

# User Satisfaction towards Information System of Career Development Center: Case study of Universitas Padjadjaran Indonesia

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**Submission date:** 05-Aug-2022 09:15AM (UTC+0700)

**Submission ID:** 1878962238

**File name:** User\_Satisfaction\_towards\_Information\_System\_of\_Career....pdf (490.36K)

**Word count:** 1864

**Character count:** 10423

 <p>INTERNATIONAL ACADEMIC RESEARCH JOURNAL of BUSINESS AND TECHNOLOGY WWW.IARJOURNAL.COM</p>	 <p>INTERNATIONAL ACADEMIC RESEARCH JOURNAL</p>
	<p>ISSN :2289-8433</p> <p><b>International Academic Research Journal of Business and Technology</b></p> <p>Journal homepage : <a href="http://www.iarjournal.com">www.iarjournal.com</a></p>

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**User Satisfaction towards Information System of Career Development Center : Case study of Universitas Padjadjaran, Indonesia**

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**Article Information**

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**Keywords**

System quality,  
Information quality,  
Service quality,  
User satisfaction

**Abstract**

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This article presents the results of a survey towards users of information system of Career Development Center, Universitas Padjadjaran (CDC UNPAD), Indonesia. Data were obtained from online form questionnaires that were disseminated through [twitter.com/cdcunpad](https://twitter.com/cdcunpad) and <http://cdc.unpad.ac.id>. As many as 459 respondents completed the questionnaires and be chosen through probability sampling method. The data were analyzed by calculating the percentage of performance score to expectation score, and illustrated in expectation-performance diagram to show priority. Findings show that all indicators were still below expectation. Therefore CDC Unpad should conduct adaptive maintenance towards its system based on the priority that be suggested.

**INTRODUCTION**

Globalization has opened up the opportunities and challenges of open competition by ignoring the socio-cultural and geographical boundaries between nation and state. One barometer with which to gauge the competitiveness among universities in the field of web-based information system is Webometric Ranking of World Universities (WRWU). Webometrics is a ranking organization based in Madrid, Spain that was established at the initiative of Cybermetrics lab, a research group that is owned by the Consejo Superior de Investigaciones Cientificas (CSIC) a largest research institute in Spain. Currently, 11 992 colleges that have been evaluated webometrics throughout the world.

Universitas Padjadjaran in Webometrics ranking in Indonesia experienced a downgrade. On December 11, 2013, University Padjadjaran ranks 4th in Indonesia from 410 universities in Indonesia, which has been evaluated by webometrics. On July 16, 2014, University Padjadjaran ranks 5th in Indonesia. While in ASEAN, at webometrics, Padjadjaran University is currently in 26th place out of 1192 universities in ASEAN ([www.webometrics.com](http://www.webometrics.com)).

Web-based information system in [unpad.ac.id](http://unpad.ac.id) quite a lot and all of its information systems should take an active role to achieve it, including [cdc.unpad.ac.id](http://cdc.unpad.ac.id) (address of information system belongs to Career Development Center Universitas Padjadjaran-CDC UNPAD). To see the degree of competitiveness of CDC UNPAD, one indicator that can be considered is the number of twitter account follower. From four universities that have been observed, CDC UNPAD only has 6722 followers, while the three other universities had reached 14,500, 31 300 and 34 700 followers.

The competitiveness of web based information system of an institution closely linked to the quality of their information systems. Therefore this paper aims to examine user satisfaction towards CDC information system in Universitas Padjadjaran.

## LITERATURE REVIEW

### Model of Information Systems Success

This paper adopted The DeLone and McLean's Model of Information Systems Success. The model is the result of over 10 years of research from two professors at the American William DeLone and Phraim R. McLean. Three dimensions which became the basis for assessing user satisfaction according to DeLone and McLean (2003), namely:

1. System Quality measure the desired performance characteristics of e-commerce system. This dimension includes factors such as : adaptability, availability, reliability, response time, and usability.
2. Information Quality. The accuracy of information, ease of comprehension, relevance, and data security are important factors to be considered. DeLone and McLean (2003) concluded that factors associated with information quality, namely: completeness, ease of understanding, personalization, relevance and security.
3. Service Quality. Assurance, empathy, and responsive service is considered as a measure of quality of service.

