

THE EFFECT OF COMPLETENESS OF FEATURES AND QUALITY OF INFORMATION ON USER SATISFACTION OF THE POSPAY APPLICATION IN KOLAKA REGENCY

Andry Stephannie Titing¹, Muhamad Stiadi^{2*}, Fitri Kumalasari³
^{1,2,3} Universitas Sembilanbelas November Kolaka.

ARTICLE INFO

Keywords:

Completeness of Features
Information Quality
User Satisfaction
Pospay application

ABSTRACT

The endpoint of this research is to ascertain how Kolaka Regency's Pospay application's feature completeness and information quality affect user satisfaction. According to the study's findings, the Pospay application's user satisfaction in the Kolaka area is unaffected by feature completeness. While the Pospay application's user satisfaction in the Kolaka district is influenced by the information quality variable. With an R Square value of 0.792, or 79.2%, this study's feature completeness and information quality variables have a 79.2% influence on user satisfaction with the Pospay application in Kolaka Regency, while variables not included in the study have a 20.8% influence.

E-mail:

muhamad.stiadi@gmail.com

Copyright © 2023 Economic Journal. All rights reserved.

is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

In today's modern era, technological advances and technology-based information systems have developed very rapidly[1]. People's everyday activities are easier to complete thanks to the use of technology[2]. For companies, technology development is also important, namely making it easier for companies to serve their customers[3]. Currently all companies are trying to provide the best service to consumers. The use of technology by companies is able to provide fast, cheap and easy services[4].

PT Pos Indonesia is a company that uses technology in running its business[5]. PT Pos Indonesia presents technological facilities to attract consumers and try to meet user needs by providing convenience in transactions without being limited by time and place. One form of the company's innovation is the existence of self-service technology, which allows users to independently carry out financial transactions. Self-service technology in the form of the Pospay application[6]. The Pospay application is a service facility that utilizes technology, introduced as a new way to make it easier for users to make financial transactions via mobile phones[7]. With the Pospay application, users who are busy and highly mobile can save time and efficiency because they can make transactions quickly and easily.

The Pospay application offers various features to make it easier for users to make payments, transfer money, and buy products online[8]. However, with increasingly intense competition in the digital payment application market both nationally and in the Kolaka district. Pospay application provider companies in the Kolaka district must always evaluate and be responsive to user needs. Factors that are also important to note include the completeness of the features and the quality of the information provided by the application, which are very important to attract user interest and increase the satisfaction of those who have used the Pospay application.

Therefore, researchers are interested in digging deeper into the effect of feature completeness and information quality on user satisfaction in Kolaka district. This study intends to determine the impact of content quality and feature completeness variables on user satisfaction with the Pospay application in Kolaka Regency.

2. METHOD

The type of data used in this study was quantitative. whereas primary documents served as the study's data source, which is in the form of answers to statements given by respondents[9].

This research uses quantitative methods, namely data analysis of data using numbers[10]. The analytical method uses multiple linear analysis to determine the direction and strength of the independent variables' impact on the dependent variable[11].

3. RESULT AND DISCUSSION

Characteristics of Respondents

Respondents in this research amounted to 33 respondents but 1 data from respondents could not be processed because the data entered was incomplete. Consequently, the participants in this study were 32 respondents. The male respondents were 33.3% while the female respondents were 66.7%. Respondents based on age <20 years were 15.2%, age 20-25 years were 48.5%, age 26 -30 years were 15.2%, age 31-35 years were 9.1%, while those aged > 36 years as much as 12.1%. Respondents based on the work of PNS/TNI/POLRI were 18.2%, jobs as BUMN employees were 18.2%, jobs as private employees were 12.1%, jobs as entrepreneurs/entrepreneurs were 9.1%, students/students were 42.4% and those who answered Others were 18.2%. Respondents based on income < IDR 1,000,000 amounted to 57.6%, income IDR 1,000,000 - 2,999,999 amounted to 21.2%, income IDR 3,000,000 - 4,999,999 amounted to 15.2%, income > IDR 5,000,000 amounted to 6.1%. Respondents based on length of use of the Pospay application < 1 month were 39.4%, 1-6 months were 36.4%, 7-12 months were 6.1%, and length of use > 1 year was 18.2%.

Validity Test

In this test, there are 15 statements to be tested. If all statements from the questionnaire tested comply with the specified criteria, then the instrument is considered valid. The assessment criteria used are if the amount of r count > r table, then the statements from the questionnaire are considered valid.

