestic violence (FDV) in a regional Australian city. Using a qualitative case study design grounded in the Socio-Ecological Model and the Health Belief Model, the study revealed that although workplace culture was generally supportive, the intervention suffered from limited staff engagement, unclear communication, and insufficient institutional capacity.

Resource constraints and staff turnover further undermined implementation. These findings underscore that the success of violence prevention initiatives is closely tied to organizational readiness, effective communication, and perceived benefits—factors that parallel the importance of attitudes, intentions, and institutional support in the adoption of digital reporting applications such as *Silacakperak*.

Clark et al. (2024) assessed the impact of a social and behavior change communication intervention in Nepal aimed at reducing intimate partner violence through norm transformation and message diffusion. Using a quasi-experimental design, the study found significant reductions in violence and improvements in injunctive norms, particularly among direct participants. The results highlight the critical role of social norms, opinion leaders, and diffusion processes in shaping behavioral change. These findings are directly relevant to the *Silacakperak* context, suggesting that adoption of reporting applications is contingent upon collective legitimacy, normative support, and community-level communication strategies.

Vahedi et al. (2022) analyzed the GBV prevention and response system in Guatemala during the Covid-19 pandemic through a complex systems lens. The study revealed how pre-existing vulnerabilities, digital divides, weak intersectoral coordination, and limited institutional flexibility

compounded barriers to reporting and service access. Importantly, it demonstrated that individual reporting behavior cannot be separated from systemic capacity and coordination. This perspective reinforces the argument that the effectiveness of *Silacakperak* depends not only on user attitudes and intentions but also on the readiness and coherence of the supporting service ecosystem.

Overall, existing studies on digital reporting mechanisms for gender-based violence have largely concentrated on system design, service accessibility, and institutional readiness, with many adopting qualitative or evaluative approaches that emphasize implementation challenges and user protection. While these studies have provided important insights into structural and ethical dimensions, empirical examinations that integrate individual psychological determinants with formal technology adoption models remain limited, particularly in local government–led applications in developing urban contexts.

The novelty of the present study lies in its systematic examination of attitude and intention as key predictors of innovation adoption within a gender-based violence reporting application, situated explicitly within a municipal governance framework. By combining established behavioral adoption theories with the socio-institutional realities of women and child protection services, this study advances the literature by bridging micro-level user perceptions and macro-level justice-oriented digital governance, offering empirical evidence that extends beyond descriptive implementation analyses toward theory-driven explanation and policy-relevant insight. => put this to the background

However, the successful implementation of such systems depends not only on technological availability, but also on effective socialization, stakeholder involvement, human resource readiness, and public acceptance of the innovation (Mirata & Bergamin, 2023).

From a communication and behavioral change perspective, this acceptance is closely linked to the extent to which individuals and stakeholders are willing not only to accept (Djimesah et al., 2022) but also to adopt and actively use the application, shaped by their attitudes, perceptions, and exposure to socialization processes, stakeholder engagement, and institutional readiness (Alam et al., 2024). As such, the impact of *Silacakperak* may closely linked to the extent to which individuals and stakeholders are willing to adopt and actively use the application.

Specifically, this research seeks to address the following questions: (1) how do public attitudes and intentions influence the adoption of the *Silacakperak* innovation, and (2) what factors hinder the implementation of the *Silacakperak* program?

This study is limited to examining the implementation of the *Silacakperak* application in handling cases of violence against women and children in Tangerang City.

Theoretical Framework

The objectives of this study are: (1) to examine public attitudes and intentions toward the adoption of the *Silacakperak* application in addressing violence against women and children in Tangerang City, Banten Province; and (2) to identify key barriers affecting the implementation of the *Silacakperak* program. This section explains the theoretical basis that included within this research.

Diffusion of Innovation Theory in Developmental Communication Context

Diffusion of innovation theory explains how new ideas, behaviors, or technologies spread within a social system over time. This diffusion process typically follows an S-shaped adoption curve, beginning with innovators and gradually reaching those who are most resistant to change (Spann et al., 2022). In this context, innovations may take the form of new agricultural practices, digital reporting systems, or non-violent conflict resolution strategies (Min et al., 2021). The theory is particularly useful for understanding adoption patterns by emphasizing the roles of social networks, communication channels, and prevailing social norms.

