

ABSTRACT

APPLICATION OF THE DELONE & MCLEAN MODEL IN SUCCESS LEVEL ANALYSIS IN THE MYPERTAMINA APPLICATION

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The MyPertamina Application Innovation aims to make subsidized fuel right on target to the public. Even though the MyPertamina application provides many facilities, there are still some problems faced by the community such as difficulty accessing, account registration which often fails, and problems with points not increasing after successful transactions. Therefore, research was conducted to analyze the success factors in using the MyPertamina application with the DeLone & McLean Information System Success Model which can analyze the success factors for use based on System Quality, Information Quality, Service Quality, Use, User Satisfaction and Net Benefit. Data was collected through a questionnaire and a sample of 171 respondents with a purposive sampling technique. The purpose of this research is to find out the Information System Success Model Delone & Mclean is suitable for analyzing the successful use of the MyPertamina application and to find out the success factors that influence the value of success in the MyPertamina application. After doing the research, the results show that the value of all variables has a validity value of > 0.278 and all variables have a reliable value of > 0.60 . the calculation of the partial hypothesis test shows that the System Quality variable has a T count of 10,419 on the User Satisfaction variable so that it is considered to have the greatest influence on the success of the MyPertamina Application, then System Quality, Information Quality, and Service Quality have a positive and significant relationship simultaneously to User Satisfaction but no significant effect on Use. Use and User Satisfaction have a positive and significant relationship simultaneously with the calculated F value of 50,943 to Net Benefit.

Keywords: Delone & Mclean, MyPertamina, Succesful Use