

Analysis of Factors Affecting User Satisfaction on SinegesJuara Application Using TAM and EUCS Case Study SMAN 1 Gegesik

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Abstract

SinegesJuara is an attendance application developed to provide real-time student attendance monitoring, allowing students to access and record their school attendance flexibly. Despite its popularity, SinegesJuara faces user challenges that have prompted researchers to investigate user satisfaction levels. This research analyzed user satisfaction factors by combining the TAM and EUCS methods, aiming to understand user satisfaction with the application. The research utilized the Slovin formula to determine a minimum sample size of 91 participants. Data analysis was conducted using the SEM-PLS approach with SmartPLS 3.2.9 software. The research findings indicate that the user satisfaction level with the SinegesJuara application is 78.77%, falling into the "Satisfied" category. This demonstrates that SinegesJuara fulfills its objectives, leading to user satisfaction. The results of the TAM method show that the Perceived Usefulness variable obtained a t-statistic value of 2.081, and the Attitude Toward Using variable obtained a t-statistic value of 7.877. Similarly, with the EUCS method, the Format variable obtained a t-statistic value of 2.445. As a result, it can be concluded that these three hypotheses significantly influence user satisfaction with the SinegesJuara application. In comparison, the other five hypotheses are rejected because they do not have a significant impact.

Keywords: EUCS method, Sinegesjuara, TAM method, User Satisfaction

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I. INTRODUCTION

Technological advancements have rapidly increased in recent times, in line with the growing needs of humans [1]. These changes have also occurred in the education sector, where technology plays a significant role. Organizations and institutions, including SMAN 1 Gegesik, have embraced technological changes to enhance efficiency and effectiveness in learning activities, with student attendance being of utmost importance. Attendance systems are crucial in daily activities, particularly in school environments that rely on attendance records. Various forms of attendance management are implemented in different contexts, such as schools and companies, one is a web-based system that replaces manual attendance methods [2].

Based on the existing issues, it is important to analyze user satisfaction with the application to create and maintain user loyalty and improve user satisfaction each year. The models applied in this research are TAM and EUCS. These methods are expected to provide a deeper understanding of the factors influencing user satisfaction with the SinegesJuara application. The main objective is identifying necessary improvement steps to enhance the user experience. These steps not only have the potential to increase user satisfaction but also add significant value and strengthen the company's positive image through the improvement or refinement of service factors [6].

The applied methods in this research are important as they serve as a guide for processing numerical data to generate useful information. One of the methods applied is the Technology Acceptance Model (TAM) developed by Davis in 1989. This method focuses on understanding users' acceptance of applied technology. The TAM theory describes users' behavioral intentions, attitudes, and beliefs toward using information technology. One of the advantages of the TAM method is that it involves data processing from respondents' feedback, encompassing several variables, such as User design interface, Perceived usefulness, Attitude toward using, Behavioral intention to use, and Actual use behavior. The End User Computing Satisfaction (EUCS) method is an approach that measures end-user satisfaction with an application through the utilization of dimensions developed by Doll and Torkzadeh. This method encompasses five dimensions: accuracy, content, format, ease of use, and timeliness [7].

Previous studies analyzed user satisfaction with the Traveloka application using the same methods, and the research results indicated that users were satisfied with the Traveloka application as 80% of the hypotheses tested met user satisfaction. In comparison, the remaining 20% suggested that the application's interface and response time needed improvement [8]. Additionally, another study analyzed user satisfaction with the CamScanner application, and the research found that 93.75% of CamScanner users were highly satisfied [9]. A study analyzing the acceptance of the dapodik system in elementary schools in the Tampan sub-district found that perceived usefulness, attitude, content, and perceived ease of use significantly influenced user acceptance of the Dapodik system. However, accuracy, format, ease of use, and timeliness did not significantly impact user acceptance [10].