This theory can meaningfully frame public attitudes and intentions toward adoption, as it explicitly incorporates how individuals form perceptions of an innovation through attributes such as relative advantage, compatibility, complexity, trialability, and observability, which in turn shape their attitudes and willingness to adopt (Kulugomba et al., 2025). Moreover, the theory emphasizes the role of communication channels, social influence, and adopter categories in influencing not only the spread of innovations but also the cognitive and behavioral processes underlying intention and eventual adoption within a social system (Mbatha, 2024).

According to Rogers (2003), the rate at which an innovation is adopted is influenced by five key characteristics: relative advantage, or the extent to which an innovation is perceived as superior to

existing practices; compatibility, referring to its alignment with existing values, experiences, and needs; complexity, or the degree to which the innovation is perceived as easy to understand and use; trialability, the extent to which it can be tested on a limited basis; and observability, or the visibility of its benefits to others. Innovations that are perceived as advantageous, compatible, simple, easy to try, and whose results are observable tend to be adopted more rapidly.

This framework is valuable for designing innovations and communication strategies that enhance public acceptance. The innovation adoption process itself consists of five stages: knowledge, persuasion, decision, implementation, and confirmation (Rogers, 2003).

Each stage presents distinct communication challenges. For instance, the knowledge stage often relies on mass media to disseminate basic information, while the persuasion stage requires more intensive interpersonal communication to shape attitudes and beliefs (Gu et al., 2021). Understanding these stages allows interventions to be designed in a more targeted manner and helps reduce the risk of failure in innovation adoption. This theory provide a framework for understanding how individuals form attitudes, develop intentions, and encounter barriers at different points in the adoption process, thereby explaining variation in acceptance and resistance toward the innovation (Al-Adwan, 2024).

The integration of development communication and diffusion of innovation theory is particularly relevant in the context of preventing gender-based violence. This is relevant because development communication shapes awareness, attitudes, and social norms through targeted messaging and engagement (Krsnik & Erjavec, 2026), while diffusion of innovation theory explains how these changes spread across social networks, enabling the gradual adoption of non-violent behaviors and resistance to gender-based violence within the community (Rodríguez Martínez et al., 2024).

Development communication provides participatory and research-based approaches that ensure anti–gender-based violence messages are culturally sensitive and aligned with the lived experiences of survivors (Zaeni et al., 2020). At the same time, diffusion of innovation theory helps identify key actors (such as community leaders and peer educators) who can function as role models in promoting non-violent behaviors. They shape attitudes, reinforce social norms, and encourage individuals' willingness to adopt the promoted behaviors or technologies (Neves et al., 2022). Together, these approaches facilitate the acceleration of social norm change within communities.

To sustain such normative change, it is essential to establish mechanisms for continuous engagement and feedback (Gelfand et al., 2024). The confirmation stage of diffusion of innovation can be operationalized through participatory monitoring and evaluation, as well as the formation of community-based oversight groups (Turin et al., 2023). When communication processes are institutionalized within local government structures and survivor networks, non-violent gender norms can become embedded within the social system, reinforcing their long-term sustainability (Lima & Guedes, 2024). This perspective suggests that sustained communication and reinforcement mechanisms are crucial in shaping positive public attitudes and intentions that drive the adoption of the *Silacakperak* innovation, while also helping to identify and mitigate structural, social, and behavioral barriers that hinder its effective implementation.

Attitude and Intention toward Digital Applications

In the era of digital transformation, the use of applications as a medium for delivering public services has emerged as a promising strategy to enhance effectiveness, transparency, and public participation. One relevant form of digital innovation in this context is applications designed for reporting violence against women and children. Such applications not only provide easier access to services but also represent a paradigm shift in how society and governments perceive and address gender-based violence. Within the adoption process of this innovation, two psychological factors play a crucial role: users' attitudes and intentions toward the application.

