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# Correlation Analysis Between The Level of Knowledge and Community Attitude Towards The Village Self-Service Kiosk Program

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**ABSTRACT**

The Village Self-Service Kiosk (APMD) is an online service launched by the Tuban Regency Government to simplify the public's processing of administrative documents. In practice, the program's success is influenced by several factors, one of which is the community's level of knowledge about APMD. Insufficient information provision by the implementing agency limits public awareness of the program, which in turn affects attitudes toward its use. According to Ajzen (1991), individuals with greater knowledge tend to hold more positive attitudes and therefore participate more actively, and vice versa. The objective of this research is to identify the relationship between the community's level of knowledge and their attitude towards the APMD program in Jatisari Village. This study employed a quantitative approach using the cross-sectional survey method, involving a predetermined sample of 294 respondents selected through simple random sampling. Data analysis consisted of univariate analysis to determine the frequency distribution for each variable and bivariate analysis, specifically the Spearman Rank correlation coefficient, to identify the relationship between variables. The research findings indicate a "highly significant relationship" between community knowledge and community attitude towards the APMD program in Jatisari Village. Majority of respondents demonstrated a "sufficient" level of knowledge (38.1%) but exhibited a "good" attitude (49.3%). The hypothesis testing results show a positive correlation with moderate strength between the level of knowledge and community attitude, evidenced by a correlation coefficient of rs = 0.463 and p-value 0.001 < 0.005. Suggesting that higher levels of knowledge about APMD correspond to more positive attitudes toward the program. This finding is expected to be able to make the local government of Tuban Regency, especially the Jatisari Village Government, to increase the dissemination of information widely so that public knowledge of APMD increases and will have an impact on the number of APMD service users.

## INTRODUCTION

The concept of e-government introduces an innovation from the government in delivering public services. As we know, public services are not limited to providing community services such as processing population data and health services, but also services related to complaints in the context of evaluating government performance or criminal acts. E-government according to Indrajid (2016:30-33), is divided into four types: government-to-government, government-to-business, government-to-citizen, and government-to-employee (Arief & Yuardani, 2018).

The success of this e-government concept is heavily influenced by the community's response to the implementation of e-government through an electronic-based government system. This is because the fundamental goal of the e-government concept is to enhance the relationship between the government and the wider community through provided government information and to increase reciprocal interaction from the community, including criticism and suggestions. This objective is stated in article 28F Undang-Undang Dasar Negara Republik Indonesia 1945, which stipulates that every person has the right to communicate and obtain information for the development of themselves and their social environment. They also have the right to own, seek, obtain, store, manage, and convey information acquired through various types of media.

The role of the community is vital in the success of e-government implementation in Indonesia, as the community holds the position of an instrument or user of policies initiated by the government to improve public welfare. Active community participation will encourage the effectiveness of a program or policy issued by the government. A high level of community participation can be a reference for the government in categorizing whether a policy or program issued is effective or not. Community participation is a great form of support in achieving the success of e-government programs and policies. Therefore, consistency among various factors such as strategy, program, and strategy with community participation is always needed (Wijaya et al., 2022).

Digital transformation in government governance is like a double-edged sword, where it offers many benefits and opportunities to support the functioning of a good government system for the community. On the other hand, digital transformation also brings negative impacts if it is not utilized

according to the initial plan and objectives. Sosiawan, (2008) cited in Lukman et al., (2024:1047), states that in the context of public administration, these constraints stem from the uneven communication infrastructure conditions in various regions and the still low digital literacy of the community.

The uneven distribution of telecommunication infrastructure in several regions hinders the process of implementing policies related to e-government initiated by both the central and regional governments. Research results by Ramadhaniati, (2022) show that one of the inhibiting factors for the implementation of digital-based public services is the lack of understanding among vulnerable older citizens in using digital services due to insufficient comprehension of gadget usage.

