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Analysis of the Effect of Using OT Link Application at PT. Arta Boga Cemerlang DKI Jakarta Area

Mohammad Nurrizqi Putro Utomo[1*], Yusaq Tomo Ardianto[2], Harianto Respati[3]

[1*,3] Fakultas Manajemen, Universitas Merdeka Malang, Indonesia
[2] Fakultas Ekonomi dan Bisnis, Universitas Merdeka Malang, Indonesia

*Email: mohammad.nurrizqi@yahoo.com

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ABSTRACT

The demands of company needs are increasingly complex and require the application of appropriate information technology to help meet company needs. PT. Arta Boga Cemerlang launched the OT Link application which is used to meet company needs in accelerating the dissemination of information related to work results and important company information. The OT Link application can be used on smartphone devices with Android and iOS software, making it easier to access. This research is explanatory research, the location of this research was carried out in DKI Jakarta. The population in this study were all people who used the OT Link application with a sample size of 160 respondents. Data collection by distributing questionnaires online via social networks owned by the company. Data analysis techniques use Descriptive Statistical Analysis, Data analysis uses path analysis, and Hypothesis Testing. The results of this research are that information quality and service quality affect user satisfaction, user satisfaction has an effect on net benefits, and system quality has no affect on user satisfaction, and system quality, information quality, and service quality have no affect on net benefits through user satisfaction of the OT Link application.

INTRODUCTION

The demands of companies are increasingly complex and fast-paced, so the right information technology is needed to help meet the needs of the company. Information technology in the last decade has experienced rapid development, which is followed by improvements and advances in various fields. Technological advances encourage companies to use technology used to provide and process data and information needed. Today, information technology is the main factor needed for the implementation of SI which is used to help companies solve their problems. The development of technology today also affects the development of information systems. Now to access management information systems does not require a computer or laptop but is increasingly facilitated by technology that is also growing rapidly on mobile devices such as cellular phones.

Several things can affect system user satisfaction, researchers apply the SI (*Information System Success*) success model proposed (DeLone & McLean, 2003) (DeLone & McLean, 1992) and already got an update of the model put forward in 1992. There are three factors affecting system user satisfaction shown by the model above, namely System Quality, Information, and Service. PT. Arta Boga Cemerlang in developing applications that will be used to support workers in obtaining precise and fast information. The application is planned to be integrated and use the internet network to access it, making it easier for workers to get information without having to go to the office.

In early 2022 launching the OT *Link* application which is used to increase the productivity and effectiveness of Duta Arta which is the spearhead of the company in distributing OT products throughout Indonesia, this application displays the work of Duta Arta and internal information related to PT. Arta Boga Brilliant. Parasuraman in 2000 stated that a person's sensitivity to technology is defined as a person's desire to acquire and utilize technology to achieve a vision in life and a place to work. The focus of this study is one's perception, that is, one's perception of system quality, information, service, usage, user satisfaction, and net benefit of *OT Link users*. Advances in information technology, various tasks can be completed quickly then precisely, and accurately. So that it can increase productivity. In line with Gupta et al in 2007 who mentioned user satisfaction is the best way

to measure the effectiveness of information systems. The purpose of this research is to examine the impact of quality (systems, information, services) and user satisfaction that has a direct or indirect impact on *net benefits*.

METHOD

This research is to examine how far the influence of quality (systems, information, services) has an impact on user satisfaction and net benefits. This research is an explanatory research, research located in DKI Jakarta. The population in this research of Arta Ambassadors at Arta Boga Cemerlang Company amounted to 160 respondents. The census technique is used in sampling that falls into the category of no probability sampling. The instrument in this study applies a Likert scale of 1 to 5. The type of data obtained from the distributed questionnaire is interval data. The data analysis technique used linear regression with the help of SPSS 25 software applies path analysis. This research uses independent factors, namely quality (systems, information, services) and for dependent factors, namely net benefit and user satisfaction as mediation variables.

RESULTS AND DISCUSSION

The results of this research are obtained by applying a number of stages, testing in this research can be described as follows.