Attitude refers to an individual's cognitive and affective evaluation of an object or idea, in this case, a violence-reporting application. Positive attitudes are likely to develop when individuals perceive the application as useful, easy to use, and relevant to their needs (Harrill et al., 2023). Conversely, negative attitudes may arise if users view the application as overly complex, insecure, or ineffective (Battour et al., 2022). In the context of reporting violence against women and children, attitudes are shaped by perceptions of the system's effectiveness in handling reports, the protection of reporters' identities, and the responsiveness of governmental institutions. When users believe that a digital system genuinely offers solutions, they tend to develop positive attitudes that foster active engagement.

Intention, meanwhile, refers to an individual's interest or willingness to use the application. It is not merely a temporary curiosity but reflects a stronger internal motivation to engage with the technology. Intention is influenced by prior experiences, social influence, and perceptions of usefulness and ease of use (Berakon et al., 2023). In the case of violence-reporting applications, user intention may increase when individuals observe others in their community successfully using the application to seek justice. Additionally, public outreach, digital campaigns, and endorsement by community leaders can further strengthen intentions to adopt technology as a tool for advocacy.

The interaction between attitude and intention is a significant determinant of how widely such innovative applications are adopted by society. Users with positive attitudes toward an application generally demonstrate stronger intentions to use it and are more likely to engage with it consistently (Chen & Chen, 2025). However, positive attitudes do not automatically translate into strong intentions if they are not accompanied by perceptions of empowerment, safety, and social support. Therefore, educational and promotional interventions are essential to ensure that attitudes and intentions develop in a mutually reinforcing manner.

From the literatures above, we develop following hypotheses:

H_1: Attitude positively influences Intention toward *Silacakperak* application
H_2: Attitude positively influences Adoption toward *Silacakperak* application

H_3: Intention positively influences Adoption toward *Silacakperak* application
H_4: Intention positively mediates the influence of Attitude toward Adoption of *Silacakperak* application

Material and Methodology

A quantitative research approach is employed to examine the relationships between attitude, intention, and innovation adoption. This approach is appropriate as it enables the measurement of latent constructs through numerical indicators and facilitates hypothesis testing using statistical techniques. The study is explanatory in nature, aiming to assess the strength and direction of association among variables rather than merely describing phenomena (Creswell & Creswell, 2022).

Data were collected using a survey method and analyzed using Structural Equation Modeling (SEM). Specifically, the Partial Least Squares (PLS) approach was selected due to its suitability for predictive analysis, its flexibility with non-normal data distributions, and its effectiveness with moderate sample sizes. SEM-PLS allows simultaneous assessment of the measurement model (relationships between constructs and indicators) and the structural model (relationships among constructs), making it appropriate for examining complex causal frameworks involving multiple latent variables (Hair et al., 2021).

The population of this study consists specifically of registered or potential users of the *Silacakperak* application in Tangerang City, rather than the general population, to ensure alignment between the research objectives and the measurement of attitudes, intentions, and adoption-related perceptions. Accordingly, respondents were required to have prior awareness of the application, and preferably direct or indirect experience in accessing or considering its use, so that their responses reflect informed evaluations of the innovation rather than hypothetical judgments.

The sample size was determined using the Lemeshow formula with a 95% confidence level, a 5% margin of error, and an assumed population proportion of 0.5 (Jhantasana, 2023), resulting in a minimum requirement of 384 respondents.

Data collection was conducted using a non-probability sampling approach, combining purposive and convenience sampling. Respondents were recruited through online distribution channels, including social media platforms and community networks associated with public service information and gender-based violence reporting, as well as through networks linked to local stakeholders. Screening questions were applied at the beginning of the survey to ensure that participants met the inclusion criteria related to awareness or experience with the *Silacakperak* application.

While this approach does not aim to achieve statistical representativeness of the entire population of approximately 1.7 million residents, it is appropriate for examining behavioral intentions and attitudinal factors among relevant user groups. The focus on informed or potential users strengthens the

validity of the analysis, particularly in assessing determinants of adoption and identifying barriers to implementation within the context of the innovation.