**Table 1.** Indonesia Digital Society Index 2022-2023

| Year | Index |
|---|---|
| 2022 | 37.8 |
| 2023 | 43.18 |

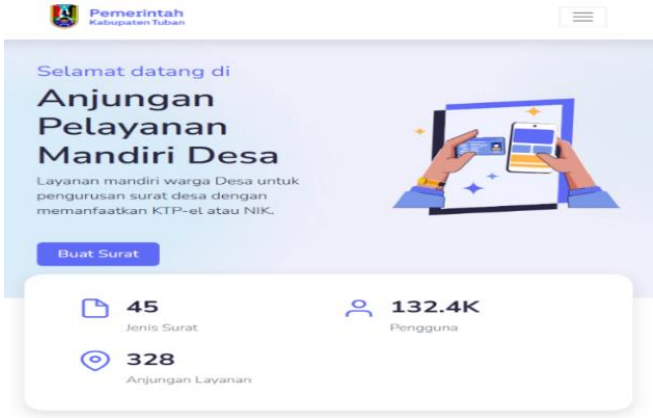
*Source: www.data.komdigi.go.id*, 2024

The data above indicates an increase in the index between 2022 and 2023. However, the Ministry of Communication and Digital Affairs states that efforts are needed to optimize and improve various aspects related to the digital society. This step aims to serve as a basis for determining the target focus based on indicators in each pillar, enhancing coordination among stakeholders, and serving as a guideline for parties at the district/city and provincial levels in Indonesia in designing and establishing priority programs for digital human resource development in their areas.

Tuban Regency is one of the regencies located in East Java Province, with coordinates 111°30' – 112°35' BT dan 6°40'-7°18' LS (BPS, 2024). Commitment of the Tuban Regency Government to realize the implementation of e-government in its governmental system is marked by the signing of Tuban Regent Regulation Number 37 of 2017 concerning the development of e-Government within the Tuban Regency Government. This development is a manifestation of Tuban Regency's mission to carry out creative and clean governance, and it must be implemented by all regional apparatus organizations of Tuban Regency (Mellinda Clarisa & Megawati, 2022).

Contained in this Regent Regulation, the Tuban Regency Government initiated the concept of a Smart City. According to Pratama (2014), cited in Rahmawati et al., (2024:108) Smart City is a concept that encompasses the development, application, and implementation of technology in a region, functioning as a complex interaction among various systems within it. The initiation of the Smart City concept by the Tuban Regency Government aims to change the public service mechanism to be more effective and efficient, and to improve the quality of access for the Tuban community to public information and communication needs.

October 2024, the Tuban Regency Government, through the Department of Communication, Informatics, Statistics, and Code, has launched several supporting applications and programs to realize the Smart City concept. One of these is a digital-based public administration service program called the Village Self-Service Kiosk (APMD). The implementation of APMD program as a manifestation of the Electronic-Based Government System in Tuban Regency is based on Regent Regulation Number 56 of 2022 concerning the Implementation of the Electronic-Based Government System. Reported on the Tubankab.Go.Id, (2021), Head of Empowerment and ICT Development for the Department of Communication, Informatics, Statistics, and Code, Agus Heru Purnomo, explained that APMD is a tool with a system function for residents to create their own letters of introduction, with a mechanism




similar to an Automated Teller Machine (ATM).

**Figure 1.** APMD Website Home Page

*Source: www.apmd.tubankab.go.id, 2024*

Jatisari Village is one of the villages in Tuban Regency that has implemented the APMD program in providing services to the community through a website. This is based on the statement from Mr. Naryono, the Village Secretary of Jatisari (via *whatsapp*, October 19 2024). Based on the data the author obtained from the Jatisari Village Hall regarding the number of people using the APMD program, the number of users is shown in the following table:

**Table 2.** Number of APMD Users in Jatisari Village

| Year | Number of Users |
|---|---|
| 2023 | 730 |
| 2024 | 920 |

*Source:* Jatisari Village Hall Data, 2024

From the table above, it can be seen that the APMD program has been implemented and experienced an increase in the number of users by 190 users. However, this number of users is still relatively low and its usage is not yet widespread, which is evidenced by the fact that the use of APMD by local community members is not the result of personal access, but rather assistance provided by Jatisari Village Officials when residents visit the Village Hall (Mr. Naryono, interview, October 28, 2024). In the interview, it was also explained that the surrounding community is not yet fully aware of this service program innovation, so people tend to still use manual methods for requesting letters. The majority of APMD users as of that date were dominated by students and university students who live outside the village.

