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Analysis of User Satisfaction of PELNI Website with WebQual 4.0 and TAM Methods

Arniati Syam, Dedi I. Inan, Ratna Juita, Merlinda Sanglise, Lorna Y. Baisa*

Teknik, Teknik Informatika, Universitas Papua, Manokwari, Indonesia
Email: [1]arniatisyam2002@gmail.com, [2]d.inan@unipa.ac.id, [3]ratnajuitaa@email.com, [4]m.sanglise@unipa.ac.id, [5,*]l.baisa@unipa.co.id
Email Penulis Korespondensi: l.baisa@unipa.co.id

Abstract−The success of an organization is heavily influenced by the quality of its website in the current digital era. PT Pelayaran Nasional Indonesia (PELNI), as one of the State-Owned Enterprises (BUMN) that plays a crucial role in sea transportation in Indonesia, understands the importance of having an effective website to support its mission and vision. Therefore, PT Pelayaran Nasional Indonesia (PELNI) has developed a website that aims to facilitate the public in accessing information and services related to sea transportation. The analysis of user satisfaction with the PT Pelayaran Nasional Indonesia (PELNI) website is the particular goal of this study. The methods used in this research are WebQual 4.0 and the Technology Acceptance Model (TAM). A total of 103 respondents using the PELNI website participated in this study, where data was collected through a Google Form-based questionnaire. The analysis's findings indicate that a number of factors, including usability, perceived usefulness, information quality, system quality, and informativeness, positively and significantly affect user satisfaction (T-Statistic> 1.96 at the 5% significance level and P-Value <0.05). However, variables such as Perceived Ease of Use and Service Quality do not show a significant effect on user satisfaction (T-Statistic < 1.96 and P-Value > 0.05). These findings can serve as a foundation for PELNI to make further improvements and development to their website, with the aim of improving service quality and better meeting user needs.

Keywords: Website Quality; WebQual; TAM; PELNI; User Satisfaction; SmartPLS

1. INTRODUCTION

In the current digital era, an organization's success is largely determined by the quality of its website. A well-designed website serves as a platform for conducting a variety of company operations in addition to serving as a communication tool between companies and their clients. Among the crucial elements of a high-quality website are its eye-catching design, user-friendly navigation, and educational material. In addition, other crucial elements that affect delivering the best possible user experience are responsiveness to different devices, data security, and access speed. A good website should not only provide complete and accurate information, but also be easy to use, attractive, and able to meet the needs of users. For a company, having a website is a must as a form of its online presence. The Indonesian National Shipping Company (PELNI) is one of the State-Owned Enterprises (BUMN) which plays a strategic role in sea transportation in Indonesia. PT Pelayaran Nasional Indonesia (Pelni) as a sea transportation service provider company has a website that functions as an information portal as well as a platform for various services, such as ticket booking and cruise schedule information. A thorough evaluation of a website's quality is necessary to make sure it supports business operations and lives up to user expectations. The purpose of this evaluation is to rate the website's usability, security, functionality, visual appeal, and simplicity of navigation, among other critical elements. Businesses can find shortcomings and possibilities for development by conducting a thorough review.

One of the studies that discusses website quality is a study entitled "Measurement of Technology Acceptance and the Effect of E-Learning Quality on Learning Effectiveness in Higher Education Using TAM and Webqual Methods" [1]. The research discusses various aspects that affect user experience and the effectiveness of online learning. There are numerous major elements that influence e-learning website quality, including information quality, usability, and learning material quality. According to the research, learning content quality, teacher quality, and LMS quality all have a significant impact on e-learning quality based on student perceptions, so strategies to improve the quality of e-learning services should take these factors into account in order to attract more interest, particularly in Indonesian higher education.

Two methodologies are used in this research to assess the quality of Pelni's website: TAM and the Webqual method. Because the WebQual approach is a useful analytical tool for assessing the quality of websites, it was selected. Webqual is a technique for evaluating a website's quality based on opinions from end users [2]. The five primary aspects of information quality, service quality, system quality, informativeness, and usability are the basis of the WebQual technique, which is intended to assess the quality of websites from the viewpoint of the user. This method has been proven to provide a comprehensive picture of how a website meets the needs and expectations of its users. According to research entitled "Analysis of User Satisfaction of Student Academic Services Website (LYKAN) Using the Webqual 4.0 Method" examines user happiness and demonstrates how the Student Academic Services website's information, usability, and service interactions all affect users' contentment (LYKAN) [3]. Another researcher entitled "Quality Analysis of the Gtass Website Using the Modified Webqual 4.0 Method" discusses user satisfaction which shows the results of the analysis that the website is proven to be able to assist work activities at PT Tiga Putra Kreasi [4].