A. Research Instrument Test Results

Validity testing is used in measuring various instruments that have been arranged which are then distributed to respondents. The formula used in this validity test uses the alpha formula with a value of 0.05 and for the value of n = 30 obtained 0.361. Each statement item displays a positive correlation coefficient value and above from the r table or r table shows the probability below of alpha, so it has a significant attachment between each statement item and the total score. A significant correlation states that the statement items are all declared valid/valid which can then be used for statement items for this research questionnaire and have been distributed to respondents according to the intended target. Reliability testing is used to tell the amount of accuracy and measuring instruments can be approved. The results of reliability testing are in table 1.

Table 1. Reliability Test Results

Factor	Alpha Cronbach	Result
X1	0.890	Reliable
X2	0.877	Reliable
X3	0.822	Reliable
User Satisfaction (Y1)	0.891	Reliable
Net benefit (Y2)	0.897	Reliable

Ket: Quality (System, Information, Service) is X1,X2,X3 sequentially

The results of reliability testing seen by all variables have a greater reliability coefficient value when compared to Cronbach's alpha value (0.60). The lowest value is found in the service quality variable and the highest value is obtained in the user satisfaction variable. With a Cronbach Alpha value in each factor calculation above 0.60, it can be concluded that all statement items can be stated reliably for the decision to distribute the questionnaire and this research can be continued at the next stage of research.

B. Descriptive Test Results

The research instrument applied the Likert scale to the questionnaire. This type of data is obtained through the distribution of questionnaires obtained by interval data. Answer scores are given on the weighting of answers used in the distribution of quantitative analysis questionnaires. Descriptive testing is used to obtain respondent responses provided through questionnaire data collected in research. The results of the descriptive test are in table 2.

Table 2. Descriptive Analysis Results

System Quality	**Mean**	**User Satisfaction**	**Mean**
Easy to Learn	4.30	*Overall Satisfaction*	4.49
Easy to Use	4.32	*Enjoyment*	4.34
Response Time	4.25	*Contect*	4.51
Quality of Information	**Mean**	***Net Benefit***	**Mean**
Easy Understanding	4.36	*Task Productivity*	4.38
Accuracy	4.31	*Effectiveness*	4.40
Completeness	4.41	*Decision Making*	4.40
Quality of Service	**Mean**		

Responsiveness	4.31
Assurance	4.40
Empathy	4.40

In system quality testing, the easy to use indicator obtained the highest score with a value of 4.32. This shows that respondents tend to agree regarding the quality of the system provided in the OT Link application is easy to use, easy to access and easy to install on smart phone devices. The system quality variable obtained an average of 4.30. This states that respondents agree with the quality of the system used is formed through easy to learn, easy to use, and responde time. The most important thing in supporting system quality is ease of use which is reflected in the ease of use of the menu on the OT Link application.

The completeness indicator obtained the highest score with a value of 4.41 on the information quality test. This conveys that respondents tend to agree regarding the quality of the information provided is quite complete regarding work results or internal company information. The information quality factor obtained an average of 4.36. This states that respondents agree with the quality of information formed through easy understanding, accuracy, and completeness. The most important thing in supporting the quality of information is complete binding information related to work results and other internal information.

The test results on service quality, assurance and empathy indicators obtained the highest and same score of 4.40. This states that respondents tend to agree regarding the quality of services provided in the OT Link application, providing a sense of security, very access and admin concern for the obstacles faced by users. In the service quality factor obtained an average of 4.37. It states that respondents agree with the quality of services provided formed through responsiveness, assurance, and empathy. The most important thing in supporting service quality is admin concern regarding the problems experienced by OT Link application users.

The content indicator obtained the highest score with a value of 4.51 during service quality testing. This shows that respondents tend to agree regarding user satisfaction given regarding the appearance of quite dancing and information arranged quite neatly, the user satisfaction variable obtained an average of 4.45 which is the highest average value compared to other variables in this study. This states that respondents agree with the quality of services provided is formed through overall satisfaction, enjoyment, and content. The most important support in realizing user satisfaction is the preparation of information quite neatly.

In the next test related to net benefit, effectiveness and decision making indicators obtained the highest and same value of 4.40. This states that respondents tend to agree that the net benefits provided by the OT Link application can make work more effective and easier in making decisions related to work processes. The net benefit variable obtained an average value of 4.39. This states that respondents agree with the net benefits provided are formed through task productivity, effectiveness, and decision making. In the decision of the ambassador, arta to access the OT Link application first before starting work is the main support.