II. RESEARCH METHOD

A. Types of Research

This research uses quantitative research. The steps taken in this research include:

1. *Identifying problems:* at this stage, the researcher understands and determines the themes and problems to be studied using the SinegesJuara application. This stage aims to obtain analysis themes relevant to the use of the SinegesJuara application and identify related problems. The output of this stage is identifying the analysis theme that will be the focus of the research and the problems to be studied. The problems identified in this study include:
 - 1) How analyze user satisfaction with the Technology Acceptance Model (TAM) and End-User Computing Satisfaction (EUCS) model at Sinegesjuara?
 - 2) What affects the user satisfaction of the Sinegesjuara application?
 - 3) What recommendations are for the Sinegesjuara application after analysis using the TAM and EUCS models?
2. *Literature Study:* In this stage, a literature study is carried out by searching for references to various sources including papers, books (e-books), journals, and final assignments related to analyzing user satisfaction using the TAM and EUCS models.

Making a Research Questionnaire: The next step is to create a questionnaire. The researcher creates a series of questions for the respondents who are the research targets. The questionnaire was distributed to SinegesJuara users using Google Forms. In this process, the researcher focuses on determining the scale of reply assessment and generally uses the Likert Scale, which is used to estimate the nature, views, and impressions of individuals. Likert scale response levels are shown in Table 1.

Answer	Weight
Strongly disagree	1
disagree	2
neutral	3
agree	4
strongly agree	5

After distributing questionnaires for research, the collected data were analyzed using a series of statistical tests. The tests carried out include the convergent validity test, AVE (Ave Variance Extracted) test, discriminant validity test, construct reliability test, and inner model test. Furthermore, hypothesis

testing was carried out using the t-test and F-test on the TAM and EUCS models using SmartPLS 3.2.9 software. The analysis results are used as a basis for making research conclusions.

B. Determination of Population and Sample

Respondents in this study were students of SMAN 1 Gegesik who used the SinegesJuara application, which was selected through a purposive sampling method. The population of the research subjects consisted of students of SMAN 1 Gegesik in the 2022 academic year, with 1,008 students divided into 28 classes, each with 36 students. The required sample size was processed by applying the Slovin method as shown at (1):

$$n = \frac{N}{1 + N e^2} \quad (1)$$

$$n = \frac{1.008}{1 + 1.008 (0,1)^2}$$

$$n = 90,974$$

Based on this study, since the total population was >100 respondents, the reviewer decided to select 10% of the total population at SMAN 1 Gegesik as respondents. After calculating using the slovin formula in (1) with a population (N) of 1,008 people and an error tolerance level (e) of 0.1, the result (n) was 90.974 which was rounded to 91. Therefore, the minimum number of respondents who will fill out the questionnaire is 91 people.

C. Research Variables

The indicators listed in Table II and Table III refer to the findings of previous research relevant to the scope of this study. This study builds on previous research that has identified key indicators based on relevant issues. In this process, a thorough literature review was conducted to explore previous studies that have tested relevant variables within the framework of the Technology Acceptance Model (TAM) and the End User Computing Satisfaction (EUCS) method. The indicators drawn from the literature form a strong empirical basis for this research, making it possible to relate the findings of previous research to the contemporary reality that is the focus of this study. Thus, Table II and Table III not only serve as a guide to determine the variables to be included in the questionnaire, but also link knowledge from previous studies to the actual research context.

TABLE II. VARIABLE, CODES AND RESEARCH INDICATORS TAM METHOD [8]

Variable	Code	Indicator
perceived usefulness (X1)	PU1	improved performance
	PU2	helpful
	PU3	speed up the attendance process
perceived ease of use (X2)	PEU1	easy to use
	PEU2	helps facilitate the abscessing process
	PEU3	easy to understand
attitude toward using (X3)	ATU1	not boring
	ATU2	very interesting
	ATU3	used anywhere and anytime

Table 3 presents information about the variables, codes, and indicators that will be used to distribute questionnaires. In the table, one can find details of the variables to be studied, the codes used to identify the variables, the indicators or questions that will be used to measure the variables.

