THE EFFECT OF SERVICE QUALITY, PERCEIVED EASE OF USE, AND PERCEIVED USEFULNESS ON USER SATISFACTION TOWARD SEPASAR.ID APPLICATION

Sylvi Aryanti K [1], Titik Desi Harsoyo [2,] Kakanita Ari Puspitasari[3], Agus Bagianto[4]

[1]Undergraduate Student, Management Study Program, Faculty of Economics, Universitas Mercu Buana Yogyakarta
[2,3]Management Study Program, Faculty of Economics, Universitas Mercu Buana Yogyakarta
[4]Universitas Muhammadiyah Bandung
E-mail: desi_harsoyo@mercubuana-yogya.ac.id

ABSTRACT

This study aims to analyze the effect of Service Quality, Perceived Ease Of Use, and Perceived Usefulness on Sepasar.id Application User Satisfaction. The sample of this research is 64 respondents who are active users of sepasar.id in August-November 2021, domiciled in Yogyakarta. The data collection technique used is a survey method using a research instrument in the form of a questionnaire. The results of the Instrument Test stated that the question items in this research instrument were proven to be valid and reliable. The results of the Classical Assumption Test state that the data in this study are normally distributed and produce a regression model that is free from multicollinearity and heteroscedasticity. The results of this study prove that: (1) Service Quality has no significant effect on Sepasar.id Application User Satisfaction, (2) Perceived Ease Of Use has a positive and significant effect on Sepasar.id Application User Satisfaction, (3) Perceived Usefulness has a positive and significant effect to the Satisfaction of Sepasar.id Application Users. These results provide theoretical implications in the form of testing the effect of Perceived Ease Of Use and Perceived Usefulness on Sepasar.id Application User Satisfaction. The results of this study also have implications for Sepasar.id to further improve the quality of application services in order to be able to influence User Satisfaction.

Keywords: *Service Quality, Perceived Ease Of Use, Perceived Usefulness, User Satisfaction*

INTRODUCTION

The development and use of technology in Indonesia shows an increasing trend, one of the means of using technology in Indonesia is the internet. Technological progress is growing rapidly and has begun to affect human activities from various aspects. Not only technological advances in business and industry, technological advances have now increased a lot in the fields of education and learning. In the past, teaching activities could only be done through direct interaction between teachers and students in a classroom, now learning activities can be done using smartphone applications and websites that can be done anywhere and anytime. This is the impact of rapidly developing technological advances in the field of education and learning. Seeing the enthusiasm of the community towards learning who are increasingly interested in technological advances, various educational companies are now starting to open up with new marketing ideas with the theme of Edu-Tech (Education technology).

According to Marzuki (2021) explains that edu-tech (Education technology) is a forum or platform for education providers based on technology. This platform is also the same as educational institutions and other institutions, this platform also requires teachers to be able to provide learning materials to their students. In addition, edu-tech also includes various soft skills and hard skills training in various fields of education.

Tracxn.com noted, as of June 2020, there were at least 44 edu-tech in Indonesia.

However, by June 2021, the number of edtechs grew rapidly, to 210 companies. This is supported by funding obtained by these educational startups and creating a technology-based education startup business (edtech). The trend of edtech that continues to rise makes it clear from the performance and number of large edtech users, one of which is sepasar.id which is experiencing a fairly fast spike for beginner applications.

Sepasar.id is a means to support operational activities that are used to support the learning process (education) in the market, especially for traditional market traders. At the beginning of this development the Sepasar.id application was implemented in Sambilegi Market, Maguwoharjo, Sleman, DIY. For the next 3 years, this application will be developed to be used by traditional markets throughout Indonesia where at that time Indonesia is predicted to be at the peak of gold. This sepasar.id application is a combination of android and web-based mobile applications that are used to support market traders in deepening their knowledge. This application brings together traders, material providers (teachers), volunteers and market managers in one application management. The teacher will create, present materials for traders. Traders as users of learning materials are supported by volunteers who will help traders in the field. In terms of user satisfaction, the Sepasar.id application is targeted and can be used by all traders and traditional market managers throughout Indonesia. Interest in the use of the Sepasar.id application continues to increase, so this research is intended to determine the extent to which users feel satisfaction with Sepasar.id application users.

This factor can be seen from the extent to which users feel satisfied with the use of applications as market id. One of the factors that can affect the satisfaction of using the application is service quality. Mauludin (2013) explains that Service Quality is how far the difference between reality and customer expectations for the subscriptions they receive or obtain. Meanwhile, Tjiptono (2014) explains that service quality is the expected level of excellence and control over these advantages to fulfill customer desires. The service quality provided by online service providers must be considered very seriously. The quality of online services is good, then consumers will increase the satisfaction of their service users.