Three main variables are examined in this study: attitude, intention, and innovation adoption. Attitude refers to respondents' evaluative tendencies toward the innovation, encompassing cognitive, affective, and conative components. Intention reflects the degree of interest and willingness to learn about, try, or use the innovation. Innovation adoption denotes the process by which individuals accept and use the application, including stages of awareness, evaluation, trial, implementation, and continued use. Attitude and intention function as independent variables, while innovation adoption serves as the dependent variable.

Diffusion attributes are not treated as dependent variables in this study but are conceptually embedded within the adoption construct as formative dimensions that describe how adoption unfolds across stages (e.g., awareness, evaluation, trial, and continued use). While in many models these attributes function as antecedents, this study prioritizes a behavioral-process perspective in which attitude and intention act as proximal predictors, and adoption is operationalized as a multidimensional outcome reflecting the extent to which individuals progress through the innovation process; thus, diffusion-related elements are integrated into the measurement of adoption rather than modeled as separate predictors.

Operationally, these variables were measured using a structured questionnaire adapted from established instruments. Indicators for attitude and intention were adopted from Cheah et al. (2022), which are rooted in the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB).

Indicators for innovation adoption were adapted from Aizstrauta et al. (2015), drawing on Rogers' Diffusion of Innovations theory, particularly the dimensions of relative advantage, compatibility, complexity, trialability, and observability. Several negatively worded items were included to reduce acquiescence bias and enhance instrument validity. Table 1 details the research questionnaire used in this research.

Table 1. Research Questionnaire

Variable	Dimension	Indicator	Questionnaire Item
Attitude (SIK)	Affective	AFF1	I am not pleased with the existence of the *Silacakperak* application.
		AFF2	I am satisfied with the performance of the institution behind the *Silacakperak* application
	Behavior	BEH1	I do not understand the reasons behind the development of the *Silacakperak* application.
		BEH2	I understand the benefits that can be obtained from the development of the *Silacakperak* application
	Cognition	COG1	I am willing to support efforts to eliminate violence against women and children
		COG2	I believe that the use of the *Silacakperak* application does not encourage efforts to eliminate violence against women and children.
Intention (MIN)	Inclination	INC1	I want to learn more about the *Silacakperak* application
		INC2	I do not want to try the *Silacakperak* application.
	Interest	INT1	I frequently search for information related to the *Silacakperak* application
		INT2	I do not follow news related to the development of the *Silacakperak* application.
	Attention	ATT1	I consistently pay attention to the development of the *Silacakperak* application

		ATT2	I consistently look forward to new features of the *Silacakperak* application
Innovation Adoption (ADI)	**Perceived Innovation Characteristics (PIC)**		
	Relative Advantage	RA1	Using the *Silacakperak* application is less beneficial than conventional reporting methods.
		RA2	Using the *Silacakperak* application makes reporting cases more efficient.
		RA3	The application provides a more comfortable way to report sensitive cases.
		RA4	The application helps users maintain dignity when reporting cases.
	Compatibility	COM1	The *Silacakperak* application aligns with my values and beliefs.
		COM2	The application is not compatible with my prior expectations of reporting systems.
		COM3	The application fits my needs in accessing protection services.
	Observability	OBS1	The benefits of the *Silacakperak* application are not clearly visible.
		OBS2	I am aware of cases reported through the application being handled properly.
		OBS3	The reporting and follow-up process in the application is transparent.
	Perceived Benefits and Usability (PBU)		
	Ease of Use	CPL1	The *Silacakperak* application is easy to use.
		CPL2	The application is easy to access and navigate.
		CPL3	The process of submitting a report is clear and understandable.
	Trialability & Support	TRI1	The application can be easily tried without significant effort or cost.
		TRI2	Guidance or tutorials for using the application are not easy to understand.
		TRI3	Support or training is available to help users learn how to operate the application.
	Perceived Adoption Readiness (PAR)		
	Behavioral Readiness	RA5	Using the application saves time in the reporting process.
		RA6	The application allows users to monitor the progress of reports easily.
		COM1	The *Silacakperak* application aligns with my values and beliefs.
		CPL1	The *Silacakperak* application is easy to use.
		TRI1	The application can be easily tried without significant effort or cost.
		OBS2	I am aware of cases reported through the application being handled properly.