Community knowledge of a program has an important influence on its implementation process, where knowledge is also influenced by several factors, one of which is a person's level of education (Notoatmodjo, 2010). Community knowledge of a program implies how the community can understand the program well so that when the program is implemented, the community can use or follow the program according to its objectives and bring a positive impact to the community.

Individual knowledge plays an important role in various matters, one of which is its influence on attitude formation. This point is based on the opinion of Walgito, (2007), who states that understanding plays a vital role in comprehensive attitude formation. This is further reinforced by research from Yildirim et al., (2010), who state that an individual's limited knowledge about something can affect their attitude in accepting or using that thing. Yuriah, (2024) in her study successfully proved that there is a correlation between the

variable of pregnant women's level of knowledge about HIV/AIDS and their attitude towards the Provider Initiated Test and Counselling (PITC) program. The finding of a correlation between the level of knowledge and attitude shows that most pregnant women with good knowledge tend to have a positive attitude towards PITC. It can be concluded that an increase in an individual's knowledge can shape that individual's attitude.

## RESEARCH METHOD

This research adopts a quantitative approach using the cross-sectional survey method. According to Abdullah et al., (2022), quantitative research is a systematic investigation of phenomena through the collection of measurable data using statistical, mathematical, or computational techniques. Predetermined number of respondents was 294, selected through Simple Random Sampling technique. This research was conducted in the Jatisari Village area, utilizing both primary and secondary data sources. Primary data in this study were obtained from questionnaires distributed to respondents, while secondary data were acquired from documentation through the analysis of relevant documents, reports, regulations, and other data pertaining to the research topic. Furthermore, the author also conducted brief interviews with the Jatisari Village Secretary.

The data analysis used was univariate analysis to determine the frequency distribution for each variable. The indicators used to analyze the community knowledge level variable utilize the components of the level of knowledge based on the measurement of knowledge level from the Anderson Taxonomy theory, cited in Juhrodin, (2023) which consists of: a) Factual Knowledge, b) Conceptual Knowledge, c) Procedural Knowledge, and d) Metacognitive Knowledge. Meanwhile, the analysis of the community attitude variable uses attitude components formulated by Delamater & Myers, (2010) which consist of: a) Belief or Cognitions, b) An Evaluation, and c) A Behavioral Predisposition. Because this study only measures the direction and strength of the relation-ship between two variables, bivariate analysis was used to test the correlation between the two variables by using the Spear-man Rank correlation test and using the correlation coefficient to determine the strength of the relationship between the variables.

## RESULT AND DISCUSSION

Questionnaires were distributed through both offline and online media and were filled out by 294 samples of the Jatisari Village community. With the primary data collected in this study, analysis and statistical testing can be carried out. Based on the data analyzed using SPSS, the respondent data distribution results are as follows:

### 1. Respondent Characteristics

#### a. Based on Age

**Table 3.** Respondent Characteristics Based on Age

| Age | Frequency | Percentage (%) |
|---|---|---|
| 20-24 | 69 | 23,5 |
| 25-29 | 44 | 15 |
| 30-34 | 35 | 11,9 |
| 35-39 | 35 | 11,9 |
| 40-44 | 63 | 21,4 |
| 45-49 | 48 | 16,3 |
| **Total** | **294** | **100** |

