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User Satisfaction Analysis of the Ogan Ilir Dukcapil Population Administration Online Service Information System Using the HOT FIT Model Method

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ABSTRACT

This study describes how to analyze user satisfaction of the Population Administration Service Information System of Dukcapil Ogan Ilir. This study aims to determine the satisfaction of users of the Population Administration Service Information System (SIAK) Dukcapil Ogan Ilir by using the HOT FIT Model method. The research uses all perspectives that exist in the HOT FIT Model, namely Human, Organization and Technology. The data in this study were collected using a quantitative approach by distributing questionnaires to each respondent in the perspective of the people of Tanjung Batu sub-district in Ogan Ilir district. The results of this study are expected to produce user satisfaction on the system as input for improving the Population Administration Information System (SIAK) dukcapil Ogan Ilir information system service in the future.

Keywords: user satisfaction, SIAK, HOT FIT Model

ABSTRAK

Studi ini menggambarkan bagaimana menganalisis kepuasan pengguna Sistem Informasi Pelayanan Administrasi Kependudukan Dukcapil Ogan Ilir. Penelitian ini bertujuan untuk menentukan kepuasan pengguna Sistem Informasi Pelayanan Administrasi Kependudukan (SIAK) Dukcapil Ogan Ilir dengan menggunakan metode HOT FIT Model. Penelitian ini menggunakan semua perspektif yang ada dalam Model HOT FIT, yaitu Human, Organization, dan Technology. Data dalam penelitian ini dikumpulkan menggunakan pendekatan kuantitatif dengan mendistribusikan kuesioner kepada setiap responden dalam perspektif masyarakat kecamatan Tanjung Batu di Kabupaten Ogan Ilir. Hasil dari penelitian ini diharapkan dapat menghasilkan kepuasan pengguna terhadap sistem sebagai masukan untuk meningkatkan layanan sistem informasi Administrasi Kependudukan (SIAK) dukcapil Ogan Ilir di masa mendatang.

Keywords: *kepuasan pengguna, SIAK, Model HOT FIT*

INTRODUCTION

The rapid development of Information Technology in this era of globalization has brought about significant changes to society's way of life. The utilization of Information Technology offers various conveniences for accessing information, assisting in completing tasks, and providing optimal services to users of this technology (Sahfitri, 2014). The rapid advancement of Information Technology (IT) serves as evidence of its importance in contemporary human life. Technology can function optimally when its users can utilize it effectively and efficiently. This is also evident in the Population and Civil Registration Office (Dispendukcapil) of Ogan Ilir Regency, which consists of 16 districts, 214 villages, and 14 urban wards, all of which utilize technology to facilitate their work processes.

The Population and Civil Registration Office is a government institution responsible for policy-making and providing services in the field of population administration. The Directorate General of Population Administration, under the auspices of the Ministry of Home Affairs, is responsible for administering population administration for each district. The duties and authority of administering population administration are delegated to the local Population and Civil Registration Office. One of the services provided is the Population Administration Information System (SIAK), accessible at <https://dukcapiloganilir.online/login>. The function of SIAK is to facilitate the management of population administration information, wherein population data generated by the population administration information system are stored in databases.

The existence of the Population Administration Information System (SIAK) greatly assists the residents of Ogan Ilir Regency in making population documents without having to visit the Population and Civil Registration Office. However, many residents still prefer face-to-face services at the Disdukcapil office rather than applying for online services (SIAK) because many people do not understand how to use SIAK, especially among ordinary citizens, and sometimes there are individuals who do not meet the requirements when applying for online services (SIAK).

Based on the initial data collection conducted by the researcher on July 21, 2022, in the Ogan Ilir region, the SIAK service is essentially guided by a server connected to the Ogan Ilir

Dispendukcapil. Therefore, if the internet connection is disrupted, it can hinder the SIAK service process to the residents of Ogan Ilir Regency. Furthermore, this system also often experiences delays during login and sometimes users are automatically logged out of the system. Considering that the SIAK service is online-based, it has limitations, such as only allowing online service requests once a month, and users can only request online services again in the following month, which hinders residents because they cannot avail online services multiple times a month.

In addition to the above issues, employees at the Ogan Ilir Regency Dispendukcapil face limitations due to the multitude of SIAK services provided to residents, resulting in delays in verifying submissions from system administrators when residents have applied for online services (SIAK). Some residents who are processing their population documents have stated that they have to wait several days to obtain their population documents, especially in terms of employee responsiveness and efficiency in serving and managing the entire Population Administration Information System (SIAK) at the Dispendukcapil office in Ogan Ilir Regency. From the residents of Ogan Ilir Regency, there are several residents from various districts who have complaints and protests regarding the SIAK service. One of the most common complaints comes from the residents of Tanjung Batu district.