The study was conducted at the Regional Technical Implementation Unit for Women and Child Protection in Tangerang City, Indonesia, with data collection carried out between March and July 2025. Primary data were obtained through an online questionnaire, allowing respondents to participate flexibly across locations and time. Respondent recruitment was conducted using a non-probability sampling approach, combining purposive and convenience techniques.

The online questionnaire was disseminated through official communication channels and networks associated with the Regional Technical Implementation Unit for Women and Child Protection, as well as through social media platforms and community groups relevant to public service access and gender-based violence reporting. To ensure relevance, screening questions were applied at

the beginning of the survey to include only respondents who had prior awareness or experience related to the *Silacakperak* application.

The data cleaning process involved several stages to ensure data quality and reliability. First, incomplete responses and submissions with substantial missing data were removed. Second, responses failing the screening criteria were excluded. Third, duplicate entries were identified and eliminated based on identical timestamps and response patterns. Finally, consistency checks were performed to detect straight-lining or illogical answer patterns, leading to the removal of low-quality responses. The resulting dataset was therefore considered valid and suitable for further statistical analysis.

Secondary data were sourced from official government publications, statistical reports, and relevant institutional documents to support contextual understanding and analysis.

Data analysis followed the standard SEM-PLS procedure. It typically begins with data screening and preparation, including handling missing values, checking for outliers, and ensuring adequate sample size. This is followed by evaluation of the measurement model (outer model), where reliability and validity are assessed through indicators such as factor loadings, composite reliability, Cronbach's alpha, and average variance extracted (AVE), as well as discriminant validity. Once the measurement model is deemed satisfactory, the structural model (inner model) is evaluated by examining path coefficients, coefficient of determination (R^2), effect sizes (f^2), and predictive relevance (Q^2), along with hypothesis testing using bootstrapping to obtain t-statistics and p-values.

The measurement model was first evaluated through tests of convergent validity, discriminant validity, and reliability using indicator loadings, Average Variance Extracted (AVE), composite reliability, and Cronbach's alpha. Subsequently, the structural model was assessed by examining R-square values, predictive relevance (Q^2), and path coefficients (Hair et al., 2021). Hypothesis testing was conducted using a bootstrapping procedure to obtain t-statistics and p-values for determining the significance of relationships among variables. The final stage involved interpreting the results to explain the magnitude and implications of the effects of attitude and intention on innovation adoption.

Results and Discussion

The results of this study are organized into two main parts: evaluation of the measurement model and assessment of the structural model using the PLS-SEM approach. Overall, the findings indicate that the proposed model demonstrates strong measurement quality, satisfactory model fit, and robust explanatory and predictive power.

Measurement Model Evaluation

The measurement model was assessed in terms of reliability, convergent validity, discriminant validity, and collinearity. Reliability analysis shows that all constructs exhibit very high internal consistency. Cronbach's alpha values range from 0.920 to 0.980, rho_A values from 0.921 to 0.980, and composite reliability values from 0.938 to 0.981, all exceeding the recommended thresholds (Hair et al., 2021). These results confirm that the indicators consistently measure their respective latent constructs.

Convergent validity is well established, as evidenced by Average Variance Extracted (AVE) values above 0.70 for all constructs. This indicates that more than 70% of the variance in the indicators is explained by their underlying constructs (Hair et al., 2021). In addition, all outer loading values exceed the minimum acceptable level of 0.70 and are statistically significant, demonstrating that each indicator contributes meaningfully to its construct.

Discriminant validity was confirmed through multiple criteria. The Fornell–Larcker criterion shows that the square root of AVE for each construct is greater than its correlations with other constructs. Cross-loading analysis further indicates that each indicator loads highest on its intended construct compared to others. Moreover, the Heterotrait–Monotrait Ratio (HTMT) values are all below the conservative threshold of 0.85, reinforcing the conclusion that the constructs are empirically distinct (Hair et al., 2021).

