

ABSTRAK

Website merupakan salah satu sistem informasi yang berperan penting dalam mendukung aktivitas bisnis digital, sehingga kepuasan pengguna menjadi indikator keberhasilan implementasi sistem. Namun, pada penggunaan *website* HNI di Toko BC Banyumas 2 masih ditemukan beberapa kendala, seperti akses *website* yang lambat saat input penjualan pada akhir bulan, proses penggantian kata sandi yang kurang praktis, serta kesulitan pengguna baru dalam memahami alur penggunaan *website*. Selain itu, penelitian terdahulu mengenai pengaruh metode *End User Computing Satisfaction* (EUCS) terhadap kepuasan pengguna masih menunjukkan hasil yang belum konsisten, sehingga diperlukan penelitian lebih lanjut pada objek yang berbeda. Penelitian ini bertujuan untuk menganalisis pengaruh *Content*, *Accuracy*, *Format*, *Ease of Use*, dan *Timeliness* terhadap kepuasan pengguna *website* HNI pada Toko BC Banyumas 2 menggunakan metode *End User Computing Satisfaction* (EUCS). Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 84 responden yang dipilih dari populasi sebanyak 520 anggota menggunakan teknik *simple random sampling* dan rumus Slovin. Data dikumpulkan melalui kuesioner, kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa variabel *Content* dan *Accuracy* tidak berpengaruh signifikan terhadap kepuasan pengguna, sedangkan *Format*, *Ease of Use*, dan *Timeliness* berpengaruh signifikan terhadap kepuasan pengguna *website* HNI. Secara simultan, seluruh variabel EUCS berpengaruh signifikan terhadap kepuasan pengguna. Temuan penelitian ini diharapkan menjadi dasar evaluasi bagi HNI dalam meningkatkan kualitas *website* sehingga mampu memberikan pengalaman penggunaan yang lebih optimal bagi para anggotanya.

Kata kunci: *End User Computing Satisfaction* (EUCS), *Content*, *Accuracy*, *Format*, *Ease of Use*, *Timeliness*, Kepuasan Pengguna.

ABSTRACT

A website plays an essential role in supporting digital business activities, making user satisfaction an important indicator of successful system implementation. However, several issues were identified in the use of the HNI website at BC Banyumas 2 Store, including slow website access during sales data entry at the end of each month, an impractical password reset process, and difficulties experienced by new users in understanding the website's navigation and features. Furthermore, previous studies examining the influence of the End User Computing Satisfaction (EUCS) model on user satisfaction have reported inconsistent findings, indicating the need for further investigation in different research settings. This study aims to analyze the effects of Content, Accuracy, Format, Ease of Use, and Timeliness on user satisfaction with the HNI website at BC Banyumas 2 Store using the End User Computing Satisfaction (EUCS) model. This research employed a quantitative approach using a survey method involving 84 respondents selected from a population of 520 members through simple random sampling based on the Slovin formula. Data were collected using questionnaires and analyzed through validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results indicate that Content and Accuracy does not have a significant effect on user satisfaction, whereas Format, Ease of Use, and Timeliness have a significant positive effect on user satisfaction with the HNI website. Simultaneously, all EUCS variables significantly influence user satisfaction. These findings are expected to serve as a basis for HNI in evaluating and improving the quality of its website to provide a more optimal user experience for its members.

Keywords: End User Computing Satisfaction (EUCS), Content, Accuracy, Format, Ease of Use, Timeliness, User Satisfaction.