In addition to service quality, there are other variables that can affect application user satisfaction, namely perceived ease of use. Perceived ease of use (Perceived Ease Of Use) is how much the use of the new system is felt to be easy to understand and use (Yogananda, 2017). Perceived Ease Of Use is the degree to which a person believes that technology is easy to understand (Mahendra, 2012). The system that is used more often indicates that the system is easier to understand, easier to operate and easier to use. Based on this definition, it can be concluded that the ease of use of the application depends on the level of one's confidence that the application can be easily understood and the system used can be easily operated and used.

Another variable that can affect application user satisfaction is perceived usefulness. Perceived usefulness is the extent to which a person believes that using a technology will improve the performance of his work. According to Saputra (2019), it is explained that perceived usefulness is the extent to which a person believes that using a certain technology will improve his work performance. Based on this definition, it can be concluded that perceived usefulness is a belief about the decision-making process. If a person feels confident that the system is useful then he will use it. Conversely, if someone believes that the information system is less useful then he will not use it. This concept also describes the benefits of the system for users related to productivity, task performance or effectiveness, importance to the task, and

overall usefulness. Likewise, the author will examine the influence of Service Quality (X1), Perceived Ease Of Use (X2), and Perceived Usefulness (X3) on User Satisfaction (Y1) Sepasar.id Application.

Formulation of The Problem

Based on the background of the problem, a problem can be formulated. The formulation of the problem is as follows:

1. Does Service Quality have a significant effect on user satisfaction on the Sepasar.id application?
2. Does Perceived Ease Of Use have a significant effect on user satisfaction on the Sepasar.id application?
3. Does Perceived Usefulness have a significant effect on user satisfaction on the Sepasar.id application?

THEORETICAL BASIS

User Satisfaction

According to Rizan (2018) in formulating satisfaction and comparing between expectations and reality, it can be seen as follows, among others, if expectations are small from reality (very satisfied), and if expectations are the same as reality (satisfied), and if expectations are high from reality (not satisfied). Customer satisfaction is created as quality, service and value. In addition, the key in obtaining customer loyalty is obtained from high customer ratings of the product (Lovelock and Wirtz, 2011). Satisfaction is also defined as a person's happy or sad feeling resulting from the comparison of product performance to the expected performance in the field. If the product's performance is below performance expectations, the customer's assessment of the product will be low, as well as if the performance is above expectations, the assessment of the product will be high, so it can be concluded that satisfaction is a function in the form of perceptions or impressions given on the performance and customer expectations of the product. Satisfaction in use (User Satisfaction) is a response or feedback generated by the user after the use of an information system or application. The attitude of the user in the application or system is an objective criterion of the user's pleasure in running the application or system used. In satisfaction is also considered as a grouping of needs or desires resulting from certain situations from the assessment of an object or performance regarding whether the desires or expectations of consumers have been fulfilled, an increase in satisfaction is adopted in the feelings, attitudes, intentions and behaviors that are worth looking for.

User Satisfaction Indicator

Satisfaction is an attitude decision based on an experience gained. Customer satisfaction is created as quality, service and value. In addition, the key in obtaining customer loyalty is obtained from high customer ratings of the product (Lovelock and Wirtz, 2011). User satisfaction indicators refer to indicators in Viga's research (2021) which state the following indicators of user satisfaction:

1. Adequacy
2. Effectiveness (Effectiveness)
3. Efficiency
4. Overall Satisfaction

Service Quality

The definition of service quality is centered on efforts to fulfill customer needs and desires and the accuracy of delivery is balanced with customer expectations. According to Kotler and Keller (2016: 156) service quality is the totality of features and characters in a product or service that has the ability to satisfy stated or implied needs. According to Tjiptono and Chandra (2016: 59) stated that service quality is the level of excellence expected and control above the level of excellence to meet customer desires.

Service Quality Indicator

Service quality is the expected level of excellence and control above that level of excellence to meet customer desires (Tjiptono, 2016). According to Fakhri

(2016) which states the service quality indicators are as follows:

1. Reliability
2. Responsiveness
3. Guarantee
4. Empathy
5. Physical Evidence

Perceived Ease of Use

Perceived Ease of Use is a person's belief which in using a new system is easy to use and understand (Rajendra et al, 2016). According to Jogiyanto (2019) the perception of ease of use (Perceived Ease of Use) is where a person believes that in using a technology it can be clearly used and does not require much effort but must be easy to use and easy to operate. Perception of ease of use is how much the new system is perceived as easy to understand and use (Yogananda et al, 2017). Perception of User Ease is the degree to which a person believes that technology is easy to understand (Mahendra, 2012). According to Irmadhani (2012) the perception of the ease of using a technology is defined as a measure by which a person believes that the technology can be easily understood and used. Meanwhile, according to Rajendra (2016) the perception of ease of use or perceived ease of use is defined as how far a person believes that the use of the new system will be free from effort.