In addition, this study also uses the TAM method which aims to explain the influence of technology acceptance factors with a broad scope of information technology and user populations. TAM is useful in knowing the factors that predict the acceptance of a technology as well as to find out what variables affect the use of technology such as loyalty trust, attitudes and intention to implement technology [5]. The TAM technique primarily focuses on two constructs: perceived effectiveness and perceived ease of use. These two concepts serve as the foundation for a thorough examination

of how users react to the adoption of technology in this study. The degree to which people think using technology will increase their efficacy or performance at work is known as perceived effectiveness. This includes opinions about how well technology can support people in reaching their objectives or working through tasks more quickly. The study entitled "Analysis of the Benefits and Ease of Use of Google Task in the Academic Environment Using the Tam Method" examines how users behave when it comes to accepting and using IT systems, and the results indicate that acceptance attitudes are influenced by perceived utility (r=0.652) but not by perceived ease of use (r=0.008) [6]. Another study entitled "Analysis of Brebes Tourism Application User Satisfaction with the Technology Acceptance Model (TAM) Method" discusses a tourism information system that has an influence in helping tourists find out about existing tours more easily, quickly, and efficiently [7].

Previous research may have been conducted on different organizations or industries. In the context of the PELNI website research, the focus is on state-owned companies in the sea transportation sector in Indonesia. This may lead to differences in user characteristics, service needs, and challenges faced by the organization.

This study uses Webqual 4.0 and the Technology Acceptance Model (TAM) to assess user satisfaction with the PELNI website. The Webqual 4.0 approach is used to assess the usability of a website from the viewpoint of the user, taking into account factors like ease of use, speed of access, information security, and navigability. TAM, on the other hand, is used to comprehend user behavior and attitudes toward technology, with an emphasis on perceived usability and efficacy. PELNI website users participated through a questionnaire filled out by 103 respondents. The characteristics of perceived ease of use, perceived usefulness, informativeness, system quality, information quality, and service quality constitute the basis of this questionnaire. The Webqual 4.0 and TAM methods were chosen because they are considered effective in explaining the aspects that affect user satisfaction with the PELNI website. The data collected will be analyzed using SmartPLS software.

It is believed that by using the WebQual and TAM techniques to this study, areas in need of improvement may be found and work can be done to raise the quality of the PELNI website in order to better serve users and support the operational goals of the organization. With continuous improvement and development, it is hoped that users will be increasingly interested and motivated to use the PELNI website as the main source of information and reliable services for sea travel needs.

2. RESEARCH METHODOLOGY

2.1 Research stages

The research stages are described in the chart below:

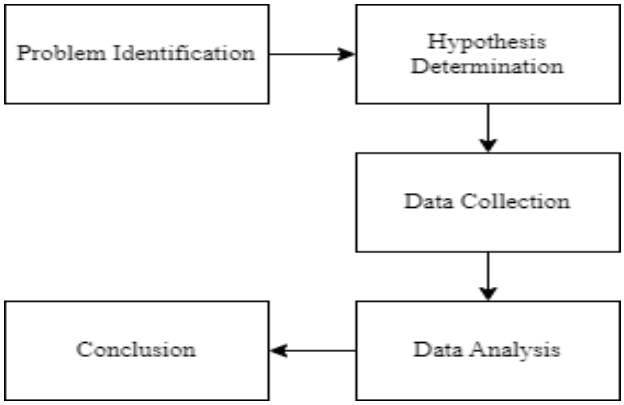

Figure 1. Research Stages

Based on Figure 1 there are 5 flow of research stages that will be carried out starting from problem identification, hypothesis determination, data collection, data analysis, and conclusions.