C. Classical Assumption Test Results

The use of classical assumption testing is necessary because to obtain certainty the regression equation obtained and has a determination at the time of estimate, has no bias, and is consistent. Classical assumptions that must be met in regression analysis include:

1. Multicolonicity test

In testing related to the correlation and close relationship between factors in one multiple regression model, multicolonicity testing is used. If the value of VIF (variance inflation factors) > 10 or tolerance value < 0.1 multicolonicity occurs and if the value of VIF (variance inflation factors) < 10 or tolerance value > 0.1 multicolonicity occurs. The test results can be described in table 3:

Table 3. Multicolonicity Test Results

Model	Factor	Collinearity Statistic	
		Tolerance	BRIGHT
Model 1	System Quality (X1)	0.508	1.969
X1, X2, X3 against Y1	Information Quality (X2)	0.356	2.807
	Quality of Service (X3)	0.538	1.858
Model 2	System Quality (X1)	0.506	1.975
X1, X2, X3, Y1 terhadap Y2	Information Quality (X2)	0.326	3.070
	Quality of Service (X3)	0.344	2.909
	User Satisfaction (Y1)	0.344	2.911

Referring to the results of the VIF calculation obtained on each variable is > 10 and has a tolerance of > 0.10 so it is concluded from both models there is no multicolonicity in model 1 and model 2.

2. The Automobile

The autocorrelation test has the purpose of knowing whether there is a correlation that can occur between the data used in this study. To detect the occurrence or absence of autocorrelation, a run test is carried out using conditions. 1) Asymp value. Significant (2-tailed) below 0.05 Ho rejected and 2) Asymp value. Significant (2-tailed) above 0.05 Ho is accepted. The results of the autocorrelation test are in table 4.

Table 4. Autocorrelation Test Results

Model	Collinearity Statistic (Asymp. Sig (2-tailed))	Result
Model 1	0.546	No Autocorrelation
Model 2	0.397	No Autocorrelation

Refers to the results of autocorrelation testing obtained for each model sequentially 0.546 and 0.397. This can be concluded in accordance with the above provisions before for the Asymp value. Significant (2-tailed) above 0.05 no Autocorrelation.

3. Heterokedasticity Test

The heteroscedasticity test conducted in this study is seen on the scatte plot graph between residual prediction values (SRESID) and bound variables (SRESID). For heteroscedasticity test results in substructural parts 1 and 2 seen in figures 1 and 2:

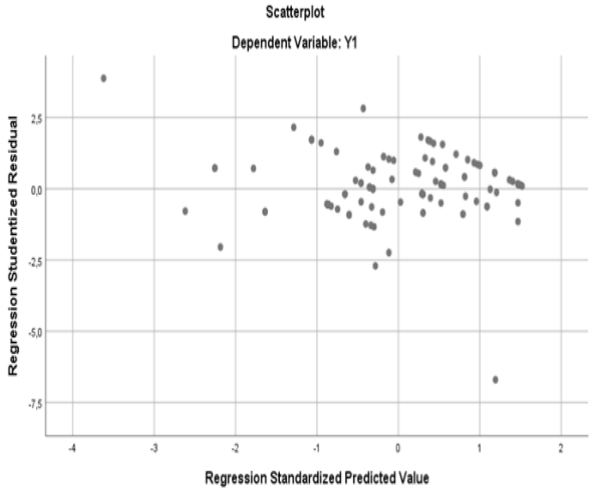

Figure 1. Model 1 Heterokedasticity Testing

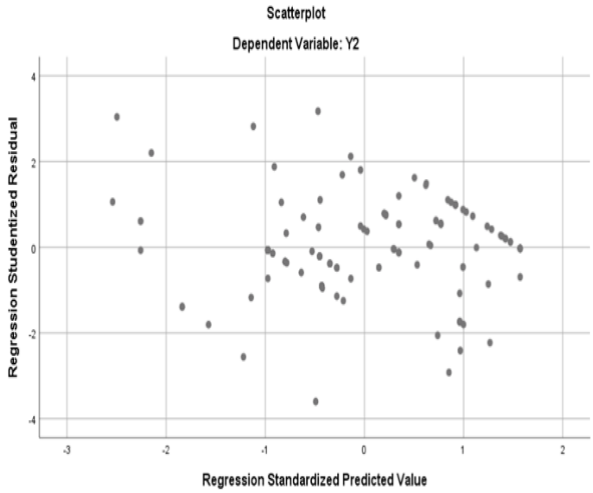

Figure 2. Model 2 Heterokedasticity Testing

Referring to the results of heterokedasticity testing provides the appearance of points spread to all parts of the image between the number 0 either above or below the Y axis and not specifically patterned. It can be concluded that models 1 and 2 are free from heteroscedasticity.