Perceived Ease Of Use Indicator

Perceived ease of use is where a person believes that in using a technology it can be clearly used and does not require much effort but must be easy to use and easy to operate (Jogiyanto, 2019). The measurement indicators of Perceived Ease Of Use in this study were adopted from the research of Carissa (2020), Rifqy (2018) which consists of:

1. Easy to learn
2. Easy to use
3. Clear and understandable
4. Flexible
5. Easy to operate

Perceived Usefulness

Perception of usefulness as a subjective probability of potential users of a particular application in facilitating their work performance. This simplified performance results in good benefits in terms of both physical and non-physical aspects, such as the results obtained will be faster and with more satisfying results compared to not using the new technology (Rahmatsyah, 2011). Perceived benefits can be defined as the extent to which a person believes that using a new system will improve his or her job performance (Nasri, 2012).

Perceived Usefulness Indicator

Jogiyanto (2007) explains that perceived usefulness is a belief about a process in decision making. So that someone will feel confident in the information system that will be used and vice versa someone will feel that the information system is less useful then he will not use it. The measurement indicators for perceived usefulness in this study were adopted from research conducted by Buana and Wirawati (2018), Rahmiyati and Budi Artha (2016) which consists of:

1. Makes Job Easier
2. Useful
3. Increase Productivity
4. Enhance Effectiveness
5. Improve job performance

HYPOTHESES

Effect of Service Quality on User Satisfaction

Service quality (Service Quality) proposed by Kotler and Keller (2016) in their research states that service quality is a totality of characters and features of a product or service that has the ability to satisfy needs, both expressed and hidden. Research on the effect of service quality on customer satisfaction has been carried out by a number of previous researchers. Fakhri (2016), conducted research and the population of this study were users of the

PLN Mobile application in the playstore and the sample of this study was an unknown number by using a non-probability sampling technique. Indicators of e-service quality include tangible, reliability, responsiveness, assurance, and empathy. The results of this study indicate that E-Service Quality has an effect on customer satisfaction as a user of the PLN Mobile Application. Based on this understanding, the first hypothesis can be formulated as follows:
H1: Service Quality has a positive and significant effect on user decisions on the Sepasar.id Application

The Effect of Perceived Ease of Use on User Satisfaction

According to Zao and Cao (2012) explained that Perceived Ease of Use is a level of individual confidence in using technology to make it easier to complete work. Research on the effect of perceived ease of use on user satisfaction has been carried out by previous researchers. Carissa (2020) also conducted research on perceived ease of use and perceived usefulness, the population in this study were users of the Grab application for visitors to Sun Plaza Medan and the sample of this study was 100 people. Indicators of perceived ease of use include clear and easy to understand, it doesn't take much effort to interact, easy to use, easy to operate. The results of this study indicate that the effect of perceived ease of use has a positive and insignificant effect on user satisfaction. Based on this understanding, the second hypothesis can be formulated as follows:
H2: Perceived ease of use has a positive and significant effect on user satisfaction on the Sepasar.id application.

The Effect of Perceived Usefulness on User Satisfaction

Perceived Usefulness is a belief about a process in decision making. From this statement it can be concluded that good trust in an information system can lead to system user satisfaction. Perceived Usefulness has an effect on end user satisfaction (Kartika and Anton, 2016).

Rahmiyati and Budiartha (2016) also conducted research on the quality of information systems, information quality and perceived usefulness and end-user satisfaction. The population in this study are employees in the accounting division at five-star hotels in Bali Province who are directly involved in the use of accounting software, namely Financial Controller, Chief Accounting, Credit Manager, Account Receivable, Income Audit, Accounting Payable, General Cashier, Cost Control, Night Audit, Book Keepers with a sample of 188 people. Indicators of perceived usefulness include make job easier, useful, increase productivity, enhance effectiveness, and improve job performance. Based on this understanding, the third hypothesis can be formulated as follows:
H3: Perceived usefulness has a positive and significant effect on user satisfaction on the Sepasar.id application.

METHOD

The data analysis method used is quantitative data analysis aimed at testing the hypotheses formulated in this study. Quantitative research is research that has data that is measured on a numerical scale (numbers). The research area is in the Special Region of Yogyakarta. The object of research is Sepasar.id application users.

Sources of data in this study obtained from primary data sources and secondary data. The primary data in this study were obtained through data collection using google forms and questionnaires distributed to users of the Sepasar.id Application. Secondary data sources in this study are in the form of research journals, reference books, statistical data, theses and websites related to research discussions. In this study, two variables were used, namely the independent variable and the dependent variable. In this study, the independent variable or independent variable consists of three variables, namely Service Quality

(X1), Perceived Ease Of Use (X2), and Perceived Usefulness (X3). The dependent variable (Y) in this study is user satisfaction.

