Information Device Efficiency Study, Perceived Utility to Fulfillment of Users of Internet Networks by Quality of Service and Effect on Public Service Satisfaction

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Abstract

The purpose of this study is to assess and evaluate how the satisfactory condition of rural communities and online programs is incorporated into society to develop information technology in West Sulawesi. The survey was conducted at the Information, Information, and Information Office of the West Sulawesi Area from June to July 2020. The sample used method is mainly focused on the sampling of all workers employed in the Contact Office. And the details of the district. West Sulawesi is dedicated to introducing a satisfactory method of the census and data collection utilizing a questionnaire. The Likert scale is the analysis instrument used in this research. The empirical approach is the detailed methodology used in this analysis—a review of the interaction between one and the other. This analysis demonstrates that Consistency of Information Technology and Consumer Engagement have an impact on Service Quality, Software Technology Usability, User Retention, and Quality. Services that have a positive and meaningful effect on online consumer loyalty, Office Knowledge Status and User Interface have a significant role in online customer satisfaction and standard of service.

Keywords: Information System Quality, Perceived Usefulness, Service Quality, Internet Network User Satisfaction, Indonesia

1. Introduction

Based on the Decree of MENPAN Number 25 of 2014, that what is meant by public services are all service activities carried out by public service providers as an effort to fulfil the needs of service recipients and the implementation of statutory provisions. So that in essence the obligation of the government apparatus is to provide excellent service to all levels of society.

Excellent service provided by service officers in the field of population registration greatly affects the quality of service felt by the people served. Service quality is one of the determining factors in the success of service delivery by the Service/Agency and service officers. The more people feel satisfied being served, the more quality the services provided by the Service/Agency or service officers to the community. Things that must be considered in public service standards based on MENPAN Decree Number 25 of 2004 include service procedures, completion time, service fees, service products, infrastructure and competence of service providers.

Equitable and productive resource creation requires that the government and rural areas be linked to the global network (Gani et al., 2019; Mustafa et al., 2020; Rijal et al., 2019; Sahabuddin et al., 2019; Usman et al., 2020). The Internet is utilized efficiently, and that the development of the different sectors is promoted. The Deputy Governor of West Sulawesi hopes that the local government will retain convenient access by continuing to compensate and increasing corporate relations in the future. A popular service quality model and until now widely used as a reference in service marketing research is the *servqual* (service quality) model developed by Zeithaml. Servqual which is used as a reference for measuring the quality of service is as follows: tangible, reliability, responsiveness, assurance, and empathy. Today many organizations are focused on high satisfaction because if customers are simply satisfied, it's easy to change their mind about getting a better deal. Those who are very satisfied have a harder time changing their choices. High satisfaction creates attachment to the company which will create a sense of loyalty to the company (Bin Tahir & hanapi, 2020).

Service to the community has become the main objective in carrying out public administration. In Indonesia, the implementation of public services has become an increasingly strategic policy issue because the improvement of public services in this country tends to take place in place, while the implications as it is known are very broad because it touches all public spaces in economic, social, political, cultural and other life. . In the economic field, poor public services will have implications for a decrease in investment which can result in layoffs of employment in industries and the absence of new job opportunities which will also have an effect on increasing the unemployment rate. A further consequence of this problem is the emergence of social insecurity. Improvements in public services will be able to improve the investment climate, which is needed by this nation to get out of the prolonged economic crisis. Unfortunately, the efforts towards improvement are still limited to lips service. In the various studies conducted on public services, it seems that they do not run linearly with the reforms carried out in various sectors so that investment growth has instead moved in a negative direction. As a result, the hopes of economic growth that were expected to help this nation get out of various economic crises had not yet materialized as expected.