A hypothesis is an assumption or temporary statement about something [5]. This research hypothesis is formulated based on the formulation of the problem that has been formulated and designed as the basis for data processing using SmartPLS software. The following is a picture of the model used in the study:

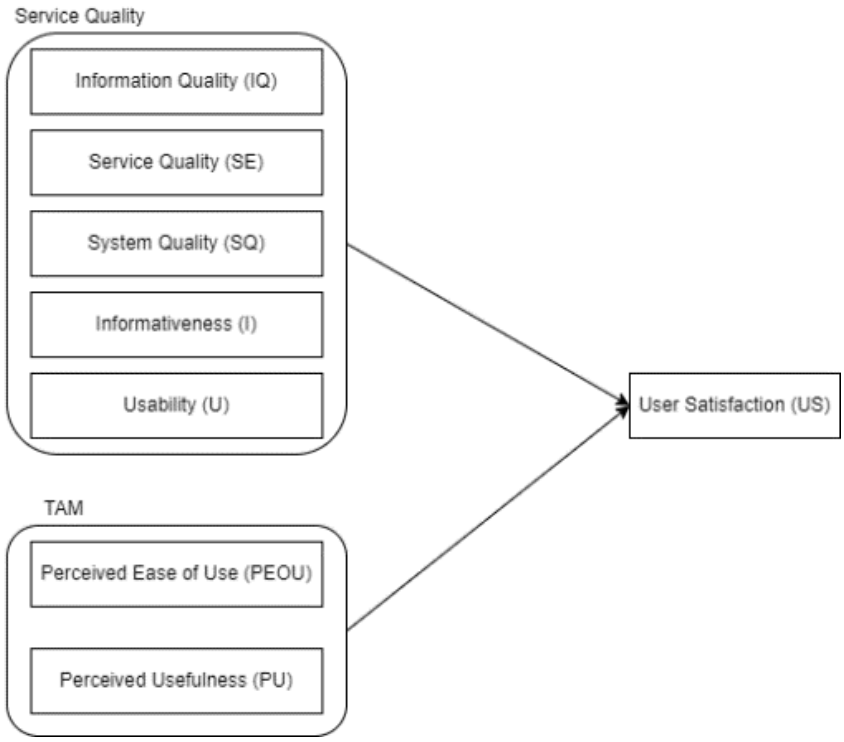

Figure. 2 Hypothesis Model

As in Figure 2 there are several hypotheses used, namely:
H1: Information Quality variables have a significant and positive influence on user satisfaction.
H2: Service Quality variable has a significant and positive influence on user satisfaction.
H3: The System Quality variable has a significant and positive effect on user satisfaction.
H4: Informativeness variable has a significant and positive influence on user satisfaction
H5: Usability variable has a significant and positive influence on user satisfaction.
H6: The Perceived Ease of Use variable has a significant and positive effect on user satisfaction.
H7: The Perceived Usefulness variable has a significant and positive effect on user satisfaction.

2.2 Type of research

A methodical approach to inquiry, quantitative research aims to evaluate certain ideas or hypotheses by looking at the correlations between variables. Numerical data are gathered and examined in this kind of research in order to find trends, correlations, or cause-and-effect connections between the variables being examined [12]. Quantitative research is a research method that will be used in this study, where the data collected and analyzed are numerical [13]. This research was conducted by conducting a survey through the results of a sample of questionnaires from the Manokwari community population.

2.3 WebQual

The method used in this research is the Webqual 4.0 method which is used to evaluate and measure the quality of the PELNI website based on user perceptions through a questionnaire. Webqual is an assessment technique that gauges a website's quality by looking at how users perceive it. The goal of this approach is to give a thorough grasp of how people interact with and perceive a website [2]. This approach uses five dimensions usability, system quality, service quality, information quality, and informativeness to evaluate different components of a website. The use of the Webqual method is very helpful for website managers in understanding user perceptions and experiences, so as to increase website satisfaction and effectiveness.

2.4 Technology Acceptance Model (TAM)

The method used in this research is the TAM method which is used to evaluate the technology acceptance of a PELNI website based on user perceptions through a questionnaire. A modification of the Theory of Reasoned Action (TRA) approach, Fred Davis created the Technology Acceptance Model (TAM) in 1989 [1]. TAM is used to understand user attitudes towards the technology used, providing a precise and straightforward explanation of the technology adoption process and user behavior [8]. This approach pinpoints perceived utility and ease of use as the two primary determinants of technology adoption. The goal of TAM is to elucidate the primary determinants that impact information technology users' acceptance and adoption behavior.

