ABSTRACT

ANALYSIS OF THE SUCCESS OF SALINMAS APPLICATION SERVICE USERS USING THE DELONE AND MCLEAN METHOD IN BANYUMAS

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The development of science and information technology has changed the perspective and lifestyle of Indonesian people in carrying out their activities. The problem of waste is still a challenge that must be solved immediately in Indonesia, especially in Banyumas Regency. Referring to the waste problem, the Banyumas Regency government is trying to create an innovation together with the Banyumas Regency Environmental Service which is aimed at handling waste effectively and efficiently through the use of digitalization technology. The innovation is called SALINMAS which is an acronym for Banyumas Online Waste. Based on these problems, an analysis is needed to determine the level of success of an application service using the Delone & McLean method by considering the variables of system quality, information quality, service quality, usage, user satisfaction, and net benefits to determine the success factors of the service for users. The population in the study were users of the KSM (Community Self-Help Group) of the SALINMAS application obtained from the Environmental Service. The collection of information for this study was through the use of questionnaires distributed using the Google Form platform. This study focuses on the identification and evaluation of the level of success of users of the SALLINMALS application. The aim is to find and solve various technical problems such as login difficulties, system errors, and features that do not work. A service success questionnaire was distributed to SALINMAS application users consisting of 18 statements consisting of system quality variables, information quality, service quality, usage, user satisfaction, and net benefits. Data analysis was carried out using the SmartPLS tool. After the validity was carried out, there were invalid statements so that only 16 statements were used as assessment instruments. After the data was valid and reliable, an outer model was carried out (multicollinearity test and R-square). After that, hypothesis testing was carried out, from the nine available hypotheses H1, H2, H3, H4, H6, and H8 were rejected while H5, H7 and H9 were accepted. From the recommendations given, it can be concluded that the SALINMAS application must improve the quality that will be provided to application users in order to increase the success of the SALINMAS application service.