TABLE III. VARIABLE, CODES AND RESEARCH INDICATORS EUCS METHOD [8]

Variable	Code	Indicator
content (X4)	CON1	improved performance
	CON2	helpful
	CON3	speed up the attendance process
format (X5)	FOR1	easy to use
	FOR2	helps facilitate the abscessing process
	FOR3	easy to understand

Variable	Code	Indicator
accuracy (X6)	ACC1	not boring
	ACC2	very interesting
	ACC3	used anywhere and anytime
ease Of Use (X6)	EOU1	easy to use
	EOU2	easy to access
	EOU3	user friendly
timeliness(X8)	TM1	the homepage viewing time action is fast enough
	TM2	up-to-date information quickly
	TM3	system information is always up to date
satisfaction (Y)	SAF1	quick response when there is a complaint as needed
	SAF2	reliable anywhere and anytime
	SAF3	make it easy to see the recap of absences and activities

D. Research Hypotheses

The hypothesis functions as an initial answer that provides direction in research so that the material put together can be used to test the truth of the statements and assumptions proposed. The results of data analysis determine whether the hypothesis can agree or disagree [11]. Figure 1 is an image of the Technology Acceptance Model (TAM) research hypothesis.

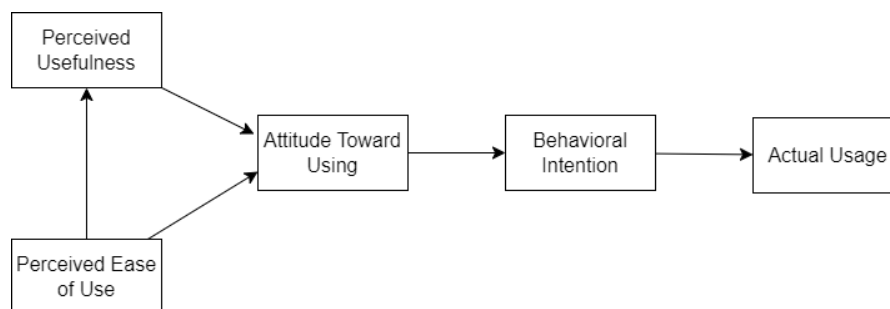


Fig. 1. TAM Method[12]

Figure 2 shows the research hypothesis using the End User Computing Satisfaction (EUCS) method.

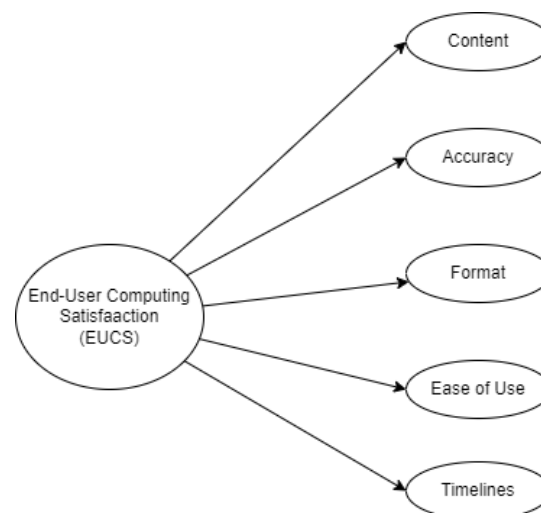


Fig. 2. EUCS Method [13]

Previous research has involved the integration of the Technology Acceptance Model (TAM) and End User Computing Satisfaction (EUCS) to evaluate user satisfaction with the system. In this study, we apply a similar approach by combining the variables contained in both models. The proposed model in our study,

illustrated in Figure 3, is the result of integrating the concepts of TAM and EUCS based on previous research findings.

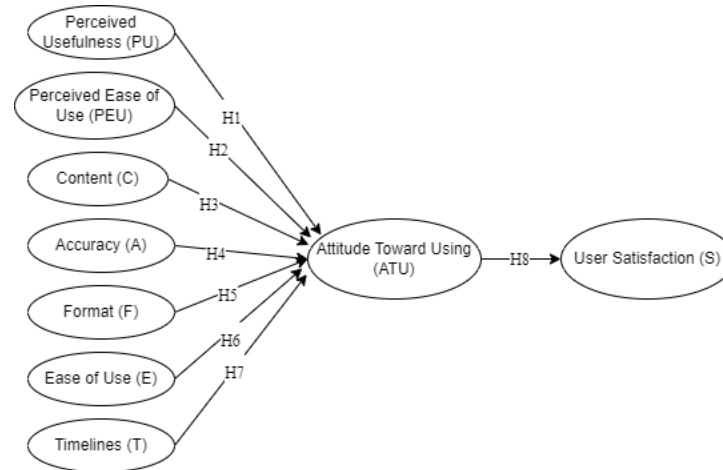


Fig. 3. Integration of TAM and EUCS Models [14]