The method of collecting data is that the questionnaire is distributed directly and in a form to the respondents to be filled in by themselves or asked through interviews. Furthermore, the questionnaire will be measured using a likert scale. The Likert scale is used to measure a person's attitudes, opinions, and responses regarding Service Quality, Perceived Ease of Use, and Perceived Usefulness on User Satisfaction of the Sepasar id Application. The data analysis technique used by the researcher is quantitative data, namely numerical data that can be calculated accurately. Quantitative data analysis techniques used in this research are descriptive analysis and inferential analysis. To support the research data processing using SPSS version.20 software for windows.

RESULT AND DISCUSSION

Respondent Profil

Respondents in this study were traders and volunteers who had participated in the Sepasar.id class program in August-November 2021 who were domiciled in Yogyakarta. Descriptive analysis in this study was conducted to provide an overview of the characteristics of respondents based on occupation, gender, age, monthly income, and last education.

Characteristics of Respondents Based on Occupation

The number of respondents who have jobs as traders in this study are 58 respondents (90.6%) and respondents who have jobs as volunteers are 6 respondents (9.4%). The majority of the types of jobs that use the Sepasar.id application are traders.

Characteristics of Respondents by Gender

The number of male respondents was 23 respondents or 35.9% and the number of female respondents was 41 respondents or 64.1%. Thus, the respondents based on gender who used the Sepasar.id application the most were women.

Characteristics of Respondents Based on Age

The number of respondents based on the age range < 25 years in this study were 6 respondents or 9.4%, aged 26-35 years were 5 respondents or 7.8%, aged 36-45 years were 11 respondents or 17.2%, and age > 45 years as many as 42 people or 65.6%. Thus, the respondents in this study were dominated by respondents aged > 45 years.

Characteristics of Respondents Based on Monthly Income

The number of respondents based on monthly income is < Rp. 1,000,000 in this study there are 9 respondents or 14.1%, the number of respondents with a monthly income of Rp. 1,100,000 – Rp. 2,000,000 there are 43 respondents or 67.2%, the monthly income is Rp. 2,100,000 – Rp. 3,000,000 there are 10 respondents or 15.6%, and the monthly income is > Rp. 3,100,000 there are 2 respondents or 3.1%. Thus, the respondents in this study were dominated by application users with a monthly income of Rp. 1,100,000 - Rp. 2,000,000.

Characteristics of Respondents Based on Last Education

The number of respondents based on elementary education is 1 respondent or 1.6%, junior high school education is 17 respondents or 26.6%, high school education is 41 respondents or 64.1%, diploma education is 2 respondents or 3.1% , and Undergraduate Education there are 3 respondents or 4.7%. Thus, the respondents in this study were dominated by users with a high school education.

Instrument Test

Validation Test

The validity test is to determine the level of validity of the questionnaire instrument used in the study. Test the validity of the questionnaire used in this

study using the correlation r count with the calculation of the product moment correlation formula and compare its value with r table and see the error probability value of the correlation with the error probability value determined by the researcher, namely 0.05 using software SPSS 22.

The criteria used to determine the validity of the statement in the research instrument used is to compare the correlation value (r count) with the r table value of 0.244, if r count > r table and the r value is positive, then the statement item can be declared valid. Besides that, it also looks at the error probability and correlation (Sig) value with the error probability value determined by the researcher, namely 0.05, so that the Sig value < 0.05, the instrument item being tested is declared valid.

Reliability Test

Reliability test is carried out together on a statement. The second main requirement of the data collection instrument is reliability. The instrument is said to be reliable if the instrument is used several times to measure the same object, it will produce the same data. The test was carried out by measuring the Cronbach Alpha value with the help of SPSS 22 software.

Cronbach's Alpha values were obtained for all variables, namely Service Quality, Perceived Ease Of Use, Perceived Usefulness, and User Satisfaction. The criteria to determine the reliability of the instrument used in this study is to compare the value of the Cronbach's Alpha coefficient, if Cronbach's Alpha > 0.6 then the statement items in the instrument being tested are declared reliable. From the results of the reliability test in the table above, all research variables have Cronbach's Alpha values > 0.6. So that all statement items in the research or instrument are declared reliable.

Classic Assumption Test Results

Normality Test Results

Normality test aims to test whether in the regression model, the independent variables and independent variables have a normal distribution or not. Normality of a data is a mandatory requirement that must be met in the regression model. In this study, the normality test was carried out using the Kolomogrov Smirnov model. Where the data is said to be normal if the Asymp significance value is greater than 0.05, otherwise if the Asymp significance value is less than 0.05 then the data is not normally distributed with a confidence level of 5% or 0.05.