This study is dominated by young community members in the age range of 20-24 years, totaling 69 people (23.5%). However, this number is only slightly different from respondents in the 40-44 age range, which numbered 63 people (21.4%) and occupy the second rank, and community members in the 45-49 age range in the third rank, totaling 48 people (16.3%). This data indicates that the productive age group (especially the 20-24 range) is the dominant group in the study, suggesting that this group has high access and openness to information. The productive age range factor influences the individual's process of receiving information because the productive age has an advantage in acquiring, processing, and accessing information, which affects their ease in understanding programs such as APMD. The Digital Divide concept by van Deursen & van Dijk, (2011) explains the gap between individuals who have and do not have access or skills to use digital technology. The productive age, especially the younger segment, is on the "having" side of this gap, giving them an inherent advantage in accessing digitally distributed information.

#### b. Based on Gender

**Table 4.** Respondent Characteristics Based on Gender

| Gender | Frequency | Percentage (%) |
|---|---|---|
| Female | 145 | 49,3 |
| Male | 149 | 50,7 |
| **Total** | **294** | **100** |

Majority of respondents in this study are Male, totaling 149 people (50.7%). The number of female respondents is not far behind the male respondents, totaling 145 people (49.3%). This data distribution shows that in this study, both males and females have equal rights and opportunities to participate in the research and also as a form of support for the development of government service programs. Viswanath et al., (2006) underscore that gender differences in knowledge are generally attributed to differences in social roles, access to resources, and spheres of interest between men and women, which subsequently influence their exposure, attention, and processing of specific information. The percentage difference between genders in this study can be related to social role factors, literacy, and digital skills. Social roles can result in different gender roles in society; for example, men may interact more often in formal public spaces such as village offices or meetings, while women may focus more on the domestic community. This can influence the type and frequency of information they receive.

#### c. Based on Last Education

**Table 5.** Respondent Characteristics Based on Last Education

| Last Education | Frequency | Percentage (%) |
|---|---|---|
| Elementary School/MI | 10 | 3,4 |
| Junior High School/MTs | 79 | 26,9 |
| High School/MA | 167 | 56,8 |
| Higher Education | 38 | 12,9 |
| **Total** | **294** | **100** |

Majority of respondents in this study have a High School/MA education background, totaling 167 people (56.8%). Subsequently, 79 people (26.9%) of respondents have a Junior High School/MTs education background, 38 people (12.9%)

have Higher Education, and the least number of respondents who have an Elementary School/MI education background, totaling 10 people (3.45%). Education is one of the factors that makes it easier for individuals to obtain and access various information. The ease of information obtained by individuals varies; the higher the education pursued, the more likely they are to obtain more and better information (Notoatmodjo, 2010). This is further reinforced in Wawan & Dewi, (2011), who state that "The education factor is one of the important factors that influence a person's knowledge, because with higher education, a person will tend to get broader information, especially from mass media, which will ultimately affect the formation of behavior or the adoption of innovation". This quote clearly asserts that higher education facilitates the acquisition of broader information, which in turn will affect the formation of attitudes and behavior in using a program like APMD. This gap in information acquisition is also clearly explained in the Knowledge Gap Theory by Tichenor et al., (1970) which explicitly links educational status as part of socioeconomic status to the ability to access knowledge. A higher level of education facilitates better cognitive skills and access to media channels. In other words, there is a difference in information acquisition between respondents who are Higher Education graduates (12.9%), who have structural and cognitive advantages to understand APMD information faster than respondents with low education (Elementary School/MI) (3.4%), which can further widen the understanding gap.

