



ANALYSIS USER SATISFACTION OF BRIMO APPLICATION USING END USER COMPUTING SATISFACTION MODEL IN KOLAKA DISTRICT

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Abstract

The objective of this study is to assess the degree of user satisfaction with the BRImo application within the Kolaka district. The research method used is quantitative descriptive which aims to describe the characteristics of each research variable which is sourced from primary data and then processed by calculating the percentage of user satisfaction. Research results using The End User Computing Satisfaction (EUCS) model show that the content variable has a satisfaction value of 85%, accuracy of 81%, form of 85%, ease of use of 85%, and timeliness of 83%. In general, users are satisfied with these variables.

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui tingkat kepuasan pengguna aplikasi BRImo di kabupaten Kolaka. Metode penelitian yang digunakan yaitu deskriptif kuantitatif yang bertujuan untuk mendeskripsikan karakteristik setiap variabel penelitian yang bersumber dari data primer kemudian diolah dengan cara menghitung persentase kepuasan pengguna. Hasil penelitian dengan menggunakan metode EUCS menunjukkan bahwa variabel content memiliki nilai kepuasan sebesar 85%, akurasi (*accuracy*) sebesar 81%, bentuk (*format*) sebesar 85%, kemudahan pengguna (*ease of use*) sebesar 85%, dan ketepatan waktu (*timeliness*) sebesar 83%. Secara umum, para pengguna merasa puas terhadap variabel-variabel tersebut.

Introduction

In the current digital era, the role of technology and information systems is very important [1]. Technology can help facilitate daily activities, including carrying out banking transactions [2]. Currently, there are many banking companies in Indonesia and many new digital banks have emerged [3]; [4]. Seeing the increasing number of banks, banking companies must be prepared to face increasingly fierce competition [5]. Banks must be able to present innovations so that their customers remain loyal to the company's products [6]; [7].

To keep customers loyal, banking companies must regularly improve services according to customer needs so that customers are always satisfied [8]; [9]. To improve services, Bank Rakyat Indonesia (BRI) has launched the BRImo application [10]. The BRImo application is designed to make it easier for users to carry out digital transactions [11]. Consumers can do a number of banking operations on their mobile devices with this app, such as fund transfers, bill payments, and balance checks [12]. Many easy transactions can be done on the BRImo application. However, evaluation must continue to be carried out to be able to provide

the best service to customers and application users. Therefore, an in-depth analysis of user satisfaction levels is very important. The main objective of this study is to evaluate the degree of user satisfaction in the Kolaka district with the BRImo application. The researchers intend to utilise the End User Computing Satisfaction (EUCS) approach for the purpose of conducting this assessment. This method has 5 components used to measure the level of user satisfaction, namely content, accuracy, form, ease of use, and timeliness [13]; [14]. This method has been widely used in measuring satisfaction levels [15]; [16]. By carrying out this satisfaction analysis, can provide in-depth knowledge about assessing user satisfaction with the quality of the BRImo application. This user satisfaction measurement can be used to improve the quality of the BRImo application

Method

The study encompassed the entire population of BRImo application users in Kolaka Regency. Sampling technique using purposive sampling. The sample consisted of 125 BRImo users in Kolaka Regency, the sample size is obtained from the number of respondents who are willing to answer the questionnaire given and the suitability of respondents with predetermined criteria.

Instruments refer to the means used by researchers to collect information. This research instrument is used to assess the magnitude of the variable being studied. This is due to the purpose of measurement which aims to produce accurate quantitative data. In this context, researchers use a Likert scale. The Likert scale is a commonly employed tool for evaluating the perspectives, attitudes, and perceptions of individuals or collectives about social issues [17].

The study utilised a quantitative descriptive data analysis methodology. Descriptive analysis is an analysis method that aims to provide an explanation or description of the research object [18]. Statistical testing carried out involves the Validity Test and Reliability Test.

There are 5 research variables, namely content, accuracy, form, user friendliness, and timeliness. Data from respondents regarding these 5 variables is then processed by calculating the percentage of user satisfaction

[19]. This calculation uses the formula which will be displayed below:

$$\text{Actual score percentage} = \frac{\text{Actual score}}{\text{Ideal score}} \times 100\%$$

Information:

The actual score refers to the collective response of all participants who have completed the questionnaire.

In this context, the ideal score refers to the maximum value that can be attained. It is presumed that all respondents will select the answer that corresponds to this highest score.