The output results from the results of data processing using SPSS are as follows:

Table 1. Normality Test Results

One Sampel Kolmogrov Smirnov Test

		Unstandardized Residual
N		64
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.21973320
Most Extreme Differences	Absolute	.085
	Positive	.044
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed Primary Data (2022)

Based on Table 1 above, the value of Asymp.Sig (2-tailed) is 0.200. Thus the value of Asymp.Sig (2-tailed) is greater than 0.05, so the data in this study is normally distributed.

Multicollinearity Test

Multicollinearity test is a test carried out to determine whether in a regression model there is intercorrelation or collinearity between independent variables. Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (Independent). A good regression model should not have a correlation between the independent variables (Ghozali, 2012).

Table 2. Multicollinearity Test

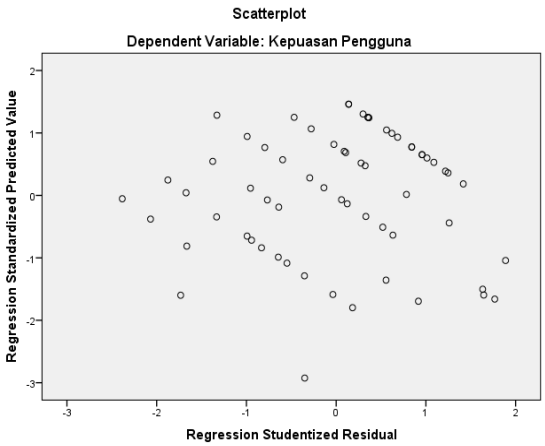
Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	4.556	1.922		
	Service Quality	.076	.084	.798	1.253
	Perceived Ease Of Use	.253	.071	.779	1.284
	Perceived Usefulness	.295	.067	.825	1.212

Source: Processed Primary Data (2022)

Based on the results of the multicollinearity test shown in Table 2, the variance inflation factor (Varian Inflation Factor/VIF) for the Service Quality variable is 1.253 with a tolerance value of 0.798, the Perceived Ease Of Use variable is 1.284 with a tolerance value of 0.779, and the Perceived Usefulness variable is 1.212 with tolerance value 0.825. The multicollinearity test is seen from the tolerance value and Variance Inflation Factor (VIF). If the value of VIF < 10 means that there is no multicollinearity, if the value of VIF > 10 then there is multicollinearity in the data. From the results of the multicollinearity test in table 4.9, it can be seen that the VIF value for all independent variables is less than 10 and the resulting tolerance value is more than 0.1. So it can be concluded that there is no multicollinearity of independent variables in this study.

Heteroscedasticity Test

Heteroscedasticity test was carried out to test whether in the regression model there was an inequality of variance from the residuals from another observation. The heteroscedasticity test in this study used the Scatterplot test with SPSS software. If the results of the scatterplot graph show that the dots or points that exist form a certain pattern then heteroscedasticity occurs, on the contrary if there is no clear pattern and the points spread below and above the number 0 on the Y axis, then there is no heteroscedasticity. The results of the heteroscedasticity test in this study are shown in Figure 1 as follows:



Source: Processed Primary Data (2022)

Figure 1 Heteroscedasticity Test

Based on Figure 1, the graph of the scatterplot test results shows that there is no clear pattern and the points spread below and above the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the study.

Multiple Linear Regression Results

Multiple linear regression analysis in this study was used to determine the effect of service quality (X1), perceived ease of use (X2) and perceived usefulness (X3) on user satisfaction (Y) of the Sepasar.id application. Multiple linear regression tests performed using SPSS software can seen in Table 3.

Table 3. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.556	1.922		2.371	.021
	Service Quality	.076	.084	.092	.909	.367
	Perceived Ease Of Use	.253	.071	.365	3.564	.001
	Perceived Usefulness	.295	.067	.442	4.441	.000

a. Dependent Variable: Kepuasan Pengguna

Source: Processed Primary Data (2022)

Based on multiple linear regresion test results equations shown in Table 3, the constant value (a) is 4.556, and the standardized regression coefficient value for the Service Quality variable (β1) is 0.092, the Perceived Ease Of Use (β2) variable is 0.365, and the Perceived

Usefulness variable (3) is 0.442. So that the multiple linear regression equation in this study can be stated as follows:

Y = 4,556 + 0,092X1 + 0,365X2 + 0,442X3 + e

Statement:
Y = Purchase decision
a = Constanta
β1, β2, β3 = Regression coeficient
X1 = Service Quality
X2 = Perceived Ease Of Use
X3 = Perceived Usefulness
e = Error (5%)

Based on the obtained regression equation, it can be explained as follows:

1. The constant (a) of 4.556 states that if the independent variables (Service Quality (X1), Perceived Ease Of Use (X2), and Perceived Usefulness (X3)), then user satisfaction (Y) has a value of 4.549.
2. Service Quality has a regression coefficient value (β1) with a positive direction of 0.092, meaning that if Service Quality increases by one unit, user satisfaction will increase by 0.092.
3. Perceived Ease Of Use has a regression coefficient value (β2) with a positive direction of 0.365, meaning that if Perceived Ease Of Use increases by one unit, user satisfaction will increase by 0.365.
4. Perceived Usefulness has a regression coefficient value (β3) with a positive direction of 0.442, meaning that if Perceived Usefulness increases by one unit, user satisfaction will increase by 0.442.