2.5 SmartPLS

SmartPLS is a model used for data that has the type of primary data collected through questionnaires [9]. The use of SmartPLS is very important and very supportive in the data processing process, especially in quantitative research [10] [10]. SmartPLS is an alternative technique to variance-based SEM such as AMOS and LISREL [11]. SmartPLS allows researchers to analyze complex relationships between latent variables and observer variables with high efficiency, even when data do not meet the normal distribution assumptions often required in conventional SEM analysis

2.6 Research Variables and Indicators

This research data was obtained through a Google Form questionnaire from 103 respondents who used the PELNI Website. The questionnaire includes the respondent's identity, questions about how long to use the PELNI website, instructions for filling out, and several statements that represent each variable for quantitative analysis. An individual's degree of reaction to a message or inquiry can be measured numerically using a linear scale. The options on this scale, which range from "Strongly Disagree" to "Strongly Agree," each indicate how much you agree or disagree with the statement. Respondents can quantify and clearly indicate how much they agree or disagree with a notion or statement by using this scale. The following are the variables and indicators used as research and the basis for distributing questionnaires.

Table 1. Variables and Indicator

Variable	Indicator Question	Indicator Code
Usability	Pelni website is easy to access	U1
	Pelni website user interface is very easy to learn	U2
	Pelni website is easy to use	U3
System Quality	The Pelni website rarely experiences interruptions/errors	SQ1
	Pelni website is always reliable in emergency situations	SQ2
	Pelni's website is very safe in protecting users' personal data	SQ3
Information Quality	Pelni website provides all the information that users need	IQ1
	The information provided by Pelni website is very accurate	IQ2
	Pelni website provides the latest information at any time	IQ3
Service Quality	Pelni service officers on the Pelni Website always provide the best service	SE1
	Pelni Service Officers on the Pelni Website are always responsible for helping fix ticket ordering problems	SE2
	Pelni service officers on the Pelni Website provide a quick response when contacted	SE3
Informativeness	It is easy to understand the information conveyed	I1
	Very easy to find the information needed	I2
	The information provided by the Pelni website is very trustworthy	I3
Perceived Ease of Use	Easy to make ticket reservations on the Pelni website	PEOU1
	Transactions or payments on the Pelni website are easy to do	PEOU2
	Booking logistics/cargo services is easy to do	PEOU3
Perceived Usefulness	The information provided on the Pelni website is very useful for travel needs	PU1
	Pelni's website helps me plan my boat trip	PU2
	The use of the Pelni website saves me time in finding Pelni-related information	PU3
User Interface	Satisfied with the efficiency of the pelni website	US1
	Satisfied with the effectiveness of the Pelni website	US2
	Overall satisfied with the Pelni website	US3

Based on Table 1 there are three indicators for each variable. Each indicator has a unique code to distinguish one indicator from another, which is used in the evaluation of the PT Pelayaran Nasional Indonesia (PELNI) website.

3. RESULT AND DISCUSSION

3.1 Respondent Data Collection Results

The PT Pelayaran Nasional Indonesia (Pelni) Website's 103 randomly chosen users provided the data that was collected. The following are the results of respondent data:

Table 2. Respondent Data Results

Category	Item	Total	Presentation
Age	12 - 17 Years	5 People	4,9%
	18 - 25 Years	80 People	77%
	26 - 31 Years	10 People	9,7%

	32 - 36 Years	7 People	6,8%
	37 - 42 Years	1 People	1%
	> 43 Years	0	0%
Since when is the PT Pelayaran Nasional Indonesia (PELNI) website used	New to use	70 People	68%
	Been using it for a long time	33 People	32%

It can be seen in Table 2 that research respondents are divided into 6 groups based on age. The largest group who use the PT Pelayaran Nasional Indonesia (Pelni) website are those aged 18 to 25 years, as many as 80 people or 77% of the total respondents. Respondent groups based on age groups were divided into several categories. The 12-17 year age group consists of 5 people or 4.9% of the total respondents, followed by the 26-31 year age group with 10 people or 9.7%, and the 32-36 year age group with 7 people or 6.8 %. Furthermore, there is the age group 37-42 years with 1 person or 1%, while the age group over 43 years has no respondents. From this data, it can be observed the distribution of respondents based on various age ranges in the population studied.