### Measurement of User Satisfaction

Customer satisfaction is a term that is often used in marketing. It is a measure of how products and services provided by the company meet or exceed customer expectations. According to Kotler (2008), customers form expectations of services from many sources, such as past experience, word of mouth, and advertising. The concept of service quality was investigated in an extensive set of focus group interviews conducted by Parasuraman, Zeithaml and Berry (1985). Many authors assume that perceived service quality is "level and direction of the difference between consumer perceptions and expectations". User Satisfaction according to DeLone and McLean (2004), is an important way to measure customer opinion about the system of e-commerce and customer experience should cover the entire cycle of search information through purchases, payments, receipts, and services. In this research, user satisfaction will be analyzed by comparing the user satisfaction expectancy (Expectation) with performance (Performance) (Kotler, 2008).

## METHODOLOGY DAN DATA ANALYSIS

This research was descriptive research that analyzed data by comparing the expectation of user with perceived performance of information system using percentage and expectation-performance diagram.

Data from respondents obtained with questionnaires in form of online form and disseminated through twitter.com/cdcunpad and http://cdc.unpad.ac.id. As many as 459 respondents completed the online form through probability sampling method. The following table displays the profile data 459 respondents who participated in the research. This profile is used to provide a deeper understanding related to respondents in a given instrument.

**Table 1. Profile of Respondents**

Profile		Number of Respondents	Percentage of Total Respondents
<b>Age</b>	< 18 years	5	1,1%
	18-25 years	444	96,7%
	> 25 years	10	2,2%
<b>Number Work Experience</b>	Not yet	361	78,6%
	One time	71	15,5%
	Twice	17	3,7%
	> 2	10	2,2%
<b>Number of Visits Using CDC SI UNPAD</b>	One time	46	10,0%
	Twice	23	5,0%
	> 2	390	85,0%

## RESULT AND DISCUSSION

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To determine the level of satisfaction of users toward system quality, information quality, and service quality of information systems of CDC UNPAD, authors carried out a calculation of a total percentage score calculation performance / experience of respondents to the ideal score (expectation) of respondents. The result illustrated in table 2.

**Table 2. User Satisfaction level**

Num	Question/ Indicator	Expectation		Performance		Percentage of Total Performance to Expectation Score
		Code of Item	Total Score	Code of Item	Total Score	
1	Ease of repair of personal data and data application	SQ1	2073	KSQ1	1725	83,2%
2	The ability of the cancellation of certain services	SQ2	1858	KSQ2	1662	89,5%
3	Availability of all functions needed	SQ3	2128	KSQ3	1682	79,0%
4	availability procedure	SQ4	2090	KSQ4	1703	81,5%
5	The ability to search and display necessary information	SQ5	2149	KSQ5	1687	78,5%
6	Facility reliability apply online	SQ6	2156	KSQ6	1703	79,0%
7	The ability of the system free from error	SQ7	2184	KSQ7	1666	76,3%
8	Site access speed	SQ8	2181	KSQ8	1736	79,6%
9	Speed data transmission	SQ9	2193	KSQ9	1730	78,9%
10	The usefulness of all the functions needed	SQ10	2099	KSQ10	1691	80,6%
11	Completeness of information needed	IS1	2169	KIS1	1690	77,9%
12	Ease in understanding all the information available	IS2	2122	KIS2	1745	82,2%
13	Availability management of personal data in a membership account	IS3	2024	KIS3	1663	82,2%
14	The relevance of all the available information in accordance with the theme of the site	IS4	2080	KIS4	1700	81,7%
15	Guarantee the truth of information	IS5	2211	KIS5	1778	80,4%
16	The confidentiality of personal data / application	IS6	2177	KIS6	1774	81,5%
17	Security against viruses or malware	IS7	2185	KIS7	1752	80,2%
18	Compensation in case of errors	SvQ1	1988	KSvQ1	1613	81,1%
19	Efforts given service officer to answer the question	SvQ2	2087	KSvQ2	1631	78,2%
20	Ease of communication with service personnel	SvQ3	2083	KSvQ3	1592	76,4%

From table. 2 we can see that the performance of information system of CDC still below expectation of user for all indicators. However, the highest score (indicator that satisfied the user the most) is: "The ability of the cancellation of certain services" and the worse score (indicator that satisfied the user the least) is : "The ability of the system free from error".

In order to prioritize the improvement action needed, data of expectation and performance for three dimensions were converted into diagram as follow.