Meanwhile in political life, poor public services have deep implications for public trust in the government. So far, poor public services have become an important variable that has led to a crisis of public trust in the government. The crisis of trust actualized in the form of protests and demonstrations which tended to be unhealthy, it showed the public's frustration towards their government. Investing resources in the community and online networking helps satisfy society's knowledge. With this in mind, we hope that all related divisions will continue to support, particularly PT. In the fibre-optic (FO) network supply chain in major cities, Icon Plus is looking to eventually link cities and nearby areas to West Sulawesi. This is to reinforce the need to create West Sulawesi, a statistical province. Thirty-two people from the 70 Locations Local (Locus) program in Marasa are involved in internet services and fibre optic (FO) cable network connection. Yeah, there are social networking connections, but also there are common weather issues. For this cause, local councils are utilizing the FO network as the best online contact solution. It is anticipated that the Kominfo office's leadership, in cooperation with the West Sulawesi Government and PT. Icon Plus would continue to support all citizens reach the West. Sulawesi with a rope on it. FO in recognition of West Sulawesi's attempts to become a developed nation and mathematically consistent with Governor of West Sulawesi's aims. The general manager of PT. Icon Plus would offer Sulbar preference over the provision of internet connectivity facilities in other provinces. PT. Icon Plus is a separate subsidiary of Niagara Electricity (PLN) that uses information and networking technologies. In this case, the Western Sulawesi Provincial Government conducted a video exchange (VC) with two villages reflecting 32 online service groups' excitement. At the Polewali Mandar, Saloadak. The Center Manju.

Of the 32 villages in six districts of West Sulawesi that enjoy online facilities, Polewali Mandar has eight villages, namely Mosso, Katumbangan, Rappang Barat, Galung Lombok, Tammajarra, Napo, Lekopadis and Katimbang. There are five villages in Majene, Tammeroddo, Lombang, Sambabo, Buttu Baruga and Pamboborang. Mamasa has five settlements, namely Tondok Bakaru, Ralleanak, Balla Sataneteang, Minanga and Sendan. Then go to five villages, namely Botteng, Utara, Rantedado, Losso, Lebani and Pammulukang. Mamuju Tengah has five villages, Lemo-Year, Kambunong, Sinabatta, Sanjango and Saload. Pasangkayu has four villages, including Balanti, Kalukunangka, Wulai and Martasari.

Head of Correspondence and Database Technology, Organisation and Records Prov. Subaru, Safaruddin Sanusi DM, said that the introduction of urban facilities, which will begin in 2019, is intended to facilitate achieving the

goals and objectives of being an autonomous, knowledgeable and productive citizen. Tools. Software. Beautiful man (Marasa). Provision of web resources to help the Marasa program and speed up access to smart photos. It is often intended to promote local authority leaders' activities and can be utilized by local governments, growers, developers, and students to fulfil their needs.

2. Literature Review

According to Sutopo and Suryanto (2003), Haksever (2000) states that services are defined as economic activities that produce time, place, form and psychological use. Normann (2002) states the characteristics of service are as follows: a) Service is not palpable, b) Service is very opposite in nature to finished goods, and c) Service in fact consists of concrete actions. Production and consumption activities in services cannot be separated in real terms. The definition of service quality according to Supranto (2006) is a word which for service providers is something that must be done well. Service quality according to Evans and Lindsay (2000) is related to products, human services, processes and the environment that meets or exceeds expectations.

Today, the attention to customer satisfaction and dissatisfaction has been getting bigger. More and more parties are paying attention to this. The parties that are directly related to customer satisfaction or dissatisfaction are service to customers. Increasingly fierce competition, where more and more manufacturers are involved in fulfilling customer needs and desires, causing each company to place a position on customer satisfaction as the main goal. Customer satisfaction is the level of a person's feelings after comparing the perceived performance with the results (Tjip-tono, 2004). Tse and Wilton (2000) stated that, customers' perceived non-conformity responses between previous expectations and the actual perceived performance of the product after usage.