Table 1. Validity Test Results

Variable	Statement	Correlation		Information
		r Count	r Table	
Completeness of Features	CF1	0.882	0.349	Valid
	CF2	0.859	0.349	Valid
	CF3	0.904	0.349	Valid
	CF4	0.838	0.349	Valid
	CF5	0.886	0.349	Valid
Information Quality	IQ1	0.844	0.349	Valid
	IQ2	0.895	0.349	Valid
	IQ3	0.869	0.349	Valid
	IQ4	0.917	0.349	Valid
User Satisfaction	US1	0.588	0.349	Valid
	US2	0.852	0.349	Valid
	US3	0.885	0.349	Valid
	US4	0.857	0.349	Valid
	US5	0.880	0.349	Valid
	US6	0.680	0.349	Valid

Since all of the statements used in this study have a value of r count > r table, as shown in table 1, All of the statements based on variables can be inferred to be valid[12]. The r table value is 0.349 using a 0.05 threshold of significance.

Reliability Test

The results of reliability testing of feature completeness variables, information quality and user satisfaction use value *Cronbach Alpha* following:

Table 2. Reliability Test Results

	Cronbach's Alpha if Item Deleted
Completeness of Features	0.899
Information Quality	0.837
User Satisfaction	0.854

Based on the reliability test findings, it can be said that every questionnaire variable used in this study is dependable or reliable and can be used to collect data because the value of *cronbach alpha* > 0,60[13].

Normality Test

To check the normality of the distribution of the residual factors in the regression model, the normality test is used [14]. In testing the normality of the data, a statistical approach is used using the Kolmogorov-Smirnov (KS) test.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N			32
Normal Parameters ^{a,b}	Mean		0E-7
	Std. Deviation		1.43927126
Most Extreme Differences	Absolute		.134
	Positive		.134
	Negative		-.106
Kolmogorov-Smirnov Z			.759
Asymp. Sig. (2-tailed)			.613

In table 3 it can be seen that the Asym. sig is 0.613 and it can be concluded that the asymp value. sig 0.613 > 0.05, The information in this research is evenly distributed [15].

Multiple Regression Analysis

Based on changing information with the SPSS Statistics software, the accompanying table shows the information:

Table 4. Hypothesis Test Results

Coefficients^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.137	2.247		.951	.350
	CF	.183	.160	.148	1.139	.264
	IQ	1.157	.195	.772	5.927	.000

Based on table 4 in column B the constant value is 2.137. The feature completeness value is 0.183. So that the regression formula can be written as: $Y = 2.137 + 0.183X_1 + 1.157X_2$ where Y is user satisfaction. Judging from the regression equation, it can be explained that an increase of one in the feature completeness variable (X1) will have an effect of 0,183 on the user satisfaction variable (Y). and an increase in one information quality variable (X2) will have an effect of 1.157 on user satisfaction (Y).

By contrasting the feature completeness variable's significance value hypotheses are tested, namely $0.264 > 0.05$. So that in this test it means that there is no influence between the completeness of the features on the satisfaction of Pospay users in the Kolaka district. Meanwhile, the information quality variable's importance value is $0.000 < 0.05$. So that in this test it means that there is an influence between the quality of information on the satisfaction of pospay users in Kolaka district.

Coefficient of Determination

Table 5. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 ^a	.792	.778	1.48807

According to Table 5, the R Square number of the feature completeness variable (X1) and information quality (X2) with the user satisfaction variable (Y) in the Kolaka district Pospay application is 0.792 or 79.2%, meaning that the effect of feature completeness and information quality on user

satisfaction is 79.2% and the factors not used in this study have an impact on the remaining 20.8% of the population.

4. CONCLUSION

The results of the research show that in the Kolaka area, the feature completeness variable has no bearing on Pospay users' satisfaction. While the Kolaka district's Pospay customer satisfaction is impacted by the information quality variable. The R Square value in this research is 0.792 or 79.2%, meaning that the magnitude of the influence of feature completeness and information quality on user satisfaction is 79.2% while other factors that were not considered in this research had an impact on the remaining 20.8%.