Based on Figure 3, several variables related to the problem or user needs in the study can be identified. The following are some of the variables that form the basis of hypotheses in data processing using SmartPLS 3.2.9 software:

- H1: There is a relationship between Perceived Usefulness and Attitude Toward Using SinegesJuara users.
 H2: There is a relationship between Perceived Ease of Use and Attitude Toward Using SinegesJuara users.
 H3: There is a relationship between Content and Attitude Toward SinegesJuara users.
 H4: There is a relationship between Accuracy and Attitude Toward Using SinegesJuara users.
 H5: There is a relationship between Format and Attitude Toward Using SinegesJuara users.
 H6: There is a relationship between Ease of Use and Attitude Toward Using SinegesJuara users.
 H7: There is a relationship between Timeliness and Attitude Toward Using SinegesJuara users.
 H8: There is a relationship between Attitude Toward Using and User Satisfaction of SinegesJuara users.

III. RESULTS AND DISCUSSION

This researcher used a specially designed questionnaire to collect TAM and EUCS variables data. The initial part of the questionnaire focused on collecting information about the characteristics of SinegesJuara users, such as gender, age, and education level. Table 4 illustrates these variables measured in the questionnaire for SinegesJuara user data.

TABLE IV. RESPONDENT PROFILE

Category	Classification	Percentage
gender	1. male	24,2%
	2. female	75,8%
age	<15 years	59,6%
	16-17 years	27,3%
	>18 years	13,1%
grade	Class 10	32,32%
	Class 11	24,24%
	Class 12	43,43%

Based on the characteristics in Table 4, respondents are characterized by the female gender, with as many as 75 people, while men are only 24 people from all respondents. Respondents based on age obtained as many as 59 people aged <15 years, while 16-17 years old amounted to 27 people and >18 years old as many as 13 people. Respondents based on Class 12 were 43 people, while Class 11 totaled 24 people and Class 10 totaled 32 people from the total respondents.

The second part of the questionnaire displays indicator statements for TAM and EUCS variables, using a five-level Likert scale according to Table 1. Hypothesis testing was conducted with Partial Least Square (PLS) analysis using SmartPLS 3.2.9 software.

A. Convergent Test

The Convergent Validity Test is used to see the value of the loading factor from each indicator to the construct. Convergent measurement is done twice with factor loading and average variance extracted.