Tjiptonon (2005) movement or customer campaign is also based on the idea that satisfied customers tend to be more loyal, are not easily tempted to switch to suppliers that offer cheaper prices and have the potential to disseminate the experience profit to others. According to Kotler (2003), the characteristics of satisfied customers are as follows: a) Being more loyal or being loyal customers, b) Buying more if the company introduces new products or services and improves existing products, c) Provides comments that profitable about the company's products, d) Less attention to products, advertisements, e) competitors, less sensitive to price, f) Providing ideas or ideas to the company, and g) Requires lower service costs than new customer costs, because the transaction becomes routine.

Kotler (2005) states, the relationship between customer satisfaction and loyal customers is not proportional, for example, customer satisfaction is ranked on a scale of 1-5, namely: 1) Customer satisfaction at a very low level (level 1), most likely customers will move away from the company and badmouth it, 2) Customer satisfaction at level 2 to level 4, the customer feels somewhat satisfied, but it is still possible to move when a better offer appears, 3) Customer satisfaction at level 5, customers are very likely to buy back and even spread the good news about the company. A high degree of pleasure or satisfaction creates an emotional bond with the brand or company and is not just stuck with sensible choices.

3. Method

The research utilized a randomized clinical experiment. Analysis methods are used by SPSS (Statistics for General Science/Product Statistics and Solution Services) to address these queries. The community of this sample was all employees of the Office of Correspondence, Knowledge, and Records of West Sulawesi Regency, with a total of 75 employees. Population centered on the model defined by Sugiyono (2002: 61-63), "Modeling is a model, a modeling method if everyone is a model." Accordingly, approximately 75 respondents reacted to the survey used in this study by all Office of Contact, Informatics, Statistics, and Statistics of West Sulawesi Regency.

The process of gathering information by organized questions is such that it makes it easy to acquire the knowledge needed precisely. The scale used for the Likert scale has five sections, namely: Part 1 for inconsistent responses; Part 2 for conflicting answers; Part 3 for answers to questions; Section 4 for constant answers; Section 5 for confirmed answers. Besides, the data is evaluated using the mathematical model of the SPSS program. Many forms of approaches are used in the comprehensive explanation of the methods used. This analysis aims to collect the correct knowledge from the database and use the findings to solve the problems.

Analysis techniques are employed in this research. Process review is part of a methodology that can be used to determine the origin of contact between opposites. The route used to link the path, and the road appears to have entered the planned final form must be transferred explicitly or indirectly (Sugiyono, 2014: 58).

4. Results
4.1 Direct Effect
Based on the route study, it can be shown that the impact between the variables, both explicitly and indirectly, and the ultimate result, is as follows:

Table 1. Direct Effect

Variable Independen	Variable Dependen	Simbol	Beta Coe	Sig	SE
Status report (X1)	Status services (Y1)	X1--> Y1	0.242	0.000	0.053
Knowledge (X2)		X2--> Y1	0.489	0.001	0.045
Standard Operation (X1)	Internet Users (Y2)	X1--> Y2	0.409	0.000	0.036
Perceived Utility (X2)		X2--> Y2	0.539	0.000	0.047
Perceived Usefulness (Y1)		Y1--> Y2	0.503	0.000	0.046

Direct performance of status report (X1) on status services (Y1) The beta coefficient of the effect of Status status report (X1) on status services (Y1) is 0.242, and Incorrect is 0.053 standard with a meaning of 0.000. The coefficient displayed in the status report (X1) influences the middle of operation (Y1). This assumes the status report (X1) is accompanied by an improvement in status service (Y1). It was given that all considerations impacting the status service (Y1) are regarded. It doesn't work. It's improved. The influence of the Quality Performance status report (X1) on status service (Y1) of 0.242 and a value of 0.000 <0.05 is the useful beta of the estimation coefficient. This assumes if status report (X1) has a positive and significant effect on status service (Y1), so principle means Information status has a positive and significant impact on status service.