REFERENCES

- [1] S. S. Utami, "PENGARUH TEKNOLOGI INFORMASI DALAM PERKEMBANGAN BISNIS Setyaningsih Sri Utami Fakultas Ekonomi Universitas Slamet Riyadi Surakarta," *J. Akuntansi dan Sist. Teknol. Inf.*, vol. 8, no. 1, pp. 61–67, 2010.
- [2] C. A. Cholik, "Perkembangan Teknologi Informasi Komunikasi / ICT dalam Berbagai Bidang," *J. Fak. Tek.*, vol. 2, no. March, pp. 1–19, 2021.
- [3] Y. Sari and N. W. Utami, "Komunikasi Pemasaran Digital sebagai Tantangan Teknologi," *J. Mhs. Komun. Cantrik*, vol. 1, no. 1, pp. 1–14, 2021, doi: 10.20885/cantrik.vol1.iss1.art1.
- [4] T. Taufik, M. Polindi, and Y. Aguspriyani, "Financial Technology (Fintech) Untuk Usaha Mikro Kecil Menengah (Ukm)," *J. Aghniya*, vol. 4, no. 2, pp. 171–181, 2021, [Online]. Available: <https://ejournal.stiesnu-bengkulu.ac.id/index.php/aghniya/article/view/98%0Ahttps://ejournal.stiesnu-bengkulu.ac.id/index.php/aghniya/article/download/98/69>.
- [5] J. K. Sitingjak, I. A. Fajar, and R. Hanafi, "Penilaian Terhadap Penerapan Proses It Governance Menggunakan Cobit Versi 5 Pada Domain Bai Untuk Pengembangan Aplikasi Studi Kasus Ipos Di Pt. Pos Indonesia," *Agustus*, vol. 2, no. 2, p. 5334, 2015.
- [6] E. Qorika, H. Sidanti, D. Citaningtyas, and A. Kadi, "Pengaruh Kualitas Produk, Kualitas Layanan dan Persepsi harga Terhadap Kepuasan Kosumen (Studi Kasus Pada Pengguna Aplikasi Pospay PT. Pos Indonesia Cabang Magetan)," no. September 2022, 2022.
- [7] A. Ratnawati, A. Susanto, and T. Fizzanty, "Studi Pemanfaatan Layanan Pospay pada Masyarakat Di Kota Mataram," *Pos Dan Inform.*, vol. 2, no. 1, pp. 1–16, 2012.
- [8] A. P. Romadhoni and M. A. Surianto, "Analisis Penerapan Strategi Attention, Interest, Desire dan Action pada Aplikasi Layanan Pospay," *J. Ekobistek*, vol. 11, pp. 315–322, 2022, doi: 10.35134/ekobistek.v11i4.426.
- [9] Syarifuddin, Jamaluddin Bata Ilyas, and A. Sani, "Pengaruh Persepsi Pendidikan dan Pelatihan Sumber Daya Manusia Pada Kantor Dinas Di Kota Makassar," *Bata Ilyas Educ. Manag. Rev.*, vol. 1, no. 2, pp. 51–56, 2021, [Online]. Available: <https://ojs.stieamkop.ac.id/index.php/biemr/article/view/102>.
- [10] L. Priskila Koloay, J. Morasa, I. Elim, F. Ekonomi dan Bisnis, and J. Akuntansi Universitas Sam Ratulangi Manado, "Indonesia (Persero) Manado," *Peran. Sist. Informasi... 1528 J. EMBA*, vol. 2, no. 2, pp. 1528–1538, 2014.
- [11] V. Aurel, A. Abdurrahman, and F. Indriya, "SEIKO : Journal of Management & Business Risk dan Trust Terhadap Minat Penggunaan Aplikasi Pospay," *SEIKO J. Manag.*, vol. 6, no. 1, pp. 48–61, 2023, doi: 10.37531/sejaman.v6i1.3410.
- [12] B. S. Silalahi and F. J. Kaunang, "Analisis Service Quality pada Aplikasi DANA berdasarkan Sudut Pandang Pelanggan di Daerah Bandung Menggunakan Metode Servqual dan Model Kano," *TelKa*, vol. 12, no. 02, pp. 121–133, 2022, doi: 10.36342/teika.v12i02.2957.
- [13] B. Renaldo Potale, V. Lengkong, and S. Moniharapon, "Pengaruh Proses Rekrutmen Dan Seleksi Terhadap Kinerja Karyawan Pada Pt Bank Sulutgo the Influence of the Recruitment Process for and Selection of the Performance of Employees At Pt . Bank Sulutgo," *J. Berk. Ilm. Efisiensi*, vol. 16, no. 04, pp. 453–464, 2016.
- [14] A. Q. Sari, Y. Sukestiyarno, and A. Agoestanto, "Batasan Prasyarat Uji Normalitas dan Uji Homogenitas pada Model Regresi Linear," *Unnes J. Math.*, vol. 6, no. 2, pp. 168–177, 2017, [Online]. Available: <http://journal.unnes.ac.id/sju/index.php/ujm>.
- [15] U. Hasanah, S. Sarjono, and A. Hariyadi, "Pengaruh Model Problem Based Learning Terhadap Prestasi Belajar IPS SMP Taruna Kedung Adem," *Aksara J. Ilmu Pendidik. Nonform.*, vol. 7, no. 1, p. 43, 2021, doi: 10.37905/aksara.7.1.43-52.2021.

The Effect of Completeness of Features and Quality of Information on User Satisfaction of the Pospay Application in Kolaka Regency, Andry Stepahnje Titing, et al.