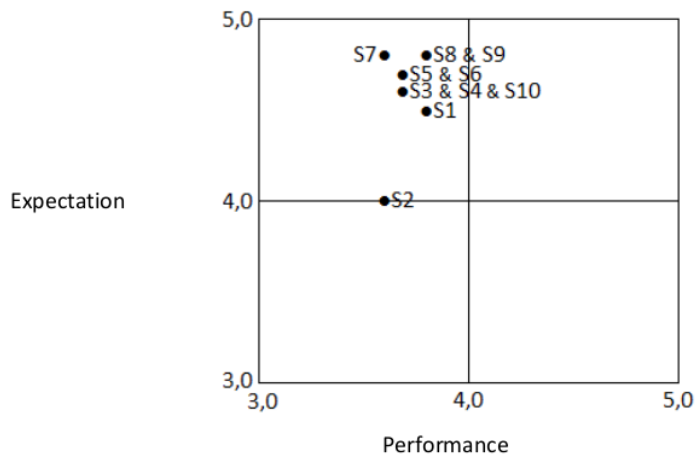


Figure 1  
Expectation-performance diagram for system quality

Figure 1 illustrated the diagram for system quality dimension. We can see that nine indicators positioned in quadrant 1 which is the quadrant of priority. However, if we rank the priority of those indicators, the highest priority, should be given to S7 (The ability of the system free from error) while the lowest priority is S2 (The ability of the cancellation of certain services).

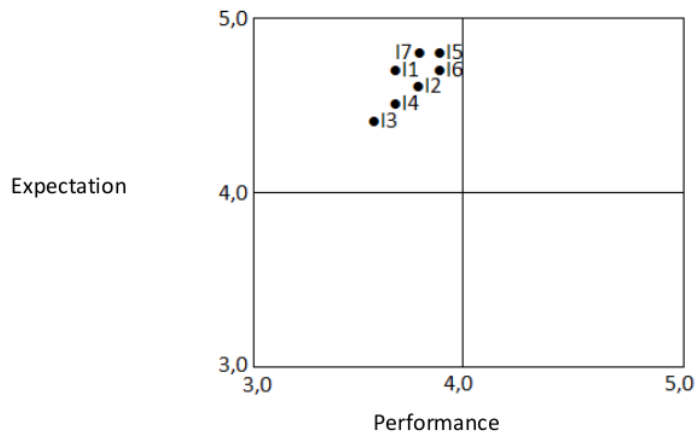


Figure 2  
Expectation-performance diagram for information quality

Figure 2 illustrated the diagram for information quality dimension. We can see that all indicators positioned in quadrant 1 which is the quadrant of priority. However, if we rank the priority of those indicators, the highest priority, should be given to I7 (Security against viruses or malware) while the lowest priority is I3 (Availability management of personal data in a membership account).

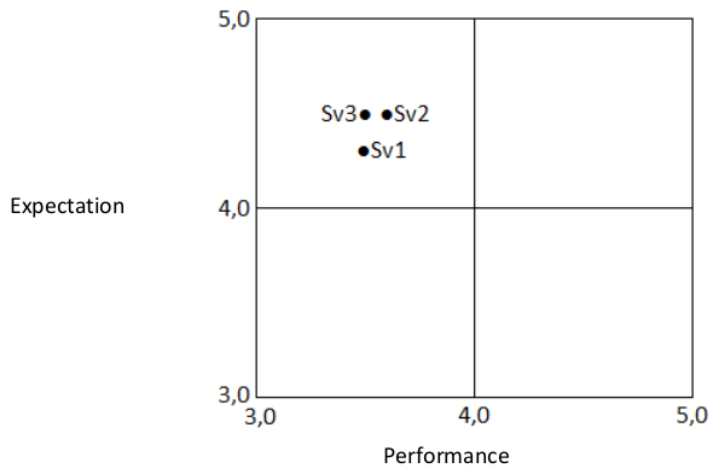


Figure 3

Expectation-performance diagram for service quality

Figure 3 illustrated the diagram for service quality dimension. We can see that all indicators positioned in quadrant 1 which is the quadrant of priority. However, if we rank the priority of those indicators, the highest priority, should be given to sv3 (Ease of communication with service personnel) while the lowest priority is sv1 (Compensation in case of errors)

From the result , we can see that CDC Unpad should run the maintenance phase of information system development adaptively. It should considers the factors that should be given priority, as discussed in previous paragraph. Adaptive maintenance related to modification of function or add new features to accomodate user needs.

**CONCLUSION**

This research<sup>13</sup>ve described the analysis of user satisfaction of information system in CDC Unpad that comprised of three dimensions: system quality, information quality, and service quality. The result shows that all indicators were still below expectation. Therefore CDC Unpad should conduct adaptive maintenance towards its system based on the priority as revealed in result section.

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