Respondents are divided into 2 groups based on when they have used the PT Pelayaran Nasional Indonesia (Pelni) website. The largest group that "Recently Used" received a total of 70 people with a percentage of 68%. While the "Long Time Using" group received a total of 33 people or 32% of the total respondents.

3.2 Data Analysis Results

3.2.1 Convergent Validity

Convergent validity testing can be determined through the outer loadings output by assessing the correlation between indicator scores and constructs. Indicators are considered to meet the convergent validity criteria if all loading factor values exceed 0.70 [14]. This indicates that the indicator has a strong contribution to the measured construct. The following are the results of the Outer loading output that has been processed using SmartPLS software.

Table 3. Output Outer Loading

Variabel	Indicator	Outer Loading
Informativeness	I1	0.902
	I2	0.908
	I3	0.903
Information Quality	IQ1	0.872
	IQ2	0.894
	IQ3	0.864
Perceived Ease of Use (PEOU)	PEOU1	0.901
	PEOU2	0.920
	PEOU3	0.824
Perceived Usefulness (PU)	PU1	0.897
	PU2	0.900
	PU3	0.905
Service Quality	SE1	0.910
	SE2	0.911
	SE3	0.920
System Quality	SQ1	0.797
	SQ2	0.851
	SQ3	0.861
Usability	U1	0.868
	U2	0.849
	U3	0.847
User Interface	US1	0.860
	US2	0.862
	US3	0.857

Based on the results in Table 3 it can be concluded that the value of the loading factor is more than 0.7 so that the indicators used in this research are valid.

3.2.2 Average Varian Extract (AVE)

Assessing the latent construct's Average Variance Extracted (AVE) value comes next. A high number in AVE indicates that the measurement variable more consistently reflects the construct being measured. AVE evaluates how effectively the measurement variable represents the real construct. The AVE assessment procedure is crucial for factor analysis and structural models as it guarantees the precision and dependability of latent construct measurements utilized in studies or data processing. This assessment is based on the basic hypothesis that the more manifest variables that represent a latent construct, the higher the variance or diversity of variables represented by the construct. The AVE evaluation ensures that

the latent construct can explain most of the variance of its indicators, indicating sufficient convergent validity [1]. A good Average Variance Extracted (AVE) value indicates an adequate measure of convergent validity, with a value greater than 0.5. This means that more than 50% of the indicator variance can be explained by the construct in question, thus indicating strong convergent validity [15].

Table 4. Average Varian Extract

	Average Variance Extracted (AVE)
I	0.817
IQ	0.769
PEOU	0.779
PU	0.811
SE	0.834
SQ	0.700
U	0.731
US	0.739

Table 4 indicates that all latent constructs have an AVE value more than 0.5, indicating a strong degree of convergent validity for the AVE value in this investigation.

3.2.3 Discriminant Validity

The discriminant validity test, which looks at cross-loading as shown in the table, is the next stage. The cross-loading results can be declared valid if the measured indicator construct has a higher correlation than other constructors [16]. The expected cross-loading value is greater than 0.7 [17]. The following is the output of cross-loading using SmartPLS.