Therefore, it is essential for the Dispendukcapil to know the level of satisfaction of residents with the online SIAK service, which will serve as a reference for improving the online service. Because user satisfaction is one of the indicators of the success of information system development. Several models have been developed to analyze user satisfaction, including end-user computing satisfaction (EUCS), technology acceptance model (TAM), Servqual, unified of theory acceptance and use of technology (UTAUT), HOT FIT Model. And the model chosen for this research to analyze user satisfaction is the HOT FIT Model.

LITERATURE REVIEW

The relationship of the HOT FIT Model method with this research is because this model provides a comprehensive assessment of all aspects and is most suitable for the existing problems compared to other models. This model clarifies all components within the information system itself, namely Human, which assesses the information system from the user's perspective (system use) related to who uses it, training, experience, knowledge, expectations, acceptance, and rejection of the system. Organization, which assesses a system from the organizational structure and organizational environment related to planning, system management, system control, management support, financing. Technology, which assesses the quality of the system, information quality, and service quality. Additionally, this model evaluates the impact between service quality, system quality, and user satisfaction and system usage, structure with the environment and net benefits, as well as the environment with net benefits.

There are several studies related to this research. The research conducted by Sri Mulyani and Fatoni on the Analysis of the Satisfaction Level of the Population Administration and Civil Registration System of Ogan Ilir Regency using the PIECES Framework method. This study employs a descriptive quantitative approach, categorized as an infinite population, consisting of 6 variables: Performance, Information and Data, Economics, Efficiency, and Service, distributed via Google Form and paper to 100 respondents. The PIECES method involves 2 analysis stages: satisfaction analysis and interest analysis, with data processed using IBM SPSS version 22. The results of this study indicate an average value of Performance

indicator 3.97 with SATISFIED category, Information and Data 3.97 with SATISFIED category, Economy 3.94 with SATISFIED category, Efficiency 3.85 with SATISFIED category, and Service 3.84 with SATISFIED category, while the average satisfaction and interest value is 3.4-4.91, indicating that users are SATISFIED with the service performance of the Population Administration and Civil Registration System website of Ogan Ilir Regency.

The subsequent research conducted by Nanda Rianti examines the Analysis of the Influence of User Readiness on the Acceptance of the Aku Mandiri Service Application using the Technology Readiness Acceptance Model (TRAM) in the Population and Civil Registration Office of Ogan Ilir Regency. This study aims to analyze the effect of user readiness on the acceptance of the Aku Mandiri service application provided by the Population and Civil Registration Office of Ogan Ilir Regency. Employing the Technology Readiness Acceptance Model (TRAM) and data analysis through Partial Least Square- Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software, data collection involved distributing questionnaires to 100 respondents comprising users of Aku Mandiri in Ogan Ilir Regency. Out of 11 hypotheses proposed, 6 were accepted. The findings of this study indicate that optimism and innovativeness serve as driving factors for users to accept and use the application, while discomfort tends to hinder the acceptance and usage of the application. Meanwhile, insecurity is found to have no significant impact on users' continued acceptance and usage of the Aku Mandiri service application.

METHOD

This study elucidates the process of analyzing user satisfaction with the Population Administration Service Information System (SIAM) of Dukcapil Ogan Ilir. It aims to ascertain user satisfaction with the Population Administration Service Information System (SIAM) of Dukcapil Ogan Ilir using the HOT FIT Model method. The research encompasses all perspectives of the HOT FIT Model, namely Human, Organization, and Technology. Data for this study were collected through a quantitative approach by distributing questionnaires to respondents in the Tanjung Batu sub-district of Ogan Ilir district. For quantitative analysis, Multiple Linear Regression analysis was employed to predict a variable, focusing on the Analysis of User Satisfaction with the Online Population Administration Service Information System of Disdukcapil Ogan Ilir. The Multiple Linear Regression equation can be articulated as follows: $\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + e$.

RESULTS AND DISCUSSION

To observe the influence of Human, Organization, and Technology, as well as the Net Benefit, on User Satisfaction, please refer to the following table:

Tabel 1
Multiple Regression

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	10.590	1.809		5.854	.000		
	x1	.083	.080	.103	1.044	.300	.378	2.647
	x2	-.079	.038	-.225	-2.096	.040	.317	3.157
	x3	-.012	.034	-.035	-.351	.726	.371	2.695
	x4	.334	.025	.866	13.345	.000	.868	1.152

a. Dependent Variable: y

Based on Table 1, the regression coefficients for the variables of Benefit (Net Benefit), Human, Organization, and Technology on User Satisfaction are 0.083, 0.079, 0.012, and 0.334 respectively, while the constant value is 10.590. Thus, the multiple linear regression equation is as follows: $\hat{Y} = 10.590 + 0.083X_1 - 0.079X_2 - 0.012X_3 + 0.333X_4 + e$.

