ANALYSIS OF USER SATISFACTION LEVEL OF JAMSOSTEK MOBILE APPLICATION IN ACEH USING END USER COMPUTING SATISFACTION

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ABSTRACT

Technological sophistication that continues to develop has given birth to several new innovations to make every activity that is usually carried out more effective and instantaneous, such as one of the innovations from the latest application of the BPJS Employment public body, namely Jamsostek Mobile (JMO). User satisfaction is very important to improve the development of the JMO application system, therefore the author has a goal in measuring the level of satisfaction of JMO application users using the EUCS (End User Computing Satisfaction) through the variables of content, accuracy, format, user convenience and timeliness. This research data uses quantitative methods through random sampling technique by obtaining primary data from the distribution of online questionnaires to every JMO user in Aceh. In this study there were 107 respondents. Data analysis was carried out by testing validity, reliability testing, classical assumption test, R test, F test and hypothesis testing. The results of this research data indicate that content and format significantly affect user satisfaction with a significant number of content $0.005 < 0.05$ and format $0.035 < 0.05$. Then other variables such as accuracy, ease of use and timeliness do not affect user satisfaction with significant figures greater than 0.05 and t count less than t table.

Keywords: *Jamsostek Mobile Application (JMO), User Satisfaction, End User Computing Satisfaction*

1.INTRODUCTION

Public service innovation that is driven by technological sophistication is a company strategy to achieve customer satisfaction who uses it (Perdana & Suharni, 2021). One company that has established public service innovation is BPJS Employment. This public body operates to provide protection for workers in reducing the risks that will occur.The Social Security Administration Agency (BPJS) for Employment has released an application called Jamsostek Mobile (JMO). This application is the latest pilot to replace the BPJSTKU application which was created to make it easier for BPJS Employment employees and provide direct comfort in the hands of consumers. This JMO application was released at the end of 2021 which has more complete and affordable features to satisfy the participants (Aida, 2021).The JMO application is an official application offered for BPJS Employment participants who have registered to make it easier for participants to get services that are already available. The JMO application offers several service accesses, such as checking how much balance, reporting work accidents, and transaction activities for insurance disbursement easily instantly. The application directly provides easy accessibility to the participants.

The application also provides several features such as Jamsostek Mobile (JMO), personal data updating features, JHT submissions and claims, JHT Balance Checks, Digital Cards, Information on public service channels, Complaints and reporting related to BPJS Employment services and data (Farkhan et al., 2022).The ease of access that can be felt by the participants is able to evaluate how improvements will be made in order to continue to provide the best things every time (Nurvitasari & Dwijayanti, 2021). The JMO application, which can be accessed on every smartphone , has shortcomings in the disbursement claim section. Where balances that are at the level of 10 million and above cannot be claimed directly through the application. This is a weak point of the features provided. The network access point of an application determines how fast the results will be displayed and the accuracy of the data displayed also tends to affect the results that will be obtained.The quality produced by an application tends to affect the level of satisfaction of

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its users (Amarin & Wijaksana, 2021). The JMO application that offers online services is inseparable from the resulting problems that will affect the satisfaction of its users. The effectiveness of the data generated by the application has different meanings for each user. Where the users of this JMO application are from every circle, through differentiation market segmentationThe level of satisfaction given by JMO application users is able to evaluate the development of JMO application technology innovations. User satisfaction is very important for companies in carrying out their operations and strategies to get the convenience of JMO application users (Wicaksana, 2016). To find out how satisfied the users of the Jamsostek Mobile (JMO) application are, the researchers conducted a study using several data instruments that examined the satisfaction criteria obtained from the application. To measure the satisfaction of the users of the JMO application, the EUCS (End User Computing Satisfaction).EUCS (End User Computing Satisfaction) method is one method that is able to analyze how user satisfaction is through the variables ofcontent, accuracy, The format, ease , andtimeliness.. Each variable contained in this method will show how satisfaction is generated.

2.LITERATURE REVIEW

2.1. User Satisfaction

satisfaction is a driving force for success in the business world, where one's satisfaction is proven to be able to make a positive contribution to the company and will indirectly increase a sense of pride in fulfilling the desires and needs of consumers. Quoted from (Yola & Budianto, 2016) that consumer satisfaction and dissatisfaction is an affective process that is simulated and can be conveyed either directly or indirectly. Meanwhile, according to (Putri Sekti Ari & Hanum, 2021) satisfaction and dissatisfaction tend to cause problems with service quality, where satisfaction is a person's emotional form that is expressed directly or indirectly.

2.2. Content

The use of the application is inseparable from the provision of content provided by the creator of the application in question. In an application contains some information that has a certain attractiveness value to consumers. According to (Prasojo & Pratomo, 2015) and (Rudini, 2015) the quality of good information content will increase the value of satisfaction to consumers. The provision of information in the application empirically must be able to provide quality in accordance with consumer needs to produce user satisfaction. Content on an application provides benefits to users through the information provided (Isnaini et al., 2021).