**2. Community Knowledge Level Regarding the Village Self-Service Kiosk (APMD) Program**

**Table 6.** Community Knowledge Level Measurement Results

| Knowledge Level | Frequency | Percentage (%) |
|---|---|---|
| Good | 96 | 32,7 |
| Sufficient | 112 | 38,1 |
| Poor | 86 | 29,3 |
| **Total** | **294** | **100** |

Statistical test results for the community's knowledge level show that the majority of the Jatisari Village community is in the "SUFFICIENT" knowledge level category regarding the APMD program, totaling 112 people (38.1%). The largest percentage falling into the "sufficient" category indicates that the Jatisari Village community is aware of the basic information about the APMD program, including its existence and possibly some of its main functions. However, the community's understanding is likely not yet deep or comprehensive, especially regarding technical aspects, detailed benefits, or more complex usage procedures. This means that the Jatisari community has started to accept and process APMD information, but further efforts are needed to improve the quality of their knowledge to a better level.

Next, the community categorized with a "GOOD" knowledge level regarding the APMD program totals 96 people (32.7%). The "good" knowledge categorization is based on respondents' answers with a score of 8-11 correct answers. Based on this category's percentage, there is a positive indication of the Jatisari Village community's knowledge, based on the percentage of people who have "good" knowledge. This result shows that almost a third of the community has a good and comprehensive understanding of the APMD program, meaning this category group is likely able to explain the objectives, benefits, working mechanism, and can use APMD facilities correctly. The reason this category of people can obtain information that is generally better is due to interactive relationships with village officials, which enables some community members to receive information about the APMD program or through access from other digital media. Cited in Wahana, (2016), the level of community knowledge is highly influenced by the social context in which they live. In communities open to discussion and the exchange of ideas, knowledge develops more dynamically. Conversely, in communities that tend to be closed, knowledge can stagnate or even be manipulated.

One-fifth of the sample size shows results indicating that there are still obstacles in information access, digital literacy, or the motivation of the community itself in efforts to obtain information about APMD, where there are community members who still have a "POOR" knowledge level. The processed data shows that the Jatisari Village community in the "POOR" knowledge category regarding the APMD program totals 86 people (29.3%). Respondents in this category have a very limited understanding, perhaps not even knowing for sure the existence or essential benefits of APMD; this is based on community members who could only answer the questionnaire with a total score of 0-3 correct answers. This category of community with a "poor" knowledge level is the biggest challenge in the implementation and effectiveness of the APMD program. The information access provided and the willingness of the community to process that information will influence how the community responds to the APMD program. In the context of communication and socialization, Liliweri, (2011) states that a lack of knowledge is often caused by minimal access to information, communication barriers (language, media, channels), or a lack of individual motivation to seek information. This 29.3% figure underlines the need for more intensive, easily accessible, and relevant socialization strategies, especially for groups who tend to lag behind in information reception.

Overall, the data shows that the majority of the Jatisari Village community has a "SUFFICIENT" knowledge level regarding the APMD program. And when the percentages of the "good" and "sufficient" knowledge categories are combined, the figure is 70.8%. This percentage can be used to strengthen the evidence that the community already has adequate knowledge about this APMD program. Data analysis indicates that the dominant knowledge level in the "sufficient" category provides a great opportunity for the Village Government to improve the quality of that knowledge. The focus should no longer be solely on introduction (the knowing stage), but on deepening, understanding, and usage skills (the application and analysis stages).

**3. Community Attitude Towards the Village Self-Service Kiosk (APMD) Program**

**Table 7.** Community Attitude Measurement Results

| Attitude | Frequency | Percentage (%) |
|---|---|---|
| Good | 145 | 49,3 |
| Sufficient | 108 | 36,7 |
| Poor | 41 | 13,9 |
| **Total** | **294** | **100** |

Results of the community attitude analysis towards the APMD program show that the majority of the community has a "GOOD" attitude towards the APMD program, totaling 145 people (49.3%). This figure indicates that most Jatisari villagers have a positive tendency in the form of acceptance, approval, and the potential to support the program's sustainability. This attitude category can be interpreted as the community's cognitive (belief or cognitions), affective (evaluation), and conative (behavioral predisposition) components being aligned towards active support for APMD.