4. Normality Test

In the normality test has the aim of assessing free factors and bound to normal or abnormal distributions. Normal testing is used in comparing the cumulative distribution on the p-plot to the normality test. The test results obtained are as follows:

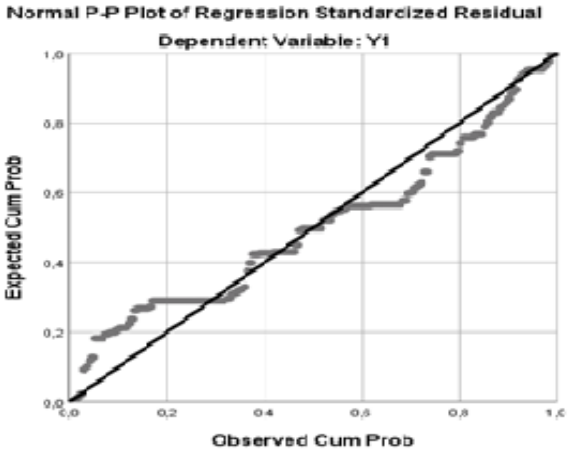

Figure 3. Model 1 Normality Test

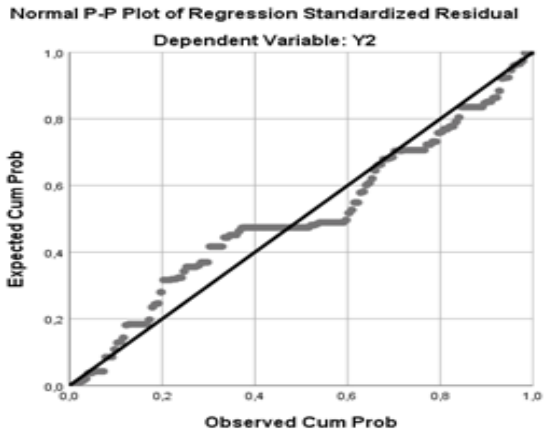

Figure 4. Model 2 Normality Test

Referring to the test results, normality is obtained following the diagonal direction and is around the diagonal line. This can be interpreted that it is in accordance with the terms and conditions of the data that is stated to have a normal distribution.

5. Uji Validtas Model.

In conducting a path analysis, a very important thing to do is to test the validity of the model in order to find out whether or not an analyst has been done. In testing the validity of the model has the required indicator, namely the total coefficient of determination (Rm2). The interpretation of the coefficient of determination (R2) is the same as the interpretation of total determination (Rm2) in regression analysis.

$$\text{R2 (model)} = 1 - \left(\sqrt{1 - R\frac{2}{1}} * \sqrt{1 - R\frac{2}{2}}\right)$$

$$\text{R2 (model)} = 1 - \left(\sqrt{1 - 0.708} * \sqrt{1 - 0.656}\right)$$

$$\text{R2 (model)} = 1 - \left(\sqrt{0.292} * \sqrt{0.344}\right)$$

$$\text{R2 (model)} = 1 - (0.540 * 0.586)$$

$$\text{R2 (model)} = 0.684$$

In the results of the calculations that have been done above in determining the total coefficient of determination with a value of 0.684 or 68.4% states the amount of contribution of independent factors to dependent factors and for the rest of the 31.6% is the amount of impact of other factors that have not been used.