Collinearity assessment using Variance Inflation Factor (VIF) values indicates no serious multicollinearity issues. Most indicators have VIF values well below 5, and none exceed the critical threshold of 10. This suggests that the indicators do not exhibit problematic redundancy and that parameter estimates are stable (Hair et al., 2021).

Model fit indices further support the adequacy of the measurement and structural models. The Standardized Root Mean Square Residual (SRMR) value of 0.027 indicates an excellent fit between the model and the empirical data. Additional indices, including d_ULS, d_G, and the Normed Fit Index (NFI = 0.958), consistently point to a well-specified and highly acceptable model.

Structural Model Evaluation

The structural model was evaluated by examining coefficients of determination (R^2), effect sizes (f^2), path coefficients, and hypothesis testing results. The R^2 value for intention is 0.450, indicating that attitude explains 45% of the variance in intention. The R^2 value for innovation adoption is 0.618, showing that attitude and intention jointly explain 61.8% of the variance in adoption. These values indicate moderate to strong explanatory power. The overview of the result can be observed in Figure 1.

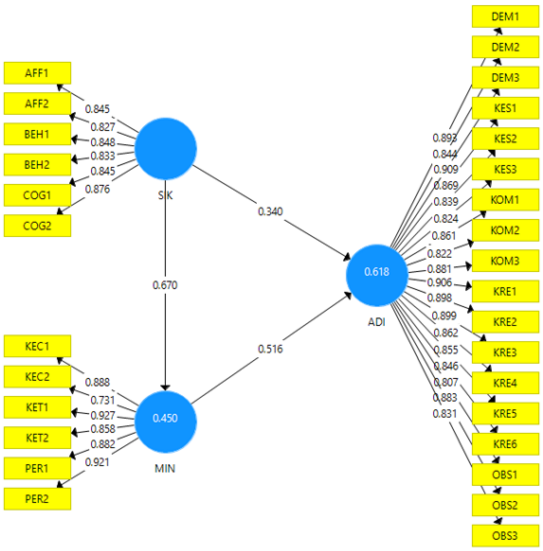


Figure 1. *Results of structural model analysis*
Source: generated by SmartPLS 3.0

Effect size analysis reveals that attitude has a very large effect on intention ($f^2 = 0.817$), while intention has a large effect on innovation adoption ($f^2 = 0.385$). The direct effect of attitude on adoption is moderate ($f^2 = 0.167$). These findings suggest that attitude is a critical antecedent of intention, and intention serves as a key driver of adoption behavior.

Hypothesis testing using bootstrapping confirms that all proposed relationships are statistically significant. Attitude has a strong and positive effect on intention ($\beta = 0.670$, $p < 0.001$) and a moderate direct effect on innovation adoption ($\beta = 0.340$, $p < 0.001$). Intention exerts a strong positive influence on innovation adoption ($\beta = 0.516$, $p < 0.001$). Furthermore, the indirect effect of attitude on adoption through intention is significant ($\beta = 0.346$, $p < 0.001$), indicating partial mediation.

Taken together, these results demonstrate that the structural model is empirically supported. Attitude plays a foundational role by shaping intention, which in turn acts as a central mechanism through which innovation adoption of the *Silacakperak* application occurs. The findings highlight the importance of psychological determinants in explaining the adoption of digital public service innovations in the context of women and child protection.

The Effect of Attitude on Intention to Use the Silacakperak Application

The relationship between attitude and intention constitutes a central component of the conceptual model examined in this study. The findings indicate that the effect of attitude on intention is the strongest among all hypothesized relationships, underscoring the pivotal role of evaluative perceptions in shaping users' readiness to engage with the *Silacakperak* application. From a theoretical standpoint, this relationship is well grounded in social psychology and innovation adoption literature, which consistently positions attitude as a primary antecedent of behavioral intention in the context of technology acceptance (Bailey et al., 2022).