From the equation above, it can be explained that:

1. The constant of 10.590 indicates that if there is no increase in the variables of Benefit (Net Benefit), Human (Human), Organization (Organization), and Technology (Technology), then User Satisfaction will remain at 10.590 on the scoring scale.
2. The regression coefficient of the Benefit (Net Benefit) variable of 0.083 indicates that if the other independent variables remain constant and the Benefit (Net Benefit) variable increases by 1%, then the magnitude of the Benefit (Net Benefit) will decrease by 0.083 on the scoring scale, without affecting User Satisfaction.
3. The regression coefficient of the Human (Human) variable of 0.079 indicates that if the other independent variables remain constant and the Human (Human) variable increases by 1%, then the magnitude of the Human (Human) will decrease by 0.079 on the scoring scale, without affecting User Satisfaction.
4. The regression coefficient of the Organization (Organization) variable of 0.012 indicates that if the other independent variables remain constant and the Organization (Organization) increases by 1%, then User Satisfaction will increase by 0.012 on the scoring scale.
5. The regression coefficient of the Technology (Technology) variable of 0.333 indicates that if the other independent variables remain constant and User Satisfaction increases by 1%, then the increase in Technology (Technology) will be 0.333 on the scoring scale.

The coefficient of determination test (R² or R-square) essentially measures the extent to which the model can explain the variation in the dependent variable. The coefficient of determination is used to determine the extent of the influence of Benefit (Net Benefit), Human (Human), Organization (Organization), and Technology (Technology) simultaneously on User

Satisfaction at the Ogan Ilir Population and Civil Registration Office (Disdukcapil) in the Tanjung Batu sub-district. The results of the coefficient of determination test (R-square) for the simultaneous influence of independent variables on the dependent variable are presented in the following Table 4.26:

Table 2
The Coefficient of Determination Test (**R²**)

Summary Model ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.759	.744	1.210

a. Predictors: (Constant), x4, x2, x1, x3

b. Dependent Variable: y

Source : Data Management in SPSS Version 24, 2022

Based on the model summary calculation from the multiple linear regression analysis in Table 2, the coefficient of determination (R Square) value obtained is 0.744. This result indicates that Benefit (Net Benefit), Human (Human), Organization (Organization), and Technology (Technology) have a positive and significant influence on User Satisfaction at the Population and Civil Registration Office (Disdukcapil) in Ogan Ilir Sub-District of Tanjung Batu. This accounts for 62.2%, while the remaining 37.8% is influenced by other factors that were not examined.

The F-test is used to determine how the independent variables collectively influence the dependent variable or to test whether the regression model created is significant or not. Here are the decision-making criteria:

1. If the significance value $< \alpha$ (5%): Ha is accepted and Ho is rejected
2. If the significance value $\geq \alpha$ (5%): Ha is rejected and Ho is accepted

Table 3
Simultaneous Test
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	304.418	4	76.104	51.953	.000 ^b
	Residual	96.681	66	1.465		
	Total	401.099	70			

a. Dependent Variable: y

b. Predictors: (Constant), x4, x2, x1, x3

Source : Data Management in SPSS Version 24, 2022

Based on Table 3 above, the significance value of the independent variables from the F-test is 0.000, which is less than 0.05. This indicates a significant influence between the independent and dependent variables. Furthermore, this result also indicates that the regression model is good. Manfaat (Net Benefit), Manusia (Human), Organisasi (Organization), and Teknologi (Technology) collectively have a positive effect on User Satisfaction.

Based on the test results with an F value of 51.953 and an F significance value of $0.000 < \alpha (0.05)$, it indicates that there is an influence of Manfaat (Net Benefit), Manusia (Human), Organisasi (Organization), and Teknologi (Technology) collectively on User Satisfaction of respondents at the Population and Civil Registration Office (Disdukcapil) in Ogan Ilir, specifically in the Tanjung Batu sub-district.

This model elucidates all the components present within the information system itself, namely, the Human aspect, which evaluates the system from the perspective of usage (system use) related to who utilizes it, training, experience, knowledge, expectations, acceptance, and rejection of the system. The Organization aspect evaluates a system based on organizational structure and environmental factors concerning planning, management, system control, management support, and financing. The Technology aspect assesses system quality, information quality, and service quality (Poluan et al., 2015).

This is also supported by the research conducted by Erlirianto et al., 2015, titled "The Implementation of the Human, Organization, and Technology-Fit (HOT-Fit) Framework to Evaluate the Electronic Medical Record (EMR) System in a Hospital," which found that the influence of human, organizational, and technological aspects is key to the successful adoption of technology in a hospital.

CONCLUSION

The findings of this research are the factor originating from within the users of the Population Administration Service Information System (SIAK) at the Population and Civil Registration Office (Disdukcapil) in Ogan Ilir, specifically in the Tanjung Batu sub-district. Consequently, the Technology aspect of the Online Population Administration Service Information System at Disdukcapil Ogan Ilir needs to be enhanced. With the improvement of the Technology aspect of the Online Population Administration Service Information System at Population and Civil Registration Office Ogan Ilir, the User Satisfaction of users of the Population Administration Service Information System (SIAK) at Population and Civil Registration Office Ogan Ilir, specifically in the Tanjung Batu sub-district, will also increase.

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