6. Path Analysis Results

The pathway analysis used in this study is intended to calculate direct and indirect influences between independent and dependent factors. The purpose of pathway studies is to identify pathways that cause certain factors against other influencing factors. The results of the causality analysis can be seen in figure 5:

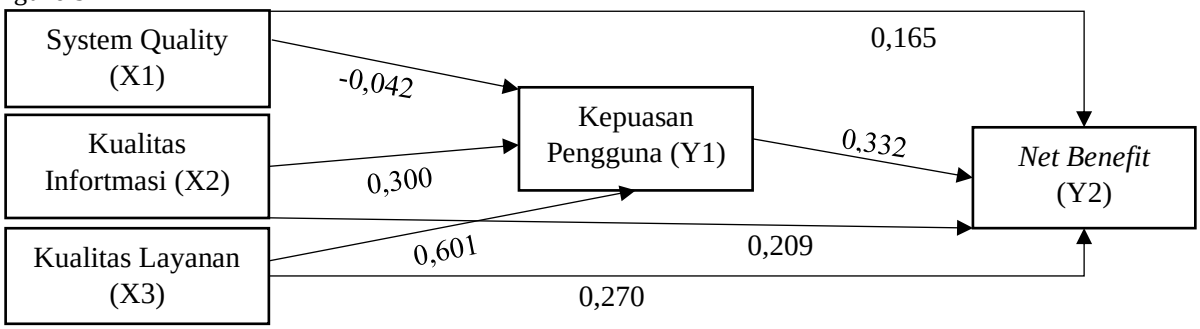

Figure 5. Causality Test Results

7. Results of Linear Regression Analysis

Linear regression analysis is applied in measuring how strong the influence is between 2 or more variables and conveying the influence between independent and dependent factors. The standard beta coefficient is used to predict the approximate value obtained from the results of linear regression. The results of linear regression testing are in table 5.

Table 5. Results of Linear Regression Analysis

No	Factor	Direct Impact	Indirect Impact	Say	Result
1	(X1) to (Y1)	-0.042		0.524	Rejected
2	(X2) to (Y1)	0.300		0.000	Accepted
3	(X3) to (Y1)	0.601		0.000	Accepted
4	(X1) to (Y2)	0.165		0.007	Accepted
5	(X2) to (Y2)	0.209		0.007	Accepted
6	(X3) to (Y2)	0.270		0.000	Accepted
7	(Y1) to (Y2)	0.332		0.000	Accepted
8	(X1) to (Y2) to (Y1)	0.165	-0.014*		Rejected
9	(X2) to (Y2) to (Y1)	0.270	0.100**		Rejected
10	(X3) to (Y2) to (Y1)	0.332	0.200***		Rejected

Information:

* -0.042 x 0.332 = -0.014

** 0.300 x 0.332 = 0.100

*** 0.601 x 0.332 = 0.200

Referring to table 5 related to the results of linear regression analysis shows that the value of direct influence is greater than the value of indirect influence, this can be interpreted that the user satisfaction variable used as an intervening variable cannot mediate variations in system quality, information quality, service quality to net benefit. There is an interesting finding in result no. 1 in table 5, namely the effect of X1 on Y1 which shows negative results that result in these results being rejected for his hypothesis. This happens because the nature of using the OT Link application is mandatory, which can mean that the system runs well or badly and will still be used for company purposes.

8. Hypothesis Test Results

a. Effect X1 to Y1

System quality does not have a positive influence on OT Link application user satisfaction. The test results that the quality of the system is formed, ease of learning, ease of use and speed of system access obtained a negative influence. This is because the use of the OT Link application is mandatory or mandatory so that whether or not the OT Link application is still used to achieve the goals that have been proclaimed by the company. The current research is in accordance with previous research that has been done by Seddon and Kiew (1996); Simon and Anastasya (2014) who suggest that system quality is a variable that negatively influences user satisfaction. This happens because the use of the OT Link application information system is mandatory causing users to ignore the quality of the system used in the OT Link application.

b. Effect of X2 to Y1

The quality of information has an influence on the satisfaction of OT Link application users. It can be interpreted that the more quality for the information provided results in an increased level of user satisfaction. The results obtained in the test illustrate that the quality of information is formed using ease of understanding information, completeness of information, and accurate information presented to users of the OT Link application. With information related to work results and or other related information that has an employment relationship. Thus causing users to feel satisfied. This research is in accordance with previous research conducted by Admaja (2014); (Mardiana et al., 2015) Jaafreh (2017); (Saghaeiannejad-Isfahani & Salimian-Rizi, 2020); Yusaq dkk (2017); (Andarwati, 2016); (Rakhmadian et al., 2017) and (Hidayatullah et al., 2020) (Hidayatullah et al., 2020), What concludes the quality of information is a variable that has a good impact on user satisfaction. The better the quality of the information presented to the user so that user satisfaction increases and vice versa if the quality of information is poor automatically user satisfaction also decreases slowly.