Attitude reflects an individual's overall evaluative judgment toward an object, encompassing cognitive beliefs, affective responses, and behavioral predispositions (Vafaei-Zadeh et al., 2025). In contrast, intention represents a more concrete psychological inclination to perform a specific behavior (Conner & Norman, 2022). When individuals hold positive attitudes toward a digital application (perceiving it as useful, trustworthy, and relevant) they are more likely to develop a strong intention to use it (Bifftu et al., 2025). In the context of *Silacakperak*, positive attitudes may emerge from perceptions of ease of use, perceived effectiveness in addressing cases of violence, and confidence in the institutional credibility of the managing authority. These evaluative processes not only shape rational assessments but also foster affective responses such as trust and comfort, which are critical in sensitive contexts such as violence reporting.

Within Rogers' (2003) diffusion of innovation framework, attitude is situated at the persuasion stage, preceding the formation of intention and the subsequent adoption decision. This sequential process highlights the cumulative nature of adoption, wherein positive attitudes gradually consolidate into intention. For *Silacakperak*, attitudes may be shaped through both direct user experiences and indirect social influences, including media narratives, peer recommendations, and government communication strategies. The stronger and more consistently positive these attitudes are, the greater the likelihood that intention to use the application will increase.

The social context of Tangerang City further amplifies the role of attitude formation. Local norms, the influence of community leaders, and levels of digital literacy may condition how individuals perceive government-led digital services (AbdulKareem & Oladimeji, 2024). In communities where institutional trust is relatively high, positive attitudes toward public applications can be cultivated more effectively through targeted communication and education initiatives (Law & Le, 2023). As attitudes shift in a favorable direction, intention to engage with the application is likely to follow.

This relationship is also consistent with the Theory of Planned Behavior (TPB), which identifies attitude as a key determinant of behavioral intention (Fishbein & Ajzen, 1975). When individuals evaluate *Silacakperak* as beneficial, aligned with personal values such as justice and victim protection, and socially legitimate, intention to use the application becomes more pronounced. Nevertheless, the influence of attitude on intention is not uniform across all individuals. Demographic characteristics, technological experience, and socio-cultural background may moderate this relationship (Fuchs et al., 2024). Consequently, segmented and context-sensitive strategies are necessary to strengthen attitudes and, in turn, enhance intention across diverse user groups.

The Effect of Intention on Innovation Adoption of the Silacakperak Application

Intention plays a crucial role as the immediate antecedent of actual innovation adoption. The findings demonstrate that intention significantly influences the adoption of the *Silacakperak* application, confirming that psychological readiness must be translated into concrete action for innovation uptake to occur. Intention is not merely passive interest, but an active orientation toward using and engaging with a system.

From the perspective of diffusion of innovation theory, intention corresponds to the decision stage, during which individuals decide whether to adopt or reject an innovation. High intention reflects a readiness to allocate attention, time, and cognitive resources to learning and using the application (Rogers, 2003). In the context of *Silacakperak*, users with strong intention are likely to explore application features, seek information, and engage with reporting mechanisms, thereby facilitating adoption.

However, the transition from intention to adoption is not automatic. External constraints such as limited technological access, inadequate digital skills, or concerns about data security may hinder adoption despite high intention (Mhlanga & Ndhlovu, 2023). Therefore, policy interventions should focus on reducing structural and technical barriers to ensure that intention can be effectively converted into actual use. Support mechanisms such as user assistance, training, and responsive technical support are essential in sustaining this transition.

Furthermore, intention should be viewed as a valuable early indicator in public technology initiatives. High public intention signals receptiveness to innovation and presents an opportunity for policymakers to design facilitative measures that encourage adoption. Sustained adoption, however, requires continued user satisfaction and perceived usefulness. Without positive post-adoption experiences, initial intention may not translate into long-term usage.

The Effect of Attitude on Innovation Adoption of the Silacakperak Application

Attitude toward technology emerges as a significant psychological determinant of innovation adoption. In the context of *Silacakperak*, positive attitudes reflect users' beliefs that the application is beneficial, aligned with their needs, and consistent with social and moral values. Such attitudes foster openness toward adoption by reinforcing both affective confidence and cognitive justification.