Table 5. Output Cros Loading

	I	IQ	PEOU	PU	SE	SQ	U	US
I1	**0.902**	0.637	0.681	0.709	0.668	0.663	0.687	0.695
I2	**0.908**	0.674	0.748	0.741	0.599	0.695	0.741	0.754
I3	**0.903**	0.711	0.703	0.741	0.717	0.752	0.719	0.798
IQ1	0.667	**0.872**	0.736	0.725	0.609	0.667	0.868	0.737
IQ2	0.713	**0.894**	0.748	0.713	0.803	0.821	0.805	0.819
IQ3	0.578	**0.864**	0.638	0.574	0.676	0.637	0.701	0.703
PEOU1	0.749	0.711	**0.901**	0.805	0.633	0.707	0.746	0.783
PEOU2	0.687	0.757	**0.920**	0.757	0.677	0.703	0.756	0.779
PEOU3	0.644	0.673	**0.824**	0.610	0.711	0.655	0.62	0.664
PU1	0.714	0.702	0.735	**0.897**	0.620	0.669	0.719	0.773
PU2	0.677	0.706	0.746	**0.900**	0.661	0.677	0.732	0.737
PU3	0.791	0.667	0.75	**0.905**	0.605	0.657	0.743	0.768
SE1	0.701	0.768	0.749	0.713	**0.910**	0.725	0.709	0.766
SE2	0.62	0.687	0.663	0.601	**0.911**	0.755	0.620	0.688
SE3	0.681	0.724	0.662	0.59	**0.920**	0.763	0.608	0.701
SQ1	0.548	0.579	0.589	0.589	0.609	**0.797**	0.579	0.622
SQ2	0.728	0.732	0.687	0.684	0.654	**0.851**	0.849	0.722
SQ3	0.671	0.718	0.677	0.588	0.779	**0.861**	0.658	0.756
U1	0.667	0.872	0.736	0.725	0.609	0.667	**0.868**	0.737
U2	0.728	0.732	0.687	0.684	0.654	0.851	**0.849**	0.722
U3	0.634	0.706	0.636	0.671	0.551	0.617	**0.847**	0.655
US1	0.727	0.808	0.726	0.755	0.731	0.756	0.755	**0.860**
US2	0.710	0.752	0.737	0.701	0.699	0.689	0.689	**0.862**
US3	0.705	0.656	0.710	0.718	0.598	0.720	0.684	**0.857**

Based on Table 5 output cross-loading concluded that all indicators measured are valid because compared to other indicator correlations, they have a higher value.

3.2.4 Construct Reliability

After verifying discriminant validity, the next step is to determine construct reliability using SmartPLS calculations. When all latent variables in this study have a composite reliability value of more than 0.7 and Cronbach's Alpha is greater than 0.7, then constructs may be considered trustworthy[18]. The outcomes of the SmartPLS software reliability test are as follows.

Table 6. Output Reliability Komposit

Variable	Cronbach's Alpha	Composite reliability
I	0.889	0.931
IQ	0.850	0.909
PEOU	0.857	0.913
PU	0.884	0.928
SE	0.901	0.938
SQ	0.786	0.875
U	0.816	0.891
US	0.824	0.895

All latent variables from these constructs are deemed trustworthy based on Table 6 reliability test findings, which show that the composite reliability and Cronbach's Alpha value are both above 0.7.

3.2.5 Inner Model

The R-Square value is used to analyze the Inner Model and determine how much the independent latent variable influences the dependent latent variable[19]. The R-Square value is categorized into three groups: 0.67 indicates a substantial influence, 0.33 indicates a moderate influence, and 0.19 indicates a weak influence [20]. The result of the R-Square computation produced by the SmartPLS program is as follows.

Table 7. R Calculation Output

	R Square	R Square Adjusted	Description
US	0.869	0.859	Substantial

Based on the data in Table 7, the R-Square value of the US variable = 0.859 is included in the substantial classification.

3.2.6 Hypothesis

In order to decide whether to accept or reject a hypothesis, we compare the T-Statistic value with the P-Value value. If the T-Statistic value is more than 1.96 at a significance level of 5% (0.05) and the P-Value is less than 0.05, the hypothesis is accepted [21]. This test uses SmartPLS software, and the results can be seen in the table provided. In other words, a hypothesis is accepted if it shows that there is enough statistical evidence to support the hypothesis.

Table 8. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
I -> US	0.198	0.21	0.087	2.274	0.012	Accepted
IQ -> US	0.427	0.426	0.106	4.029	0.000	Accepted
PEOU -> US	0.128	0.135	0.102	1.262	0.104	Rejected
PU -> US	0.265	0.258	0.082	3.251	0.001	Accepted
SE -> US	-0.024	-0.021	0.089	0.271	0.393	Rejected
SQ -> US	0.254	0.241	0.093	2.714	0.003	Accepted
U -> US	-0.23	-0.231	0.116	1.982	0.024	Accepted