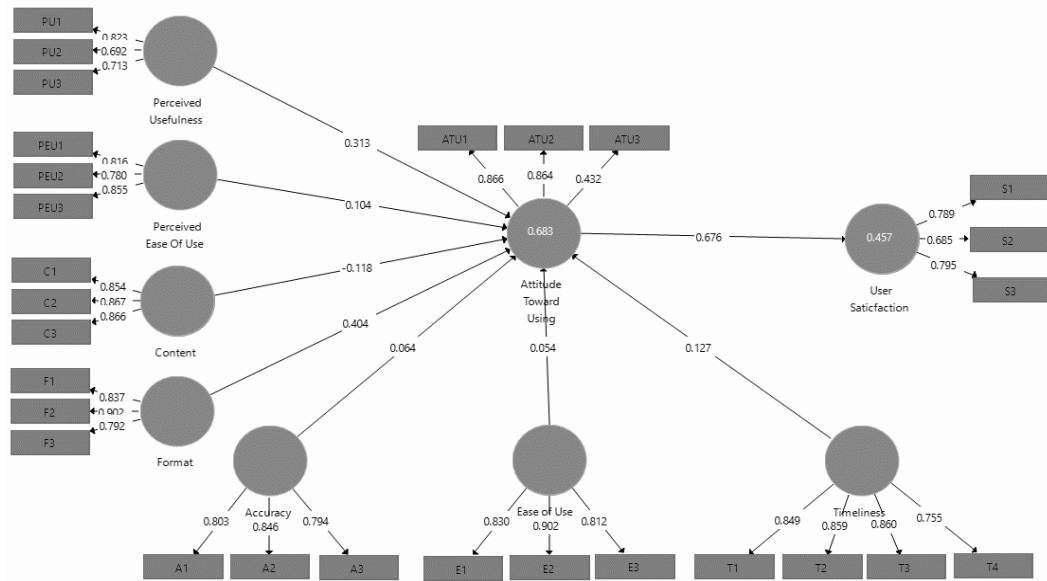


Fig. 4. Convergent Test

In accordance with Figure 4, the results of calculating the correlation between indicators and variables and variables with other variables can be seen. An indicator is said to have good reliability if its value is greater than 0.7. In contrast, the loading factor value of 0.5 to 0.6 can still be maintained for models still under development [15]. In this study, the loading factor value limit used is 0.5. This means that items with a loading factor below 0.5 will be removed from the construct so that the items that make up the construct are only items with a loading factor greater than or equal to 0.5 [16]. The Attitude Toward Using 3 (ATU3) indicator has a loading factor value <0.5, and it is necessary to delete the data by deleting the indicator on the path coefficient and recalculating it. The recalculation results can be seen in the following figure.

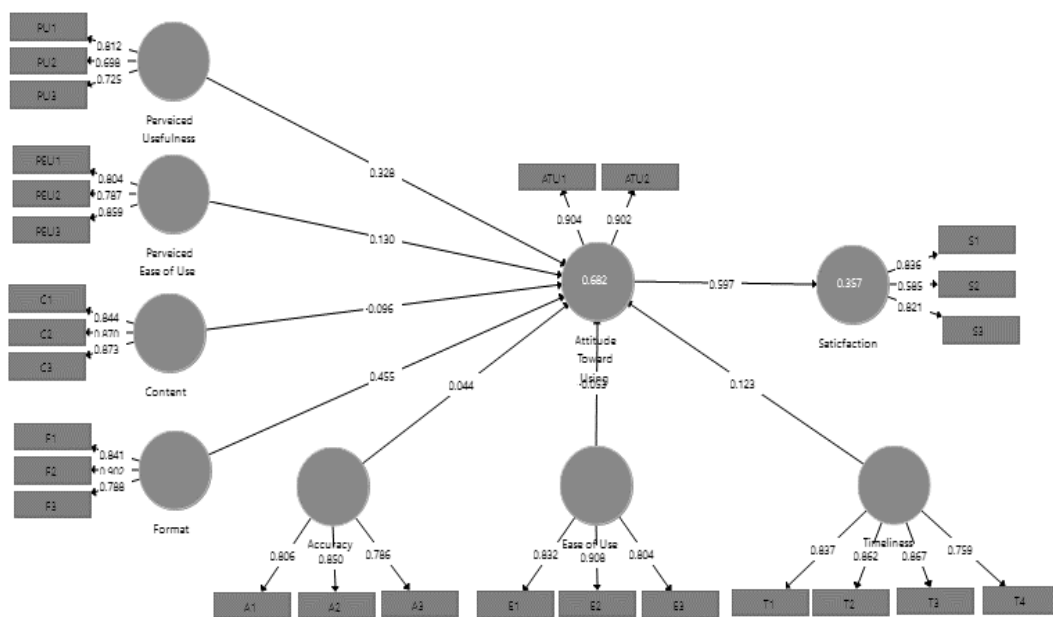


Fig. 5. Convergent Retesting

In accordance with Figure 5, it can be seen that the value of all indicators is in accordance with the measurement model analysis criteria.

TABLE V. CONVERGENT RETESTING

Variable	Description
ACC	Valid
ATU	Valid
CON	Valid
EOU	Valid
FOR	Valid
PEU	Valid
PU	Valid
TM	Valid
SAF	Valid

Based on the results of the convergent validity test, it can be concluded that all statement indicators in the questionnaire have appropriate values. Therefore, all of these statements can be used in this analysis.