From the results of calculations using this formula, the resulting scores are then used to see the user satisfaction level categories per dimension, using the following assessment table guidelines:

Tabel 1. Satisfaction Level Interval [20]

Interval	Satisfaction Level
76% - 100%	Satisfied
51% - 75%	Quite satisfied
26% - 50%	Less satisfied
0% - 25%	Not satisfied

Results

Validity test

The following table displays the statistical data related to the results of the validity test data processing.

Table 2. Validity Test Results of Research Instruments

Variable	Statement	r count
Content (X1)	X1.1	0.865
	X1.2	0.899
	X1.3	0.901
	X1.4	0.830
Accuracy (X2)	X2.1	0.868
	X2.2	0.871
	X2.3	0.792
	X2.4	0.863
Format (X3)	X3.1	0.897
	X3.2	0.888
	X3.3	0.883
	X3.4	0.902
Ease of Use (X4)	X4.1	0.913

	X4.2	0.945
	X4.3	0.914
Timeliness (X5)	X5.1	0.929
	X5.2	0.913
	X5.3	0.918

Based on the validation test findings shown in Table 2, it can be concluded that the estimated correlation coefficients (r) for all instruments exceeded the important value of r table 0.178 as shown in the table. Therefore, it can be concluded that each statement made in the document is valid.

Reliability Test

The reliability test's data processing results are shown in the table below:

Table 3. Variable Reliability Test Results

Variable	Cronbach's Alpha
Content	0.946
Accuracy	0.942
Format	0.939
Ease of Use	0.940
Timeliness	0.941

According to table 3, the test results obtained using SPSS show that Cronbach's Alpha value for all variables has a value $\alpha \geq 0.70$, which shows that all variables are reliable.

Analysis Metode End User Computing Satisfaction (EUCS)

Analysis was carried out to determine satisfaction with the EUCS variables, namely content, accuracy, form, ease of use, and timeliness. Since the End User Computing contentment (EUCS) model was created expressly to gauge end users' contentment with information systems, it is utilized in studies on user satisfaction related to the BRI Mobile application. Among the many important aspects that EUCS assesses are timeliness, content, accuracy, format, and ease of use. These aspects are particularly relevant in the context of mobile banking applications, where user experience and ease of access are top priorities. By using EUCS, research can provide in-depth insight into the factors that influence user satisfaction, thus providing valuable input for developers to improve app features and services. The model also focuses on the user's

direct experience, which can help identify specific areas of improvement and contribute to the overall improvement of the app quality.

Content Variable (Content)

The variable "content" comprises four indicators that represent statements. The results of the examination of the content variable, designated as "content," are displayed in Table 4.

Table 4. Results of Content Variable Satisfaction Analysis

Statement	Mean	Percentage	Criteria
X1.1	4.48	90	Satisfied
X1.2	4.24	85	Satisfied
X1.3	4.28	86	Satisfied
X1.4	4.09	82	Satisfied
Average	4.27	85	Satisfied

From the questionnaire data processing documented in table 4, it can be seen that the four indicators have an average value of 4.27, with an average percentage reaching 85%. Therefore, based on the results of the percentage of content variables (*content*) can be categorized as Satisfied.

Accuracy Variable (Accuracy)

The assessment of the accuracy variable is conducted through the utilisation of four indicators. The analysis results for the accuracy variable are presented in Table 5.

Table 5. Results of Accuracy Variable Satisfaction Analysis

Statement	Mean	Percentage	Criteria
X2.1	4.23	85	Satisfied
X2.2	4.18	84	Satisfied
X2.3	3.74	75	Quite satisfied
X2.4	4.12	82	Satisfied
Average	4.07	81	Satisfied

From the questionnaire data processing documented in table 5, it can be seen that the four indicators have an average value of 4.07, with an average percentage reaching 81%. Therefore, based on the percentage results, the Accuracy variable can be categorized as Satisfied.

Format Variable (Format)

There are four indicators that encompass characteristics associated with shape. The outcomes of the form variable analysis are presented in Table 6.

Table 6. Results of Format Variable Satisfaction Analysis

Statement	Mean	Percentage	Criteria
X3.1	4.15	83	Satisfied
X3.2	4.18	84	Satisfied
X3.3	4.39	88	Satisfied
X3.4	4.21	84	Satisfied
Average	4.23	85	Satisfied

From the questionnaire data processing documented in table 6, it can be seen that the four indicators have an average value of 4.23, with an average percentage reaching 85%. Therefore, based on these percentage results, the Format variable can be categorized as Satisfied.

