



The Effect Of Tam On Satisfaction Of PPDB Registration

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ABSTRACT

This study uses quantitative descriptive with the number of respondents as many as 35 people, data processing using SPSS 20. The research site is in SMP Negeri 28 Medan. The results showed that the easier it was to use the technology, the higher the satisfaction obtained by PPDB applicants. In terms of the benefits of using PPDB system technology, this does not affect the satisfaction obtained by the registrant. Simultaneously, the ease of using the technology and the benefits obtained do not affect the satisfaction of PPDB registrants.

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1. Introduction

This study uses quantitative descriptive with the number of respondents as many as 35 people, data processing using SPSS 20. The research site is in SMP Negeri 28 Medan. The results showed that the easier it was to use the technology, the higher the satisfaction obtained by PPDB applicants. In terms of the benefits of using PPDB system technology, this does not affect the satisfaction obtained by the registrant. Simultaneously, the ease of using the technology and the benefits obtained do not affect the satisfaction of PPDB registrants.

The findings in the field there are also complaints of parents of students who do not understand about online registration so that they feel more satisfied if they directly meet the school. This certainly greatly affects parental satisfaction with PPDB services on line. PPDB was created with the aim of carrying out the admission of new students more efficiently and effectively and providing information access facilities for the public quickly, easily and accurately. The validation results are sent to the email approximately after 3 days after registration is done, this is also what makes parents a little restless whether they received or not their files, considering that SMP Negeri 28 is a favorite school for Medan Johor neighborhood.

Registration at SMP Negeri 28 Medan also uses PPDB online, but it is seen that some parents of prospective students are still meeting the school to help fill the PPDB system, Asking for clarity has not received an email answer from the school, some have even received email answers with validation confirmations still visit the school to ask what the next step is. The arrival of parents of prospective students to school is not to crowd, they also keep the rules of the Health Program, but this looks less effective and efficient where the purpose of PPDB on the original line is to make it easier for prospective students to register, finally must also meet the school. In fact, the easier and understand the benefits of using technology, the higher the morning acceptance of users for those who use the technology is in line with your research Yanny [2] who found that Perceived usefulness affects attitude toward using. This is evidenced where the value of t calculates $> t$ table ($5,637 > 1,995$). While the perceived ease of use variable affects the acceptance of attitude toward using. This is evidenced where the value of t calculates $> t$ table ($2,163 > 1,995$). So it can be concluded that the ease and benefits of technology affect the acceptance of STMIK Budi Darma website.

For simultaneous testing it is explained that Perceived usefulness and Perceived ease of use together affect attitude toward using. This is evidenced where F calculates $> F$ table ($18,147 > 3.13$). So

it can be concluded that the usefulness factor and ease factor together affect the acceptance of STMIK Budi Darma Website. The overall conclusion is obtained that the higher the benefits and ease of use of the website information system, it will automatically increase the acceptance to use technology for its users. The more aware of the benefits of a technology that will help human work, the more satisfaction it will give satisfaction to those who use it in line with the research of Ida Ayu Cynthia Saisaria Mandasar and I Gusti Ayu Ketut Giantari[3] The results of the study found that perceived usefulness, and perceived ease of use have a positive and significant influence on user satisfaction. Perceived ease of use has a positive and significant influence on perceived usefulness. The quality of service has a positive but not significant influence on user satisfaction, the quality of service has a positive and significant influence on loyalty. Furthermore, user satisfaction has a positive and significant influence on loyalty. This study looked at how much influence perceived ease of use and perceived usefulness

2. Research Methodology

The methodology of conducting this study uses research questionnaires with interview methods to the number of respondents amounting to 35 people, the next way will be measured using the Likert scale. Data results from the Likert Scale are then processed in the processing of SPSS 20 Data. The Likert scale is used to measure perceived ease of use and perceived usefulness towards attitude toward using. This type of research is quantitative descriptive. Descriptive research methods with quantitative approaches according to Nana Sudjana in Rohayani research are used when aiming to describe or explain an event or event that occurs at the present in the form of meaningful numbers. [4]