B. Ave Variance Extracted Value Test (AVE)

The aim is to determine the root average value of the outer loading value with the latent variable results. An AVE value above 0.5 indicates a good value. The results of the value of Average Variance Extracted can be seen in the following table:

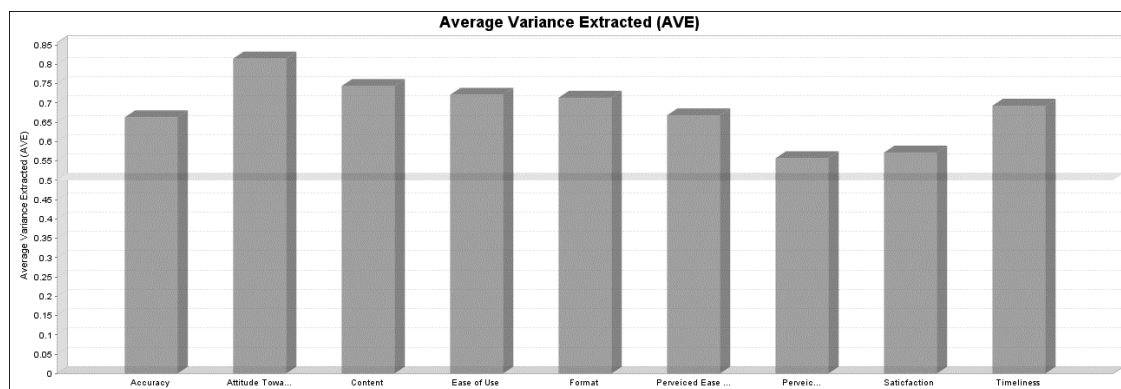


Fig. 6. Ave Variance Extracted Vale Test (AVE)

In accordance with table 6, the indicators of each latent variable are said to be valid because they have a value according to the provisions, namely, a value > 0.5 .

C. Discriminant Validity Test

At the indicator level, discriminant validity is evaluated through the concept of cross loading. The goal is to state that the value of the outer loading of an indicator must be greater than the outer loading to other constructs. According to table 6, it can be seen that the value given in bold is the value of each indicator and can be declared valid to meet the requirements of discriminant validity.

TABLE VI. DISCRIMINANT VALIDITY TEST

	ACC	ATU	CON	EOU	FOR	PEU	PU	SAF	TM
ACC1	0.806	0.507	0.556	0.490	0.509	0.459	0.556	0.489	0.711
ACC2	0.850	0.589	0.684	0.688	0.660	0.485	0.596	0.714	0.709
ACC3	0.786	0.400	0.450	0.412	0.458	0.257	0.316	0.420	0.676
ATU1	0.563	0.904	0.579	0.556	0.746	0.503	0.691	0.500	0.583
ATU2	0.565	0.902	0.605	0.501	0.619	0.624	0.653	0.578	0.572
CON1	0.561	0.561	0.844	0.535	0.668	0.502	0.512	0.586	0.567
CON2	0.529	0.529	0.870	0.521	0.692	0.626	0.599	0.630	0.592
CON3	0.726	0.602	0.873	0.573	0.654	0.586	0.628	0.577	0.793
EOU1	0.529	0.441	0.590	0.832	0.663	0.504	0.514	0.672	0.491
EOU2	0.640	0.544	0.561	0.908	0.607	0.543	0.531	0.641	0.599
EOU3	0.526	0.498	0.463	0.804	0.585	0.457	0.405	0.513	0.490
FOR1	0.579	0.715	0.611	0.483	0.841	0.444	0.509	0.476	0.540

	ACC	ATU	CON	EOU	FOR	PEU	PU	SAF	TM
FOR2	0.653	0.658	0.737	0.709	0.902	0.521	0.599	0.665	0.636
FOR3	0.469	0.515	0.627	0.675	0.788	0.533	0.650	0.640	0.561
PEU1	0.362	0.461	0.436	0.445	0.423	0.804	0.492	0.435	0.321
PEU2	0.422	0.459	0.411	0.420	0.327	0.787	0.637	0.393	0.315
PEU3	0.455	0.593	0.728	0.566	0.642	0.859	0.652	0.563	0.549
PU1	0.584	0.670	0.590	0.508	0.625	0.505	0.812	0.540	0.598
PU2	0.393	0.529	0.532	0.372	0.542	0.490	0.698	0.503	0.429
PU3	0.373	0.426	0.342	0.371	0.302	0.691	0.725	0.346	0.355
SAF1	0.520	0.532	0.627	0.531	0.599	0.432	0.512	0.836	0.529
SAF2	0.390	0.291	0.407	0.458	0.354	0.325	0.280	0.585	0.394
SAF3	0.623	0.489	0.514	0.635	0.576	0.533	0.596	0.821	0.540
TM1	0.697	0.544	0.558	0.569	0.525	0.362	0.539	0.520	0.837
TM2	0.756	0.601	0.734	0.554	0.609	0.495	0.622	0.597	0.862
TM3	0.707	0.502	0.658	0.497	0.574	0.421	0.511	0.482	0.867
TM4	0.691	0.470	0.565	0.445	0.568	0.368	0.430	0.559	0.759