The community categorized in this attitude category are those who have a score of 7-9 correct answers. If broken down more clearly based on the questionnaire answers, in the cognitive component (belief or cognitions), the community believes that APMD is a legitimate, credible, and effective tool for accessing village services. They are aware of benefits such as time efficiency, transparency, or ease of access. Then, in the affective component (evaluation), the community has positive feelings (happy, agree, supportive) towards the APMD program. They do not feel threatened or burdened by the technology but rather feel helped. And finally, in the conative component (behavioral predisposition), the community shows a strong tendency to use APMD in daily service activities. Azwar, (2012) states that attitude is a potential tendency to react. Therefore, an attitude categorized as "good" can be interpreted as the individual's consistent readiness to perform responses and actions that positively support or favor the APMD program.

ommunity members who were able to obtain a score of 4-6 correct answers are in the "SUFFICIENT" category, totaling 108 people (36.7%) in this study. This attitude category can be interpreted as the community having understood and known the impact produced by the APMD program, but they are not yet fully convinced and directly involved in its implementation. They generally know and do not reject the program, but their positive attitude has not reached a high level of commitment. This attitude may be influenced by varied initial experiences (sometimes satisfied, sometimes disappointed) or a lack of convincing information regarding the advantages of APMD compared to conventional service methods. Therefore, the Jatisari Village Government must formulate new strategies in providing in-depth information and socialization to convince the community in this category to shift to a "good" attitude, as well as increase participation in the implementation of the APMD program. The information received by the community will affect their attitude towards the APMD program, which can then also increase community participation, Jatnika et al., (2024) state that community participation is not only viewed as an instrument for program success, but also as an element that can strengthen trust in the government, increase social cohesion, and improve program governance.

Furthermore, there are community members categorized with a "POOR" attitude, totaling 41 people (13.9%). This category includes community members who could only obtain a score of 0-3 correct answers, indicating that there are still doubts, dissatisfaction, or a lack of information they received. Factors such as minimal communication, lack of evidence of direct benefits, or previous negative experiences could be the cause. Theoretically, this category can be classified as the laggards group in the context of Everett M. Rogers' Diffusion of Innovation Theory. This group is the last to adopt an innovation, often doing so only when the innovation has become the norm or even when the old method is no longer available (Rogers, 2003).

Overall, this attitude distribution indicates that although the majority of the community supports the APMD program, there is still a group of people who need special attention through communication, education, and a more personal approach strategies to increase the level of program acceptance.

**4. Correlation Between Knowledge Level and Community Attitude Towards the Village Self-Service Kiosk (APMD) Program**

**Table 8.** Crosstabulation of the Relationship Between Knowledge Level and Community Attitude

| Hypothesis Test Results | | Knowledge Level | Attitude |
|---|---|---|---|
| **Knowledge Level** | Correlation Coefficient | 1.000 | 0,463 |
| | Sig. Value | | 0,001 |
| **Attitude** | Correlation Coefficient | 0,463 | 1,000 |
| | Sig. Value | 0,001 | |

The Crosstabulation above shows that almost all respondents with "good" knowledge also show a "good" attitude, totaling 88 out of 96 people (29.9%). Similarly, the "sufficient" knowledge level is dominated by the "sufficient" attitude, totaling 85 out of 112 people (28.9%), which confirms that an increase in cognitive understanding is proven effective in triggering a corresponding affective response. Based on this interpretation, it can be concluded that the majority of the Jatisari Village community has a relationship of "good" knowledge with a "good" attitude towards the APMD program.