Coefficient of Determination Test Results

Analysis of the coefficient of determination or R-square is used to see how the variation in the value of the dependent variable is affected by the variation in the value of the independent variable. The smaller the coefficient of determination or close to 0, the smaller the influence of the independent variables (service quality, perceived ease of use, and perceived usefulness) on the dependent variable (user satisfaction). On the other hand, the greater the value of the coefficient of determination or close to 1, the greater the influence of the independent variable service quality, perceived ease of use, and perceived usefulness on the dependent variable (user satisfaction). The coefficient of determination test in this study was obtained using SPSS software and the results can be seen in Table 4 below:

Table 4. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714[a]	.509	.485	1.24985

a. Predictors: (Constant), Perceived Usefulness, Service Quality, Perceived Ease Of Use
b. Dependent Variable: Kepuasan Pengguna

Source: Processed Primary Data (2022)

Based on the results of the coefficient of determination in Table 4 or Adjusted R Square of 0.485, it means that the service quality, perceived ease of use, and perceived usefulness variables simultaneously affect user satisfaction by 48.50%, while the remaining 51.50% is influenced by other variables. outside of this research.

Partial Test Results (t Test)

The t test is used to determine the level of significance or the presence or absence of the influence of service quality (X1), perceived ease of use (X2) and perceived usefulness (X3) on user satisfaction (Y). The following are the results of the partial test calculation (t test) in Table 5.

Tabel 5. t Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.556	1.922		2.371	.021
Service Quality	.076	.084	.092	.909	.367
Perceived Ease Of Use	.253	.071	.365	3.564	.001
Perceived Usefulness	.295	.067	.442	4.441	.000

a. Dependent Variable: Kepuasan Pengguna

Source: Processed Primary Data (2022)

Based on the results of the t test in Table 5, the hypothesis decision making in this study is as follows:

1. Service Quality Variable (X1)

In the service quality variable obtaineda significance value of 0.367. The significance value is > 0.05, then H01 is accepted and Ha1 is rejected, which means partially service quality has no effect on user satisfaction of the Sepasar.id application.

2. Variable Perceived Ease Of Use (X2)

In the perceived ease of use variable obtained a significance value of 0.001. The significance value is < 0.05, then H02 is rejected and Ha2 is accepted, which means that the perceived ease of use has a positive and significant effect on user satisfaction of the Sepasar.id application.

3. Perceived Usefulness Variable (X3)

In the perceived usefulness variable obtained a significance value of 0.000. The significance value is < 0.05, then H03 is rejected and Ha3 is accepted, which means partially perceived usefulness has a positive and significant effect on user satisfaction in market applications. Based on the description above, it can be concluded that partially perceived ease of use (X2) and perceived usefulness (X3) variables have a positive effect on user satisfaction (Y). While the service quality variable (X1) partially has no positive and significant effect on user satisfaction (Y).

1. The Effect of Service Quality on User Satisfaction

Service quality in the Sepasar.id application is developed according to the needs of its users, although application users do not feel very safe when using the Sepasar.id application, for that it needs to be further improved in its services. According to Hardiyansyah (2011) defines service quality as an activity that is given to help, prepare and manage. Both in the form of goods and services from one party to another. According to Dahlan in Daryanto and Setyobudi (2014) explains that service is basically an activity offered to consumers or customers who are served that are intangible and cannot be owned. Improved service quality is important in the Sepasar.id application so that it can further influence user satisfaction.

Service Quality has an influence on user satisfaction, this statement can be supported based on relevant research results, namely (Kusuma, Setiyono, & Poli, 2018), (Dewi, 2019), and others.

2. The Effect of Perceived Ease Of Use on User Satisfaction

Perceived ease of use on user satisfaction of the Sepasar.id application is good. For this reason, the Sepasar.id application must increase the perceived ease of use as the best learning application so that the Sepasar.id application has an effect on user satisfaction. Perceived Ease of Use is a person's belief that the use of a new system is easy to use and understand (Rajendra, 2016). Perceived ease of use is the degree to which a person believes that technology is easy to understand. Therefore, the company must be able to increase the perceived ease of use owned by the company, have reliable competence, good reputation, and be liked by users of the Sepasar.id application in order to be able to influence user satisfaction.