D. Construct a Reliability Test

The indicator reliability test is used to determine that the measuring instrument used will prove the accuracy and consistency of the instrument in measuring a construct. A latent variable can be said to have good reliability if the composite reliability value is >0.6 and Cronbach's alpha value is >0.6 [15].

TABLE VII. CONSTRUCT RELIABILITY TEST

	Cronbach's alpha	Composite reliability
ACC	0.749	0.855
ATU	0.773	0.898
CON	0.828	0.897
EOU	0.805	0.885
FOR	0.800	0.882
PEU	0.753	0.858
PU	0.610	0.790
TM	0.852	0.900
SAF	0.626	0.796

E. Inner Model Test

Used to measure how much influence the independent latent variable has on the dependent latent variable. The r-square test is classified into 3 categories: it can be said strong if the value is >0.67 , moderate if the value is >0.33 and <0.67 , and weak if the value is >0.19 and <0.33 [9]. The results of the r-square test can be seen in the following table:

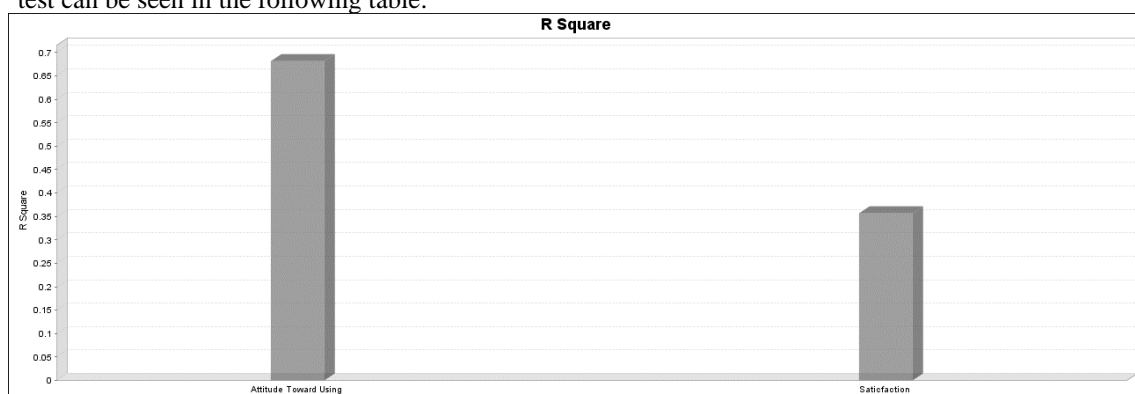


Fig. 7. Inner Model Test

Based on Figure 7, it can be seen that the r-square value on Attitude Toward Using has a value of 0.682, so it can be categorized as strong. Likewise, the Satisfaction variable is 0.357, so it is categorized as moderate. Because each variable has a value >0.33 and >0.67 .

F. Hypothesis Test

Hypothesis analysis is the last step in this study. The hypotheses proposed in this study totaled 8, the main construct hypotheses. Hypothesis analysis is declared accepted if the t-statistic value on the hypothesis variable >1.96 and the value of p-values <0.05 .