c. Effect X3 to Y1

Service quality has an influence on user satisfaction. In this case, the quality of service provided through the OT Link application is as expected by users. The results of the tests that have been carried out show the quality of service by providing a fast response to application problems, guaranteeing security when accessing the OT Link application and the manager's sense of concern for the needs that users want. The quality of OT Link application information system services is considered to have an influence on user satisfaction using the basis of indicators of the manager's response speed, empathy from the manager, and security guarantees of OT Link application access. With this, it can be concluded that the better the quality of service provided to users, it simultaneously increases the sense of satisfaction for users or the level of user satisfaction. This research is in accordance with previous research conducted by Jaafreh (2017); (Ojo, 2017); Kholis (2020); Yusaq dkk (2017) and (Hidayatullah et al., 2020) which states that service quality has a significant influence on user satisfaction. Because if the quality of service increases, user satisfaction also increases. Good quality service is needed to meet user expectations.

d. Effect of X1 to Y2

The results of the tests that have been carried out in this research convey that the quality of the system has a significant impact on net benefits. This can also mean that every system that has been created and implemented and has good quality can increase net benefit, namely users with various conveniences provided to the OT Link application information system will also increase the net benefit value for the OT Link application. In this test, it is stated that the quality of the system is measured so that it can be used to analyze the effect on net benefits. Based on linear regression testing that has been done, it was found that the quality of the system on net benefits has a fairly low influence when compared to other variables. This must be done by improving system performance and optimizing all features used to provide more even information. Net benefit is measured on the benefits of work productivity, effectiveness, and decision making. This research is in accordance with previous research that has been done (Siregar, 2017); Brandley (2006) and Petter (2008) which states that system quality on net benefit has a significant influence. If the improvement in the quality of the OT Link application system causes net benefits to increase.

e. Effect of X2 to Y2

The results obtained from testing in this study provide information that the quality of information on net benefits has a significant influence. This can also mean that good quality and quality information can increase net benefit. The quality of information used in these tests was measured to analyze the effect on net beneft. In the linear regression analysis that has been carried out in this study regarding the variable of information quality to net benefit, complete information is the most dominant indicator of decisions made by OT Link application users. Information related to the results of work that has been started also increases work productivity and gives users choices in making the most appropriate and appropriate decisions. Research that has been carried out in accordance with previous research conducted by Kutku and Alkaya (2015) and (Siregar, 2017) Stating the quality of information on net benefit has a significant influence.

f. Effect of X3 to Y2

Tests that have been carried out in this study show that service quality on net benefits has a significant influence. This can be interpreted that with a variety of services in the OT Link application

quality can increase net benefits. The quality of service tested in this study was used to analyze the impact of service quality on net benefit. According to the results of linear regression analysis, it was found that the impact of service satisfaction on net benefit was the most dominant variable relationship to net benefit. This research shows that the OT Link application provides responsive services, access security guarantees, and manager care can increase net benefits. Research that has been carried out in accordance with previous research conducted by Kutku and Alkaya (2015) and Siregar (2017) defines improved service quality resulting in a significant impact on net benefits.

g. Effect of Y1 to Y2

Tests that have been carried out in this study show that service quality on net benefits has a significant influence. In this study user satisfaction is formed through overall satisfaction, the intention to use the same system and content. The main basis for encouraging user satisfaction is the satisfaction of the content provided by the information system. Research that has been carried out in accordance with previous research conducted by Kutku and Alkaya (2015; Admaja (2014); (Mardiana et al., 2015); Kholis (2020); (Saghaeiannejad-Isfahani & Salimian-Rizi, 2020); Hidayatullah (2020) and Siregar (2017) stated that OT Link application users who can feel overall satisfaction and intend to use the system to find information related to work results and satisfaction with content that is in accordance with user wishes. The higher the level of satisfaction felt by OT Link application users, it can contribute to an increase in net benefit.

