

ABSTRACT

ANALYSIS OF FACTORS AFFECTING USER SATISFACTION USING TECHNOLOGY ACCEPTANCE MODEL (TAM) AND END USER COMPUTING SATISFACTION (EUCS) (CASE STUDY: SINEGESJUARA APPLICATION AT SMAN 1 GEGESIK)

Oleh

AZIZAH BALDAH

20103012

SinegesJuara is an attendance monitoring application for students designed to track their attendance regularly. It allows teachers to monitor students' attendance in real-time and records the attendance results as an assessment parameter in the attendance report. Although SinegesJuara is generally well-received, users have encountered some challenges, including errors during barcode scanning, discrepancies in admin input results after barcode scanning, and a less appealing user interface design. To address these issues, a user satisfaction analysis of SinegesJuara was conducted, combining indicators from the Technology Acceptance Model (TAM) and End User Computing Satisfaction (EUCS) methods. The research aims to provide recommendations for improving user satisfaction with the SinegesJuara application. The quantitative research method was employed with the calculation of the Slovin formula to determine the minimum sample size, resulting in 91 participants. Data analysis utilized the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach, using SmartPLS 3.2.9 software. The analysis revealed that the SinegesJuara application achieved a satisfaction level of 78.77%, categorizing it as "Satisfied." This indicates that SinegesJuara functions effectively according to its purpose, and users are generally satisfied with its usage. Of the eight hypotheses proposed, three were accepted, and five were rejected. Factors influencing user satisfaction include perceived usefulness towards attitude toward using, format towards attitude toward using, and attitude toward using towards satisfaction. Based on the research findings, recommendations include conducting regular user satisfaction surveys, providing guidance for users experiencing difficulties, continuously developing and updating the system, ensuring system speed, delivering excellent and prompt service from the initial stage to subsequent stages, and establishing channels for issue reporting.

Keywords: EUCS, User Satisfaction, SinegesJuara, SEM-PLS, TAM