Perceived ease of use has an influence on user satisfaction, this statement can be supported based on the results of relevant research, namely (Rifqi, 2018).

3. The Effect of Perceived Usefulness on User Satisfaction

The perceived usefulness of the user satisfaction of the Sepasar.id application is good. For this reason, the Sepasar.id application must further improve the perceived ease of use to make it even better. Although the perceived ease of use on the Sepasar.id application gets an average value of 4.16 (agree) it still does not affect user satisfaction on the Sepasar.id application, for this reason, it is necessary to improve the perceived usefulness. Perception of usefulness as a subjective probability of potential users of a particular

application in facilitating their work performance. This streamlined performance results in both physical and non-physical benefits, such as the results obtained will be faster and with more satisfying results compared to not using the new technology. Perceived benefits can be defined as the extent to which a person believes that using a new system will improve his job performance (Nasri, 2012). Therefore, the company must be able to increase the perceived usefulness in order to further influence user satisfaction on the Sepasar.id application.

Perceived usefulness has an influence on user satisfaction, this statement can be supported based on the results of relevant research, namely (Rahmiyati & Budiartha, 2016).

CONCLUSION

Based on the results of data analysis that has been carried out in research on the Effect of Service Quality, Perceived Ease Of Use, and Perceived Useulness on User Satisfaction of the Sepasar.id Application, the following conclusions can be drawn:

1. Service Quality has no effect on user satisfaction. This is indicated by a significance value greater than 0.05, so H01 is accepted and Ha1 is rejected.
2. Perceived Ease Of Use has a positive and significant effect on user satisfaction. This is indicated by a significance value that is smaller than 0.05, so that H02 is rejected and Ha2 is accepted.
3. Perceived Usefulness has a positive and significant effect on user satisfaction. This is indicated by a significance value that is smaller than 0.05, so H03 is rejected and Ha3 is accepted.

REFERENCES

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., Lal, B., & Williams, M. D. (2015).Consumer adoption of Internet banking in Jordan: Examining the role of hedonic motivation, habit, self-efficacy and trust. *Journal of Financial Services Marketing,* 20(2), 145– 157.

Alfredo Mahendra, (2012). Pengaruh Kinerja terhadap Nilai Perusahaan pada perusahaan Manufaktur di BEI. *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan,* Vol 6(2), hal.130-138.

Allan Hardika Halim, Nasir Widha Setyanto dan Rahmi Yuniarti. (2013).Upaya Peningkatan Kualitas Pelayanan Pelanggan Dengan Integrasi Service Quality (Servqual) dan Quality Function Deployment (QFD). Malang.

Amaliyah Rizky, Rini Setyo Witiastuti. (2015). Analisis Faktor Yang Mempengaruhi Literacy Keuangan di Kalangan UMKM Kota Tegal. *Jurnal Analisis Manajemen,* 4(3)

Arief M Rudianto. (2011). Pemrograman Web Dinamis menggunakan PHP dan MySQL. C.V ANDI OFFSET. Yogyakarta.

Bangkara, Rajendra Prasada dan Ni Putu Sri Harta Mimba. (2016). Pengaruh perceived usefulness dan perceived ease of use pada minat penggunaan internet banking dengan attitude toward using sebagai variabel intervening. *E-Jurnal Akuntansi,* Vol 16 No 3

Buana, & Wirawati. (2018). Pengaruh Kualitas Sistem Informasi, Kualitas Informasi, dan Perceived Usefulness Pada Kepuasan Pengguna Sistem Informasi Akuntansi. *E-Jurnal Akuntansi*,Universitas Udayana.

Chaffey, Dave & Smith, PR. (2013). *E-marketing: Excellence.* UK: Butterworth Helnemann.

Chaffey, Dave, Chadwick, Fiona Ellis (2016). *Digital Marketing Strategy, Implementation, and Practice*.

Daryanto, & Setyobudi, I. (2014). *Konsumen dan pelayanan prima*. Yogyakarta: Gava Media.

Dedi Purwana, Rahmi, dan Shandy Aditya. (2017). Pemanfaatan Digital

Marketing Usaha Mikro Kecil dan Menengah UMKM Duren Sawit, *Jurnal Pemberdayaan Masyarakat Madani*, Vol.1. No.1.

Deni Rahmatsyah, (2011), Analisis Faktor-Faktor Yang Mempengaruhi Minat Penggunaan Produk Baru (studi kasus: E-money kartu Flazz BCA). Tesis Universitas Indonesia.

Fandi, Tjiptono. (2014). Service, Quality & Satisfaction. Edisi 3. Yogyakarta:Penerbit Andi.