h. Pengaruh X1 sampai Y2 sampai Y1

Kepuasan pengguna belum dapat menjadi mediasi kualitas informasi terhadap net benefit, kondisi ini terjadi dikarenakan kualitas sistem terhadap layanan berupa kemudahan dalam mempelajari dan penggunaan sistem serta akses cepat dari aplikasi OT Link. Hal menarik dari pengujian yang dilakukan pada penelitian ini terjadi nilai yang negatif pada hubungan kualitas sistem terhadap net benefit melalui kepuasan pengguna. Hal ini terjadi karena penggunaan aplikasi OT Link mempunyai kewajiban sehingga terkait baik atau tidaknya sistem yang diterapkan tidak berpengaruh terhadap pengguna karena sistem dibuat hanya untuk mencapai tujuan perusahaan. Riset ini sesuai dengan riset-riset sebelumnya yang sudah dilakukan Khairunisaa & Yunanto (2017) menyatakan bahwa kualitas sistem tidak berpengaruh signifikan terhadap net benefit melalui kepuasan pengguna. Hal ini juga diartikan kepuasan pengguna tidak dapat melakukan mediasi kualitas sistem terhadap net benefit.

i. Pengaruh X2 sampai Y2 sampai Y1

Kepuasan pengguna tidak dapat menjadi mediasi kualitas informasi terhadap net benefit, hal ini bisa terjadi dikarenakan kepuasan pengguna terhadap kualitas informasi berupa aplikasi yang mudah dipahami, informasi yang akurat, dan kelengkapan informasi belum dapat memberikan manfaat bagi pengguna. Hal ini terjadi dikarenakan aplikasi OT Link sebagai salah satu sistem informasi yang memberikan informasi secara informatif terkait hasil kerja dan informasi penting lainnya belum mampu memberikan manfaat secara menyeluruh kepada pengguna aplikasi OT Link. Hasil penelitian ini memberikan informasi yang baik kepada pengguna kepada pengguna tidak memberikan manfaat lebih kepada pengguna. Hasil penelitian ini mendukung dengan penelitian yang sudah dilakukan oleh Khairunnisa dan Yunanto (2017).

j. Pengaruh X3 sampai Y2 sampai Y1

Kepuasan pengguna tidak dapat menjadi mediasi kualitas layanan terhadap net benefit, hal ini terjadi dikarenakan kepuasan penggua terhadap kualitas layanan berupa pengelola yang responsif, jaminan keamanan saat akses, dan kepedulian pengelola kepada pengguna belum bisa memberikan manfaat kepada pengguna. Hal ini terjadi dikarenakan aplikasi OT Link sebagai salah satu sistem yang memberikan kepuasan secara menyeluruh, niat untuk mencari informasi perihal hal kerja, dan informasi yang menarik belum dapat memberikan manfaat bagi pengguna. Hasil riset ini mendukung dengan riset yang telah dilaksanakan oleh Hidayatullah dkk (2022).

CONCLUSION

Dari hasil kajian diatas dapat disimpulkan: 1) Kualitas sistem tidak memilliki dampak signifikan terhadap kepuasan pengguna. 2) Kualitas Informasi dan kualitas layanan memiliki dampak signifikan terhadap kepuasan pengguna. 3) Kualitas (sistem, informasi, layanan) memiliki dampak positif terhadapat manfaat bersih penggunaan aplikasi OT Link. 4) Kualitas sistem tidak memiliki dampak positif terhadap manfaat bersih melalui

kepuasan pengguna aplikasi OT Link. 5) Kualitas informasi dan kualitas layanan memiliki dampak secara parsial terhadap manfaat bersih melalui kepuasan pengguna aplikasi OT Link.

Riset yang terbatas pada PT. Arta Boga Cemerlang melalui pertimbangan kualitas sistem, kualitas informasi, kualitas layanan, kepuasan pengguna, dan manfaat bersih penggunaan aplikasi OT Link. Hal lain yang disarankan adalah dapat memperluas dalam cakupan riset pada perusahaan lain yang menggunakan sistem yang sama serta dapat mempertimbangan beberapa faktor lain yang tidak digunakan riset antara lain: ketepatan waktu, peforma pekerjaan, efeisien/tepat guna, intergrasi dan flexibilitas sehingga memberikan dampak berupa manfaat untuk perusahaan lain.

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