2.3. Accuracy

Accuracy is the accuracy of the information provided in the form of data or events. The accuracy in an application can be reviewed through relevant data results and in accordance with the information provided. The accuracy of an information submitted to the public must contain data that is in accordance with the truth in reality in the real world (Winarto, n.d.).

2.4. Format

Format is a form of arrangement of data and information presented in an application. All the shapes that are displayed on each application have a different design and color. Judging from previous research (Kurniasih & Pibriana, 2021) an attractive format is able to attract consumers and the quality of the format used will result in different consumer satisfaction.

2.5. Ease Of Use

Ease of use when using an application is the desire of every user. Easy-to-reach access will provide convenience to every user. The relatively smaller level of difficulty tends to increase the convenience of accessing the application by the user. According to (Tony Sitinjak, 2019) user interest will increase when the ease of using technology is believed to tend to be more flexible.

2.6. Timeliness

Timeliness in presenting information plays an important role for users of public information systems (Handayani et al., 2019). System access that has a short, accurate and efficient format is

able to produce a high level of customer satisfaction. Increasing the development of information systems with timeliness that can be adjusted to the wishes of consumers will be more effective to produce different satisfactions for each user.

3.RESEARCH METHOD

Method in this research is quantitative random sampling. In the process of data collection used a questionnaire method using a Likert scale. Questionnaires were distributed online to every company and community in the Aceh region. In the questionnaire there are 6 variables with a total of 31 questions. Respondents in the study were the people of Aceh who had an active BPJS Employment card and had downloaded the JMO application. Characteristics of respondents were measured based on gender, age, occupation and last education. Types of data used in the form of primary data and secondary data. Primary data is data obtained from questionnaires, and secondary data is data from journals as a guide for conducting research. Next, the data will be analyzed *software* version 25.0.validity *Pearson* and variable reliability test were carried out. The analysis was continued with classical assumptions (linearity, normality, heteroscedasticity, multicollinearity and autocorrelation). Furthermore, the analysis of the R square test, F test, and hypothesis testing was carried out.

4.RESULTS AND DISCUSSIONS

There were 107 respondents collected with gender data 65% male and 42% female aged 18 to 27 years 10 people, 28 to 37 years 28 people, 38 to 47 years 52 people, 48 to 57 years as many as 16 people and 1 person over 58 years old. On average, there are 21 farmers/fishermen, 10 entrepreneurs, 12 casual daily workers, 19 traders, 38 employees, and 7 other jobs. As for the latest education, 11 people graduated from SD/MI, 27 SMP/MTs, 34 SMA, Diploma 2, S-2 there were 31 people, S-2 was 1 person and S-3 was 1 person.

4.1.Test Validity

Test the validity of the variables tested with software SPSS Versionvalidity *Pearson* correlationThe test results for all variables explain that r count is greater than r table. So that we can know that all variables are valid.

4.2.Reliability Test

Table 1. Reliability Test

Variabel	Cronbach's Alpha	Hasil
Content	.765	Reliabel
Accuracy	.770	Reliabel
Format	.777	Reliabel
Ease Of Use	.775	Reliabel
Timeliness	.675	Reliabel
User Satisfaction	.825	Reliabel

Source: Data processed, 2022

The results of the reliability test shown above show that all variables with Cronbach's Alpha above 0.600. This shows all the reliable variables.

4.3.Classic Assumption Test

Table 2. Classic Assumption Test

Variabel	Linieritas	KS	Tolerance	VIF	Heterokedastisitas	DW
Content	0.000	0.200	0.272	3.682	0.610	1.838
Accuracy	0.000		0.280	3.573	0.661	

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Format	0.000	0.385	2.601	0.645	
Ease Of Use	0.000	0.352	2.839	0.638	
Timeliness	0.000	0.409	2.442	0.425	

Source: Data processed, 2022

The results of the classical assumption of linearity with probability < 0.05 indicate a linear relationship. In the Kolmogorov-Smirnov test, the Significant value is 0.200 > 0.05 that the regression model is normally distributed.value of VIF *Content* 3.682, *Accuracy* is 3.573, *Format* is 2.601, *Ease Of Use* 2.839 and *Timeliness* is 2.442 < 10, indicating that there is no multicolonearity. The results of the heteroscedasticity test showed that the overall significant value of the variables was greater than 0.05 so that there were no symptoms of heteroscedasticity. The Durbin Watson (DW) calculated value is 1,838 because the number is in the area between du and (4-du) H0 is accepted, which means there is no autocorrelation.

4.4.R (Square) Test

Table 3. R test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800[a]	.640	.622	.46166

a. Predictors: (Constant), MEAN_T, MEAN_A, MEAN_F, MEAN_E, MEAN_C
b. Dependent Variable: MEAN_US

Source: Data processed, 2022

Based on table 3 above, it shows the Adjusted R Square value of 0.622 indicating that the variables of content, accuracy, format, ease of use, and timeliness in the model is able to explain 62.2% of variations in user satisfaction variables.