The quality of the PT Pelayaran Nasional Indonesia (Pelni) website was measured using the hypothesis test table, and the following results may be discussed for each hypothesis result:

a. Informativeness Has a Positive Effect on User Satisfaction

The first hypothesis, which is about the relationship between I and US, is accepted because it has a T-Statistic value greater than 1.96, or 2.274, and a P-Value less than 0.05, or 0.012, according to the results of the structural model evaluation that was conducted in the hypothesis test in Table 8. These findings suggest that informativeness has an impact on user satisfaction.

b. Information Quality Positively Affects User Satisfaction

The second hypothesis, which is about the relationship between IQ and US, is accepted because it has a T-Statistic value greater than 1.96, or 4,029, and a P-Value less than 0.05, or 0.000, according to the results of the structural model evaluation that was conducted in the hypothesis test in table 8. These findings suggest that information quality has an impact on user satisfaction.

c. Perceived Ease of Use Positively Affects User Satisfaction

The third hypothesis, which is about the relationship between PEOU and US, is rejected because it has a T-Statistic value of less than 1.96, or 1.262, and a P-Value greater than 0.05, or 0.104, according to the results of the structural model

evaluation that was done in the hypothesis test in Table 8. These findings suggest that user satisfaction is unaffected by perceived ease of use.

d. Perceived Usefulness Has a Positive Effect on User Satisfaction

The fourth hypothesis, which is between PU and US, has a T-Statistic value greater than 1.96, or 3.251, and a P-Value that is less than 0.05, or 0.001, according to the results of the structural model evaluation that was conducted in the hypothesis test in table 8. As a result, this hypothesis is accepted. These findings suggest that perceived usefulness has an impact on user satisfaction.

e. Service Quality Positively Affects User Satisfaction

The fifth hypothesis, which is about the relationship between SE and US, is rejected because it has a T-Statistic value of less than 1.96, or 0.271, and a P-Value greater than 0.05, or 0.393, according to the results of the structural model evaluation that was done in the hypothesis test in table 8. These findings imply that there is no relationship between service quality and user satisfaction.

f. System Quality Positively Affects User Satisfaction

The sixth hypothesis, which is about the relationship between SQ and US, is accepted because it has a T-Statistic value greater than 1.96, or 2.714, and a P-Value less than 0.05, or 0.003, according to the results of the structural model evaluation that was conducted in the hypothesis test in Table 8. These findings suggest that system quality has an impact on user satisfaction.

g. Usability Positively Affects User Satisfaction

The seventh hypothesis, which concerns the relationship between U and US, has a T-Statistic value greater than 1.96, or 1.982, and a P-Value that is less than 0.05, or 0.024, according to the results of the structural model evaluation that was conducted in the hypothesis test in table 8. As a result, this hypothesis is **accepted**. These findings suggest that usability has an impact on user satisfaction.

The PELNI website needs to improve Perceived Ease of Use and Service Quality for user satisfaction. based on the results of the analysis, it is found that current user satisfaction is not affected by Perceived Ease of Use (PEOU) from TAM and Service Quality from Webqual, so improvements in both aspects are very important.

4. CONCLUSION

Based on the results of the research that has been carried out, the analysis of PELNI website user satisfaction is carried out using the WebQual and TAM methods. The application of this method is a solution to evaluate technology acceptance and improve website quality which affects user satisfaction. The data used in this study came from respondents who are users of the PELNI website. Determining the right method is done by analyzing user satisfaction perceptions of Usability, System Quality, Information Quality, Service Quality, Informativeness, Perceived Ease of Use, and Perceived Usefulness. In this study, no additional adjustments are needed because the data is already valid and reliable. The results of the analysis show that factors such as Usability, System, Information Quality, Informativeness, and Perceived Usefulness have a significant influence on user satisfaction because the T-Statistic value is greater than 1.96 at the 5% (0.05) significance level and the P-Value is less than 0.05. Meanwhile, Service Quality, and Perceived Ease of Use do not have a significant effect on user satisfaction because the T-Statistic value is less than 1.96 at a significance level of 5% (0.05) and the P-Value is greater than 0.05. The results obtained will be used as a reference for further development of the PELNI website to increase user satisfaction and acceptance of technology. Based on these results, it is hoped that the quality of the PELNI website can be continuously improved to meet user needs and expectations.

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