TABLE VIII. CONSTRUCT RELIABILITY TEST

Hypothesis	Relation	Original Sample (O)	t-statistic	P-values	Description
H1	PU -> ATU	0.328	2.081	0.038	accepted
H2	PEU -> ATU	0.130	0.995	0.320	rejected
H3	CON -> ATU	-0.096	0.454	0.650	rejected
H4	ACC -> ATU	0.044	0.310	0.757	rejected
H5	FOR -> ATU	0.455	2.445	0.015	accepted
H6	EOU -> ATU	-0.053	0.518	0.605	rejected
H7	TM -> ATU	0.123	0.815	0.415	rejected
H8	ATU -> SAF	0.597	7.877	0.000	accepted

Based on the results of Table 8, the results of the analysis can be concluded based on the hypotheses that have been made, which are as follows:

H1: Perceived Usefulness Affects Attitude Toward Using

There is an influence between Perceived Usefulness and Attitude Toward Using. Because the t-statistic value is 2.081 and the p-value 0.038, means the t-statistic >1.96 and the p-value <0.05 (Significant). Testing hypothesis 1 is accepted.

H2: Perceived Ease of Use Affects Attitude Toward Using

There is no influence between perceived ease of Use and Attitude Toward Using. Because the t-statistic value is 0.995 and the p-value 0.320, means the t-statistic <1.96 and the p-value >0.05 (Not significant). Hypothesis 2 testing is rejected.

H3: Content Affects Attitude Toward Using

There is no influence between Content and Attitude Toward Using. Because the t-statistic value is 0.454 and the p-values are 0.650, the t-statistic <1.96 and p-value >0.05 (Not significant). Hypothesis 3 testing is rejected.

H4: Accuracy Affects Attitude Toward Using

There is no influence between Accuracy and Attitude Toward Using. Because the t-statistic value is 0.310 and the p-values are 0.757, the t-statistic <1.96 and p-value >0.05 (Not significant). Hypothesis 4 testing is rejected.

H5: Format Affects Attitude Toward Using

There is an influence between Format and Attitude Toward Using. Because the t-statistic value is 2.445 and the p-values are 0.015, the t-statistic >1.96 and p-value <0.05 (Significant). Testing hypothesis 5 is accepted.

H6: Ease of Use Affects Attitude Toward Using

There is no influence between Ease of Use and Attitude Toward Using. Because the t-statistic value is 0.518 and the p-values are 0.605, the t-statistic <1.96 and p-value >0.05 (Not significant). Hypothesis 6 testing is rejected.

H7: Timeliness Affects Attitude Toward Using

There is no influence between Timeliness and Attitude Toward Using. Because the t-statistic value is 0.815 and the p-values are 0.415, the t-statistic <1.96 and p-value >0.05 (Not significant). Hypothesis testing 7 is rejected.

H8: Attitude Toward Using Affects User Satisfaction

There is an influence between Attitude Toward Using and User Satisfaction. Because the t-statistic value is 7.877 and the p-value 0.000, the t-statistic is >1.96 and the p-value <0.05 (Significant). Testing hypothesis 8 is accepted.

IV. CONCLUSION

The results of this study indicate that users of the SinegesJuara application generally experience a satisfaction level of 78.77%, categorized as "Satisfied". factors that affect user satisfaction SinegesJuara TAM method is Perceived Usefulness and Attitude Toward Using, while the EUCS method is Format. Based on the results of data processing in this study, of the 8 hypotheses proposed there are several hypotheses that are accepted and rejected. the results of the partial analysis using the TAM method show that the Perceived Usefulness variable obtained a t-statistic value of 2.081, the Attitude Toward Using variable obtained a t-statistic value of 7.877. While using the EUCS method shows the Format variable

obtained a t-statistic value of 2.445 from these results it is concluded that Perceived Usefulness ($X1$), Attitude Toward Using ($X3$), and Format ($X7$) affect the user satisfaction of the SinegesJuara application (Y). So it can be concluded that these 3 hypotheses have an influence on user satisfaction of the SinegesJuara application. There are five variables that are rejected based on the calculation of the t-statistic value, namely Perceived Ease of Use ($X2$), Content ($X4$), Accuracy ($X5$), Timeliness ($X6$) and Ease of Use ($X8$). So it can be concluded that 5 hypotheses do not significantly affect user satisfaction. Based on the research findings, several recommendations are provided to the developers of the SinegesJuara application, including conducting regular user satisfaction surveys for periodic evaluations, developing and updating the system by adding features needed by users, paying attention to system speed to ensure timely responses, providing good and prompt services from the beginning to the subsequent stages, offering guidance for users experiencing difficulties, and providing easily accessible channels for users to report issues or errors.

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