4.5.F Test

Table 4. F Test

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.210	5	7.642	35.856	.000[b]
Residual	21.526	101	0.213		
Total	59.737	106			

a. Dependent Variable: MEAN_US
b. Predictors: (Constant), MEAN_T, MEAN_A, MEAN_F, MEAN_E, MEAN_C

Source: Data processed, 2022

In table 4. F significance value of 0.000 is smaller than 0.05. These results indicate that the research model is feasible to explain variations in user satisfaction due to content, accuracy, format, user-friendliness, and timeliness factors.

4.6.t Test

Table 5. t Test

Coefficients[a]

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.142	.318		-.446	.656
	Content	.393	.136	.330	2.879	.005
	Accuracy	.117	.122	.108	.959	.340
	Format	.215	.101	.206	2.138	.035
	Ease Of Use	.109	.107	.103	1.021	.310

Timeliness	.191	.114	.157	1.682	.096

Source: Data processed, 2022

Based on table 5 the linear regression equation model formed:

$$\acute{Y} = 0.142 + 0.394X_1 + 0.117 X_2 + 0.215 X_3 + 0.109 X_4 + 0.191 X_5$$

The coefficient *content* b1 = 0.394; t count 2.879 > t table 1.9837 with a significance of 0.005 < 0.05 which means the content significantly affects user satisfaction.regression coefficient *Accuracy* b2 = 0.117; t count 0.959 < t table 1.9837 with a significance of 0.340 > 0.05 meaning that the accuracy does not significantly affect user satisfaction. Regression coefficient for b3 format = 0.215; t count 2.138 > 1.9837 with a significance of 0.035 < 0.05 where the format significantly affects user satisfaction.Coefficient *Ease Of Use* b4 = 0.109; t count 1.021 < t table 1.9837 with a significance of 0.310 > 0.05 meaning that the ease of use does not significantly affect satisfaction.regression coefficient *Timeliness* b5 = 0.191; t count 1.682 < t table 1.9837 with a significant value of 0.096 > 0.05 where timeliness does not significantly affect user satisfaction.

4.7.Discussion

The content contained in the Jamsostek Mobile application has an influence on user satisfaction with a positive direction of b1 = 0.394. The higher the quality and development provided to improve content, the higher the impact on user satisfaction of the Jamsostek Mobile application. The content or information available on an application is important for the community. The quality and attractive content greatly affects the community as users of the Jamsostek Mobile (JMO) application. This is something we can state that every user of the JMO application in Aceh influences the information or interesting content provided. This research is in line with research (Kurniasih & Pibriana, 2021)

Then, the accuracy contained in the Jamsostek Mobile application has no effect on user satisfaction with a negative direction of b2 = 0.117. The higher the accuracy of the Jamsostek Mobile (JMO) application, it will not increase user satisfaction. This research is in line with previous research (Arisoemaryo et al., 2022). The accuracy of the JMO application has no influence on the community as a user. Where people already believe in the accuracy that exists, and the accuracy of the application is still considered something that is not so important by some people. Generally people with an advanced age category. So that accuracy does not affect application user satisfaction.

Furthermore, the design (format) of the JMO application has an influence on user satisfaction with a positive direction of b3 = 0.215. The higher the development of JMO application design improvement, the higher the influence on user satisfaction. The display produced by an application is more effective at attracting the attention of its users, where application users will feel something different, unique and interesting, in other words, not stiff when using the application. The development of innovation and creativity in the design of an application is something that can provide increased user satisfaction, where users will be more interested and can express their comfort through their satisfaction reviews. This research is in line with research (Novita, 2020).

Next, the ease of use of the JMO application has no effect on user satisfaction with a negative direction of b4 = 0.109. The higher the development of the convenience provided, it will not increase the satisfaction of JMO application users. Technological sophistication and scientific innovation have made some people familiar with the background of technological developments so that they understand and are easy to use, this causes the ease of users to have no significant effect. In addition, the age of the application users also determines the convenience obtained. In terms of age, user satisfaction tends to be ignored because some people are able to use it as in general applications and only access certain things. This study is in line with previous research (Arisoemaryo et al., 2022).

The timeliness provided by the Jmasostek Mobile (JMO) application has no effect on user satisfaction with a negative direction of b5 = 0.191. The higher the timeliness given, the higher the user satisfaction of the JMO application will not be. For some users of the JMO application, timeliness is not a problem in access. Users also only receive the results to be displayed regardless

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of how timely it is. This research is in line with previous research (Arafah & Sembiring, 2018). At some ages, they tend not to be concerned with the timeliness and up to date of an application. So that this timeliness has no effect on user satisfaction, which can be caused that users do not pay too much attention to this as part of their satisfaction in using an application (Rachmawati & Krisbiantoro, 2021).

5.CONCLUSION

Based on the results and discussion of the research that has been done, we can conclude that satisfaction is an important variable to be studied. User satisfaction is able to provide direct and indirect. In the JMO application, satisfaction is examined through the variables of content, accuracy, format, ease of use, and timeliness. The results of this study can be seen that the content and format variables have an influence on application user satisfaction. Meanwhile, accuracy, convenience, and punctuality have no effect on satisfaction. However, the innovation and quality of this JMO application must still be evaluated and improved to provide more benefits to its users.

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