Next, a bivariate hypothesis test was conducted to verify the acceptance or rejection of the research hypothesis. Using the Spearman Rank statistical method, the results are presented in the following table:

**Table 9.** Hypothesis Test Results

| Community Knowledge Level | Community Attitude | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Good | | Sufficient | | Poor | | | |
| | F | % | F | % | F | % | F | % |
| Good | 88 | 29,9 | 6 | 2,0 | 2 | 0,7 | **96** | **32,7** |
| Sufficient | 20 | 6,8 | 85 | 28,9 | 7 | 2,4 | **112** | **38,1** |
| Poor | 37 | 12,6 | 17 | 5,8 | 32 | 10,9 | **86** | **29,3** |
| Total | 145 | 49,3 | 108 | 36,7 | 41 | 13,9 | 294 | 100% |

The hypothesis test results using the Spearman Rank correlation test indicate a significant relationship between the community's level of knowledge and their attitude towards the APMD program. The significance value (p-value) obtained is 0.001. This value is much smaller than the established significance threshold (α) of 0.05 (0.001 < 0.05). Based on statistical guidelines often referring to Fisher, (1935) basic principle, where Fisher set the 5% (0.05) limit as a probability level considered small enough that the null hypothesis ($H_0$) can be rejected with adequate confidence. When the p-value is smaller than (α), the Null Hypothesis ($H_0$), which states "there is no significant relationship," is rejected, and the Alternative Hypothesis ($H_a$), which states "there is a significant relationship," is accepted. This finding provides a strong statistical basis that the relationship between knowledge and

attitude of the Jatisari Village community towards the APMD Program did not occur by chance.

Correlation test results also yielded a Correlation Coefficient ($r_s$) of 0.463. This value indicates a positive relationship with a moderate strength category between the two variables. This positive relationship has substantial implications: the higher the community's level of knowledge about the APMD program, the more positive the attitude shown by the community towards the program. Conversely, low knowledge tends to trigger a less supportive or negative attitude. This relationship is consistent with basic social psychology theory, where the cognitive dimension (knowledge and understanding) fundamentally underlies the affective dimension (attitude and feelings) of an individual toward an object.

The finding is consistent with various empirical studies from previous research that tested the relationship between the level of knowledge and attitude towards public service innovation and other scientific studies. This finding correlates positively and is highly relevant to the hierarchy of effects and attitude formation models. Notoatmodjo, (2010) explicitly explains that knowledge is the first domain in the formation of health behavior or actions that start with attitude. This process moves from knowing (knowledge) to willing (attitude), and then able (action). In the context of the APMD program, sufficient knowledge about the objectives, benefits, and method of use functions as a prerequisite for the community to make a rational evaluation and form an affective assessment that supports the program. The strong positive attitude ($r_s$ =0.463) shows that socialization efforts focused on increasing understanding have successfully triggered the community's psychological willingness to accept and use the innovation.

This finding is reinforced by research from Ardiyaningrum et al., (2020) which also found a positive correlation between knowledge and community attitude in land conservation. Although there are differences in the research object, the research findings can be said to be empirically consistent with others research. Both studies similarly obtained a p-value of 0.001 and a positive correlation, indicating that the principle of knowledge underlying attitude is universal, regardless of the scientific context. In that study, it also directly supports the discussion flow of this research, where the cognitive dimension of knowledge is a prerequisite for the attitude dimension.

To achieve a positive attitude among the community, the role of various parties, especially the village government, is needed. Strengthening the information system through social media or socialization will increase community knowledge about the APMD program. The importance of socialization and information dissemination through social media about public service innovation is also underlined in the study by Ruzaqila & Manar, (2023), Thus, to keep the "good" attitude (49.3%) stable and increase the percentage of other attitude categories, the Jatisari Village Government must decisively enhance APMD education to cover literacy aspects, not just information dissemination.

Knowledge and attitude are two fundamentally related prerequisites necessary to increase community participation in development programs or innovations, including APMD. Mentioned in the research by Dewi & Suwena, (2024), community participation can be measured using the factors of knowledge, attitude, and information. And in that study, it was found that attitude, knowledge, and information simultaneously had a positive and significant effect on community participation in the implementation of the Tri Jenaka Village-Owned Enterprise (BUMDESA) work program in Timuhun Village. With the positive and significant correlation between knowledge and attitude in this study, it can be concluded that increasing community participation in the use of the APMD program in Jatisari Village can only be realized through consistent educational reinforcement, transforming knowing into willing, and then able to act, which aligns with the basic principle of behavior formation.