Ease of Use Variable

The user ease variable indicator consists of three statements. In table 7, the results of the analysis of the user convenience variable are displayed.

Table 7. Results of Ease of Use Variable Satisfaction Analysis

Statement	Mean	Percentage	Criteria
X4.1	4.37	87	Satisfied
X4.2	4.28	86	Satisfied
X4.3	4.14	83	Satisfied
Average	4.26	85	Satisfied

From the questionnaire data processing documented in table 7, it can be seen that the four indicators have an average value of 4.26, with an average percentage reaching 85%. Therefore, based on these percentage results, the ease of use variable can be categorized as Satisfied.

Timeliness Variables

Analysis of the timeliness variable has three indicators. The following are the results of the timeliness variable analysis in table 8.

Table 8. Results of Timeliness Variable Satisfaction Analysis

Statement	Mean	Percentage	Criteria
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X5.1	4.14	83	Satisfied
X5.2	4.13	83	Satisfied
X5.3	4.10	82	Satisfied
Average	4.13	83	Satisfied

From the questionnaire data processing documented in table 8, it can be seen that the four indicators have an average value of 4.13, with an average percentage reaching 83%. Therefore, based on these percentage results, the Timeliness variable can be categorized as Satisfied.

Analysis Results of the End User Computing Satisfaction (EUCS) Method

The BRImo application's user satisfaction was evaluated using the End-User Computing happiness (EUCS) approach. This method considers a number of factors, including timeliness, accuracy, content, format, and ease of use. In table 9, the comparison results for each EUCS method variable are presented as follows:

Table 9. Results of EUCS Variable Satisfaction Analysis

Variabel EUCS	Percentage	Criteria
<i>Content</i>	85	Satisfied
<i>Accuracy</i>	81	Satisfied
<i>Format</i>	85	Satisfied
<i>Ease of Use</i>	85	Satisfied
<i>Timeliness</i>	83	Satisfied

Table 9 shows that all EUCS variables have a percentage value $\geq 76\%$, meaning that all EUCS variables are categorized as satisfied by BRImo application users.

Discussion

The main objective of this study is to determine the level of satisfaction among Kolaka district BRImo application users. It is very important to carry out this research, namely to evaluate the BRImo application regarding deficiencies or problems encountered in using this application so that if there are deficiencies in the application performance, it can be improved by BRI Bank's BRImo application developer.

After carrying out this research, the results obtained were that all EUCS variables received responses in the satisfied category from respondents who used the BRImo application in Kolaka district. All EUCS variables received

satisfied responses from users. However, there are two variables that have lower scores than other variables. These variables are the accuracy and timeliness variables. Based on the results of this research, researchers recommend that improvements be made, especially in the aspects of accuracy and timeliness, so that application performance can increase, thereby increasing user satisfaction.

The present study is consistent with the research conducted by Zahra & Putra (2022) regarding customer satisfaction with BRImo at Bank BRI Kertapati unit. Based on Zahra's study, it was found that the four criteria, including content, format, convenience of use, and timeliness, received high levels of satisfaction. However, the accuracy variable was categorised as being satisfied.

Conclusion and Suggestion

The results obtained from the assessment of user satisfaction using the End User Computing Satisfaction (EUCS) method indicate that the content variable achieves a satisfaction rate of 85%, accuracy reaches 81%, form (*format*) reached 85%, user convenience (*ease of use*) reached 85%, and timeliness reached 83%. In general, the EUCS variable can be categorized as Satisfied. This means that BRImo (BRI mobile) application users are satisfied with the performance of the BRImo application in terms of aspects of content, accuracy, form, user-friendliness, and timeliness. However, it can be seen from the results of table 9 that there are several variables whose performance and quality need to be improved for variables that have low scores compared to other variables, these variables are accuracy and timeliness.

Seeing the results of this research, the author provides suggestions to Bank Rakyat Indonesia (BRI), especially in the Kolaka district area, so that they can improve the quality of the End User Computing Satisfaction (EUCS) variable which has the lowest score, namely the accuracy and timeliness variables. Regarding the accuracy aspect, the lowest answer is that in the application indicator, errors often occur, so the BRImo application developer should improve the application so that errors do not occur frequently. Next, the timeliness variable aspect consists of processing information on the BRImo application, providing up-to-date

information and accuracy in displaying data on the BRImo application needs to be improved. Apart from that, Bank Rakyat Indonesia Kolaka district can regularly conduct satisfaction surveys of BRImo application users to ensure that customers are always comfortable and satisfied using the application to make financial transactions easier.

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