The state of knowledge on educational standards means that enhancing the efficiency of information systems impacts the quality of facilities, which is another downside. Strong support shall be found unchanged. It can be argued is validated, which implies that the positive variability of the data set out in this analysis has a significant impact on good service. Based on Venia Agustine's Tananjaya (2012) opinion, which notes that 'the standard of knowledge is the quality of the good or service and is typically calculated based on individual suitability. Used to process information where software is produced. -information should be used according to consumer wishes, which influences the degree of satisfaction, and quality also contributes to a high level of satisfaction.

4.2 Full Effect
Based on the scheme's results as presented in table 2, the total effect is obtained, the independent variables, namely facilities and service quality, on patient satisfaction. As can be seen in the following table:

Table 2. Full Effect

Variable Independen	Variable Dependen	Coefficient
Status Report (X1)	Internet Users (Y2)	6.985
Perceived Utility (X2)		3.987
Status Service (Y1)		1.405

Total status report (X1) on internet users (Y2) are equal to the direct impact plus the indirect effect, namely: 6.985. This indicates that the facility can increase status report by combining direct and indirect effects of 6.985. The total effect of perceived utility (X2) on internet users (Y2) is equal to the direct impact plus the indirect effect, namely: 3.987. This indicates that the quality of perceived utility can increase internet users by combining the direct and indirect impact of 3.987. The total effect of status service (Y1) on internet users (Y2) is 1.405. This indicates that the idea of the status service can increase internet users through the combination of direct and indirect effects of 1.405.

The benefit of service indicates that a rise in service prices has a massive effect on Internet consumers' happiness, giving heed to those causes that positively impact services. Ideas that do not alter. Thus, it can be inferred is proven, which indicates that a substantial variation in this analysis has a significant influence on Internet consumer satisfaction. A successful customer support concept is something that is focused on the services delivered by a particular software application. If customers use the best service given by RTS to operate the program, they would be pleased with the program's use.

5. Discussion

Concerns regarding their usage are strong. This implies that the additional benefit of the use has a substantial influence on the service's standard, given that other aspects influencing the quality of the service are deemed unchanged. Thus, it may be claimed is confirmed, which implies that this research's substantial difference has a significant impact on successful service. In line with Jogiyanto's opinion (2008): added benefit means the degree to which somebody is persuaded that technology usage would improve their operation. User knowledge may depend on several crucial criteria that decide if the technology is beneficial to consumers of information systems. Thompson in Dedi Rianto Rahadi (2007) often notes that people would choose it whether they recognize the best advantages or uses.

Service quality has a significant effect indicating that an improvement in the quality of service has a substantial impact on Internet users' satisfaction, given that other variables impacting the measure of satisfaction of Internet users are deemed constant. Thus, it can be inferred is proven, which implies that the variable consistency of the knowledge systems in this analysis has a substantial influence on Internet users' happiness. The information system's consistency is the quality of the information generated, whether it has reasonable information properties and is usable for users of the information system. A quality information system should be used according to the customer's desires and can provide reliable, timely, meaningful, and full information. The greater the standard of the information system used, the higher the number of users of the information system.

Concern over perceived usage is critical. This implies that an improvement in customer consumption has a substantial effect on Internet consumers' loyalty, given that other variables influencing the standard of service are deemed unchanged. It may also be inferred is validated, which implies that the variations in presumed preferences in this analysis have a substantial influence on the happiness of the Internet user. Recognized uses will be related to users' confidence when they gain advantages or software that will enhance their performance. The interest can see the benefits of users of the information system of users of the information systems. If users find the approach helpful, they can utilize it if users of the information systems experience its benefits.

6. Conclusion

The service industry is the most influenced by consumers, and the industry's capacity to existing in a competitive market is greatly dependent on the quality of the services supplied. Internet usage is one of the service industries. The quality of services provided by the internet is directly linked to the degree of profitability produced; the greater the degree of customer happiness, the greater the internet's profitability. Based on the research and communication results referred to above, it can be concluded as follows: the quality of the underlying information and meditation has an impact on the quality of the services; user experience affects the quality of the office information services, iser Identity and quality and has a positive and significant impact on user satisfaction; and the quality of the technology information.

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