The research finding that identifies a significant relationship between the level of knowledge and the community's positive attitude towards APMD provides deep policy implications, particularly for the Jatisari Village Government's efforts to enhance public service efficiency. Although the Jatisari community's attitude already falls into the "good" category, the persisting "sufficient" level of knowledge risks creating knowledge gaps that may hinder the full optimization of APMD in the future. These knowledge gaps, according to Yang et al., (2024), present a significant risk that can shift public participation and decision-making away, as citizens do not fully understand the technology being utilized. Therefore, this study's recommendations emphasizing technical public communication training for Village Officials and the strengthening of community information literacy are not merely tactical suggestions, but strategic steps consistent with the global digital transformation framework to ensure APMD is not only implemented but also achieves continuous digital resilience and efficiency.

The most significant implication of this positive correlation finding is that it provides an empirical basis for the Jatisari Village Government to formulate strategies for increasing APMD adoption. The finding that the community's attitude is already in the "good" category serves as a strong social capital, indicating low resistance to the innovation. However, because the knowledge level remains "sufficient," the community may still be hesitant to take the first step in using APMD. Therefore, the Village Government must capitalize on this positive attitude by prioritizing knowledge enhancement as a direct bridge toward usage behavior (Anas et al., 2024). This can be achieved through specific strategies, such as transforming socialization materials from mere information into direct practice-based training (simulations), and utilizing local community figures (RT/RW heads, religious leaders) who possess high social credibility to act as endorsers who can convince residents. This strategy, which focuses on converting positive attitudes into proficient procedural knowledge, is key to increasing the number of people actively using the APMD service and realizing the program's overall effectiveness.

Acceptance of the hypothesis showing a significant relationship provides clear action recommendations for the Jatisari Village Government. Instead of focusing solely on emotional persuasive efforts, the most effective strategy to improve community attitude towards APMD is through continuous improvement in the knowledge aspect through education and information dissemination. This improvement must be prioritized to erode the "POOR" knowledge gap (29.3%) and the "POOR" attitude gap (13.9%) identified in the frequency distribution results. By making comprehensive understanding the main basis, the Jatisari Village Government can ensure that the community's positive attitude towards APMD will be more stable, long-lasting, and lead to optimal adoption behavior, in accordance with the principle that good behavioral change must start with a change in knowledge.

## CONCLUSION

The research on the correlation between the level of knowledge and community attitude towards the Village Self-Service Kiosk (APMD) program in Jatisari Village, Senori District, Tuban Regency, has found that there is a significant relationship with moderate strength between the level of knowledge and community attitude towards the APMD program. Specifically, the research conclusions can be seen as follows: Univariate analysis shows that the respondents in this study are dominated by young community members in the age range of 20-24 years, totaling 69 people (23.5%). In terms of gender, the data distribution is almost equal with a very small percentage difference of 1.4%. This percentage shows a nearly balanced proportion between males and females, where males dominate slightly with 149 people (50.7%) and females number 145 people (49.3%). Regarding educational background, the majority of respondents have a high school/MA education background, at 56.8%, indicating that most respondents have a strong formal literacy capital. The majority of the Jatisari community's knowledge level regarding the APMD program is in the "sufficient" category, totaling 112 people or 38% of the sample size. In the attitude variable, the majority of the Jatisari community has an attitude in the "good" category towards the APMD program, totaling 145 people (49%) of the sample size.

Bivariate analysis results show that there is a "highly significant relationship" between the community's level of knowledge and their attitude towards the Village Self-Service Kiosk (APMD) program in Jatisari Village. This fact has been proven by the hypothesis test results, which show a positive relationship with moderate strength between the level of knowledge and community attitude. This means that the higher the community's knowledge about the APMD program, the more positive the community's attitude towards the program. The statistical data shows a correlation coefficient ($r_s$) = 0.463 with a p value = 0.001 < 0.005.

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