

INTISARI

Penelitian ini bertujuan untuk mengevaluasi tingkat kesuksesan aplikasi Access by KAI sebagai sistem informasi layanan publik digital dan menganalisis faktor-faktor yang mempengaruhinya. Model yang digunakan merupakan adaptasi dari model DeLone and McLean dengan menghilangkan variabel net benefit dan menambahkan system trust, sehingga variabel yang dianalisis meliputi system quality, information quality, service quality, system trust, use, dan user satisfaction. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 166 responden melalui Google Form dengan teknik accidental sampling, dan dianalisis menggunakan metode PLS-SEM dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa nilai R-Square sebesar 0,705 pada variabel user satisfaction, yang berarti bahwa sekitar 70,5% tingkat kepuasan pengguna dapat dijelaskan oleh model. Serta faktor-faktor yang secara signifikan mempengaruhi kesuksesan sistem meliputi system quality, information quality, service quality, dan use. Sedangkan system trust, meskipun dimasukkan sebagai variabel tambahan, tidak berpengaruh signifikan secara langsung terhadap user satisfaction. Oleh karena itu, aplikasi Access by KAI dapat dikategorikan sebagai sistem yang cukup sukses dalam memberikan kepuasan kepada pengguna, terutama melalui kualitas informasi dan pengalaman penggunaan yang baik, meskipun aspek kepercayaan terhadap sistem masih perlu ditingkatkan.

Kata kunci: Access by KAI, DeLone and McLean, PLS-SEM.

ABSTRACT

This research aims to evaluate the success level of the Access by KAI application as a digital public service information system and analyze the factors influencing it. The model used is an adaptation of the DeLone and McLean model, with the net benefit variable removed and the system trust variable added, so the variables analyzed include system quality, information quality, service quality, system trust, use, and user satisfaction. Data collection was conducted through the distribution of questionnaires to 166 respondents via Google Form using the accidental sampling technique, and analyzed using the PLS-SEM method with the help of the SmartPLS application. The research results show an R-Square value of 0.705 for the user satisfaction variable, which means that approximately 70.5% of the user satisfaction level can be explained by the model. And the factors that significantly influence the success of the system include system quality, information quality, service quality, and use. Meanwhile, system trust, although included as an additional variable, does not have a significant direct impact on user satisfaction. Therefore, the Access by KAI application can be categorized as a fairly successful system in providing user satisfaction, especially through the quality of information and good user experience, although the aspect of trust in the system still needs to be improved.

Keywords: Access by KAI, DeLone and McLean, PLS-SEM.