Technology acceptance models, particularly TAM, emphasize that favorable attitudes toward a system increase the likelihood of voluntary use (Costa et al., 2025). This study supports this assertion by demonstrating that attitude exerts a direct influence on adoption, independent of intention. This suggests that individuals may adopt the application not only because they intend to do so, but also because they fundamentally trust and value the system.

Attitudes toward *Silacakperak* are shaped by perceptions of usability, perceived benefits, and social relevance. When individuals recognize the application as a tool that supports justice, victim protection, and social responsibility, their evaluative stance becomes more positive (Willison et al., 2018). This integration of functional and normative values strengthens the likelihood of adoption.

From a broader social change perspective, attitude also signals readiness for innovation acceptance within communities. Positive collective attitudes toward *Silacakperak* can reduce resistance and facilitate wider diffusion. Conversely, skepticism or apathy may create psychological barriers that impede adoption (Chindasombatcharoen et al., 2024). Therefore, shaping positive attitudes should be considered a foundational strategy in implementing socially oriented digital technologies.

The Mediating Role of Intention Between Attitude and Innovation Adoption

The mediating role of intention provides deeper insight into the psychological mechanisms underlying innovation adoption. The findings indicate that attitude influences adoption both directly and indirectly through intention, confirming that intention partially mediates this relationship. This mediation reflects a staged process in which evaluative judgments are transformed into behavioral readiness before culminating in adoption.

Positive attitudes toward *Silacakperak* foster curiosity, confidence, and willingness to engage, which manifest as intention. Intention, in turn, motivates users to take concrete steps toward adoption, such as downloading the application, learning its features, and using it in real situations (Saprikis et al., 2022). In this sense, intention serves as a critical conduit through which attitudes are operationalized into behavior.

This mediating process has important practical implications. Efforts to cultivate positive attitudes must be accompanied by strategies that actively stimulate intention, such as emotionally engaging campaigns, testimonials from successful users, and interactive demonstrations (Oh & Nah, 2024). Without such interventions, positive attitudes may remain abstract and fail to translate into adoption.

In sum, the adoption of the SILACAKPERAK application is best understood as a dynamic process in which attitude establishes evaluative readiness, intention channels motivational energy, and adoption represents the culmination of psychological and contextual alignment. Strengthening each stage of this process is essential for ensuring that digital innovations in public service delivery achieve meaningful and sustained social impact.

Conclusions

Based on the empirical analysis, this study successfully addresses the proposed research objectives. The findings demonstrate that attitude has a positive and significant effect on intention to use the *Silacakperak* application, while intention, in turn, has a positive and significant effect on innovation adoption. Attitude also directly influences innovation adoption in a positive and significant manner, and intention functions as a significant mediating variable in the relationship between attitude and innovation adoption.

In addition, the study identifies several inhibiting factors in the implementation of *Silacakperak* K, including limitations in socialization efforts that have not sufficiently engaged users at the psychological level, the prevalence of moderate attitudes, and the influence of subjective norms during the adoption process. Overall, all proposed hypotheses are supported, indicating that the adoption of the *Silacakperak* application can be strengthened through promotional strategies that foster positive attitudes and increase public intention to use the application.

In light of these findings, it is recommended that local governments take a more proactive role in promoting the *Silacakperak* K application to the broader community. Given that the effect of attitude on intention is stronger than its direct effect on adoption, intention emerges as a critical intermediary in the adoption process. Therefore, promotional strategies should prioritize the formation of positive attitudes and the enhancement of public interest through social media, public campaigns, community-level outreach, and collaboration with schools and religious institutions.

Furthermore, public attitudes toward the application are closely linked to perceived usefulness; thus, continuous development of relevant, functional, and user-friendly features—such as responsive reporting mechanisms and real-time tracking of case follow-up—is essential. From a theoretical perspective, future studies are encouraged to incorporate more comprehensive frameworks, such as the Technology Acceptance Model, Theory of Planned Behavior, or UTAUT, and to complement quantitative analysis with qualitative approaches. Such integration would allow for a deeper understanding of user experiences, social perceptions, and contextual barriers, thereby providing a more holistic explanation of innovation adoption in public service applications.

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