The conceptual framework of this research can be seen in the image below

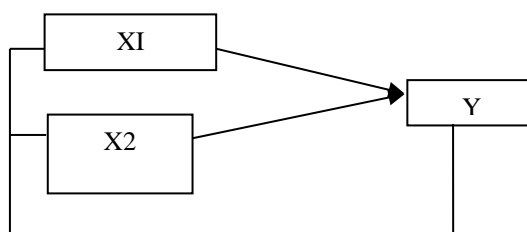


Figure 1 Conceptual Framework

description

X_1 = Perceived ease of use

X_2 = Perceived Usefulness

Y = satisfaction

The TAM model introduced by Fred Davis in 1986 is a model of approach used to measure the rate of acceptance of users to technology. In this TAM Model contains two factors that affect the willingness to utilize technology, namely the perception of the benefits of technology and the perception of ease of using technology. The Theory of Reasoned Action (TRA) introduced by Ajzen and Fishbein is a model that is commonly used widely and has been shown to predict and explain the behavior of variations of domains. The difference is in the use of indicators, where TRA has indicators of attitude toward behaviour, subjective norm, behavioral intention and actual behavior, while TAM only uses external variables, perceived usefulness, perceived ease of use and attitude toward using as indicators. [5] Various studies have used TAM and shown that TAM is a valid model for testing the acceptance of an information system. So the TAM model is recommended as a research variable if you want to test about the acceptance of an information system. [6]. Perceived ease of use is defined as a benchmark for someone

who believes that technology can be understood and used easily. Some indicators that can be used to measure perceived ease of use include flexible, easy to learn, easy to use, and can control work. [7] Perceived usefulness according to Davis is defined as the extent to which a person believes that the use of certain information systems will improve their performance. From this definition it is known that the usefulness of perception is a belief in the decision-making process. If a person feels that he believes that the system is useful then he will use it. Conversely, if a person feels that he believes that information systems are useless then he will not use them. PPDB (Admission of New Learners) is a web page used by the public and prospective students to obtain information related to the implementation of PPDB Online in an area and monitor the results of selection. PPDB is a system that has been regulated in Permendikbud Number 51 of 2018 and perfected with Permendikbud Number 44 of 2019 so that it must be implemented by all new student admission committees in each school. PPDB online is a new student admission process with an online system using one door, where the data of students who register will be combined in a database for the next selection process.

Philip Kotler argues that "Satisfaction is the feeling of pleasure or disappointment of a person who arises after comparing the performance (results) of a thought-out product to the expected performance.[9] Satisfaction is a condition in which desire, expectations are met. Each service provided is considered satisfactory if the service can meet one's wishes.[10] The method to measure customer satisfaction indicators is through complaints and suggestions, ghost shopping, ex-customer analysis, and customer satisfaction surveys. [11]

3. Results of Analysis and discussion

3.1 Reliability Test

Table 1
Reliability test results

Variabel	CRONBACH ALPHA	N of item Description
Perceived Ease Of use	0.931	10 Reliable
<i>Perceived Usefulness</i>	0.904,	9 Reliable
<i>Kepuasan PPDB</i>	0.916	10 Relieble

The Cronbach Alpha value in this study will be used to be 0.6 assuming that the list of questions tested will be said to be reliable when the Cronbach Alpha value is above 0.6[12]. From the data above can be concluded that the questions given to the people who know PPDB are reliable.

3.2 Classic Assumption Test Results

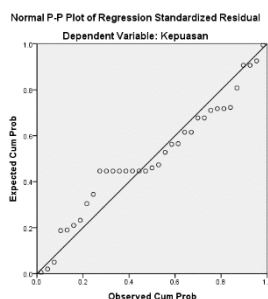


Figure 2. Normality Test Results

The normality test is performed by observing the spread of data on the diagonal axis of the graph. The method used is the plot method. The way to make decisions on this method is:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality.
2. If the data spreads away from the diagonal line or does not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.

From the .1 figure, it is seen that the point spreads following the direction of the diagonal line which means this regression model meets the assumption of normality.

3.3 Multicollinearity Test

Table 2
Value Tolerance and Variance Inflation Factor

Variable	TOLERANCE	VIF
Perceived Ease of Use	0.589	1.699
Perceived Usefulness	0.589	1.699

From the multicollinearity test table above it can be seen that the tolerance value of supervision and satisfaction of $1,699 > 0.10$ means that there is no multicollinearity. While the VIF value for supervision and satisfaction of $0.589 < 10$ did not occur multicollinearity.

3.4 Uji Heteroskedastisitas

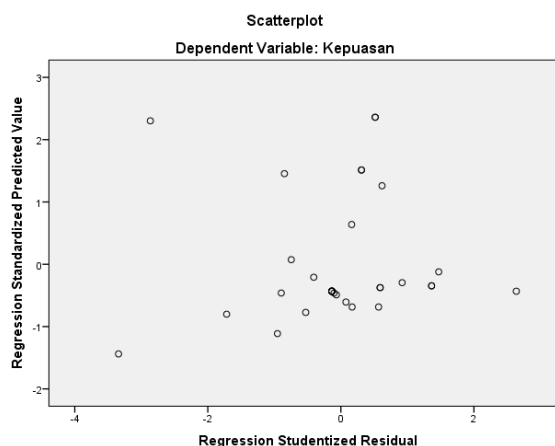


Figure 3. Uji Heteroskedastisitas

The result of the heteroskedasity test in the figure above is seen the point spread above and below the number 0 on the Y axis. Thus it is concluded that the test results above are homoskedasity..