Fandy Tjiptono. (2011). *Pemasaran Jasa.* Malang: Bayu Media

Farizki, Muchamad Ressa. dan Wahyuati, Aniek, (2017), Pengaruh Motivasi Kerja dan Lingkungan Kerja Terhadap Kinerja Karyawan Medis, *Jurnal Ilmu dan Riset Manajemen*, Vol. 6, No. 5, pp. 1-16.

Fikri, S., Wiyani, W. dan, & Suwandaru, A. (2016). Pengaruh Kualitas PelayananTerhadap Kepuasan Dan Loyalitas Mahasiswa (Studi Pada Mahasiswa Strata I Fakultas Ilmu Sosial Dan Ilmu Politik. *Jurnal Bisnis Dan Manajemen.* Universitas Merdeka Malang.

Fristiana, D. Amelia. (2012). Pengaruh Citra Merek Dan Harga Terhadap Keputusan Pembelian Pada Ramai Swalayan Peterongan Semarang. *Jurnal Ilmu Administrasi Bisnis.* Vol. 1(1).

Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII.* Semarang : Badan Penerbit Universitas Diponegoro.

Hardiyansyah. (2011). *Kualitas Pelayanan Publik.* Yogyakarta : Gava Media.

Husein, Umar. (2011). *Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11*. Jakarta: PT Raja Grafindo Persada.

Irmadhani dan Nugroho. (2012). *Pengaruh Persepsi Kebermanfaatan, Persepsi Kemudahan Penggunaan dan Computer Self Efficacy, terhadap Penggunaan Online Banking pada Mahasiswa S1 Fakultas Ekonomi.* Skripsi. Universitas Negeri Yogyakarta.

Jogiyanto. (2007). *Sistem Informasi Keperilakuan. Edisi Revisi.* Yogyakarta: And Offset.

Kartika, N.D., Anton, Adnanti W.A. (2016). *Analisis Kualitas Sistem Informasi, Perceived Usefulness dan Kualitas Informasi Terhadap Kepuasan End User Software Akuntansi.* SNA XI Lampung.

Kasmir. (2017). *Customer Service Excellent Teori dan Praktik*. Jakarta: Raja Grafindo Persada.

Kaura, V., & Datta, S.K. (2012). *Impact of Service on Satisfaction and Loyalty: Case of Two Public Sector Banks*. XIMB Journal of Management.

Kotler, Phillip dan Kevin Lane Keller.(2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*.Jakarta: PT. Indeks.

Lovelock, C, dan John Wirtz. (2011). *Pemasaran Jasa Perspektif edisi 7.* Jakarta : Erlangga..

Martono, Nanang. (2012). *Metode Penelitian Kuantitati*f. Jakarta: PT Raya Grafindo Persada.

Mauludin Hanif. (2013). *Marketing Research : Panduan Bagi Manajer, Pimpinan Perusahaan Organisasi*. Jakarta. Elex Media Komputindo.

Mohanty, C. Sekhar, R. C. Pradhan, V. Singh, R. Pattanayak, O. Prakash.(2014). Physicochemical analysis of Psophocarpus tetragonolobus (L.) DC seeds with fatty acids and total lipids compositions. *Journal of Food Science Technology.*

Nursiah. (2017). Pengaruh perceived ease of use dan perceived usefulness terhadap behavior intention to use.

Elekronik Sistem Informasi Dan Komputer, 3(2477–5290).

Pratama dan Suputra (2019), Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan, dan Tingkat Kepercayaan Pada Minat Menggunakan UangElektronik. *E-Jurnal Akuntansi*, Vol.27.2.Mei (2019):927 - 953,

Sugiyono. (2012). *Memahami Penelitian Kuantitatif*.Bandung: LFABETA.

Sugiyono.(2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung : Alfabeta, CV.

Sujarweni, V. Wiratna. (2015). *Statistik untuk Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.

Tatik Suryani. (2013), *Perilaku Konsumen di Era Internet*, Graha Ilmu, Yogyakarta.

Venia Agustines Tananjaya. (2012). Kualitas Sistem Informasi, Kualitas Informasi, Dan Perceived Usefulness Terhadap Keberhasilan Implementasi 93 Software Akuntansi. *Jurnal Akuntansi: Berkala Ilmiah Mahasiswa Akuntansi* , Vol. 1, No. 3, Mei 2012.

Yogananda, A. S., & Dirgantara, M. B. (2017). Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan, Kepercayaan dzn Persepsi Risiko Terhadap Minat Untuk Menggunakan Instrumen Uang Elektronik. *Diponegoro Journal Of Management*, 6(4), 1-7.

https://accurate.id/bisnis-ukm/edutech/. Diakses pada tanggal 02 Desember 2021.