3.5 Multiple Linear Regression Test

Multiple linear regression analysis is looking for relationships of two or more X variables to Y.

Table 3
Multiple Linear Regression
Coefficients^a

Model	Unstandardized		Standardized	t	Sig.	Collinearity Statistics	
	Coefficients		Coefficients				
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.468	5.194		1.245	.222		
1 Perceived_ease_of_use	.768	.157	.714	4.882	.000	.589	1.699
Perceived_uselfunes	.088	.147	.087	.597	.555	.589	1.699

Dependent Variable: PPDB registration satisfaction

Based on table 3, PPDB registration satisfaction (Y) is affected by the constant of 6,468 with a coefficient value for perceived ease of use (X1) of 0.768 and niai perceived uselfunes (X2) of 0.088. Regression equations are formulated as follows:

$$Y=6.468+0.768 X1+0.088X2$$

3,6 Coefficient of Determination Test (R2)

Table 4
Coefficient of Determination Test

Mode	R	R Square	Adjusted R Square	Std. Error of the
1	.773 ^a	.597	.572	2.568

The results of the R Square coefficient of determination test table of 0.597 (59.7%), thus it can be said that perceived ease of use and Perceived_uselfunes are only able to explain 59.7% of PPDB registration satisfaction, while the rest (40.3%) is influenced by other variables outside the study, such as school service, Internet connection speed, and others.

3.7 Partial Test

This t test aims to find out the magnitude of the influence of each independent variable individually (partially) on variable dependent. Regression equation showing the effect of perceived ease of use (X1) and Perceived_uselfunes (X2) on PPDB (Y) registration satisfaction. The number of observations (respondents) we use to form this equation is 35 people. Testing hypotheses with $\alpha = 5\%$ ($df = n - k$) = $35 - 3 = 32$ T table $= t(\alpha/2; n-k) = 0.05/2; 35-2 = t(0.025; 32) = 2.0369$ Informatio $\alpha = 0,05$ n : number of observations/regression-forming samples $k =$ (number of variable (Independent Variable +dependent variable) $df =$ Degree of Freedom Based on table 3, conclusions were reached.

1. The calculated t value for the perceived ease of use (X1) variable is 4,882 greater than t table 2.0369 or the sig.t value for the perceived ease of use variable is 0.000 less than 0.05. this means perceived ease of use has a significant effect on the satisfaction of PPDB registration (Ho rejected and Ha accepted)
2. The calculated t value for variable Perceived_uselfunes (X2) is 0.597 smaller than t table 2.0369, or the sig.t value for variable Perceived_uselfunes 0.555 is greater than 0.05. this means that Perceived_uselfunes has no significant effect on the satisfaction of PPDB registration (Ho accepted and Ha rejected)

3.8 Simultaneous Test (F Test)

Simultaneous tests aim to determine the effect or not significantly independent variables together (simultaneously) against dependent variables.

Table 5
F . TEST
Table 5
F . TEST

Model	SUM OF SQUARES	df	Mean of Square	F	Sig
Regression	312.837	2	156.418	23.717	.000 ^b
Residual	211.049	32	6.595		
Total	523.886	34			

From the results of table 5 tests in unison it can be seen that F calculates = 23,717 with a significance level of 0.000. When compared to the F table at a confidence level of 5% ($\alpha = 0.05$) is 3.29 then F calculates the $> F$ table (23,717 $>$ 3.29). Because $F_{hitung} >$ the F table so it is said that the free variable consisting of Perceived ease of use and Perceived usefulness, simultaneously has a significant effect on the bound variable that is the satisfaction of PPDB registration. Together dependent variables (PPDB registration.) are able to significantly affect independent variables (Perceived ease of use and Perceived usefulness) Significantly.

5. Conclusion

Based on the description that has been made about the Influence of Technology Acceptance Model limited = p satisfaction of PPDB registration, the author can draw several conclusions, among others: The results of the discussion are in line with your research Yanny where the easier the use of technology in this case the PPDB system will be more satisfied the public uses ppdb system applications. This is shown from the results of data processing with SPSS significantly influential. Data processing using SPSS shows there is no significant influence between the benefits of using the PPDB system and the satisfaction of PPDB registrants. Ease of use and benefits felt by registrants simultaneously significantly affect ppdb registration satisfaction

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