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DETERMINANTS OF AYO SRC APPLICATION SUCCESS IN SUPPORTING MSMES GO DIGITAL

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Article Info

ABSTRACT

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This survey was conducted on SRC shop owners who use the AYO SRC Application in the Banyumas Regency. This research is entitled: "Determinants of the Success of the AYO SRC Application in Supporting MSMEs Go Digital". The purpose of this study was to determine how the influence of system quality, service quality, user intensity, and user satisfaction on the success of a system that provides efforts to support MSMEs Go Digital. The population in this study was 1176 SRC stores in Banyumas Regency. The number of respondents taken in this study amounted to 115 respondents. The sampling method used purposive sampling method. Based on the results of research and data analysis using SEM (Structural Equation Modeling) show that: (1) The better the quality of the system, the higher the intensity of system users, (2) The better the quality of the system, the higher the user satisfaction, (3) The high and low quality of service has no effect on user intensity, (4) The better the quality of service, the higher the system user satisfaction, (5) The higher the user satisfaction, the higher the intensity of system use, (6) The higher the user intensity, the greater the system success, (7) User satisfaction has a significant positive effect on the success of the system, (8) The higher the system success, the higher the efforts in supporting MSMEs Go Digital. This study implies that in increasing the intensity of AYO SRC Application users, the Company should continue to develop good service, responsiveness, assurance, and empathy for complaints or problems felt by SRC Stores, and is expected to continue to provide programs that are beneficial to SRC Stores, so that SRC Stores will continue to use and use the AYO SRC Application more often. Further research is recommended to expand the research area nationally so that the number of samples is greater and add variables that are not yet in this study.

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1. INTRODUCTION

Along with the times, people are now starting to switch from traditional markets to modern markets that have complete products, offers, cleanliness, and more adequate facilities. The selection of modern retail stores is based on the convenience, comfort, and satisfaction felt by the community as customers (Setyowati, 2023). SRC stores are retail stores that are present around the community as part of the Sampoerna commercial ecosystem which plays an important role in meeting the needs of the surrounding community at affordable prices. SRC stores will receive an ongoing mentoring program to improve their business sustainability supported by Sampoerna Digital Ecosystem through the AYO Toko by SRC and AYO Kasir by SRC applications to manage and develop stores more easily and efficiently. The merging of traditional grocery stores into today's grocery stores provides many benefits for the development of MSME businesses. Grocery stores that join SRC will follow the SRC store development program that is integrated offline and online to increase competitiveness.

The branch area with the most SRC members among other branches is 1176 SRC Stores, Banjarnegara with 583 SRC Stores, Cilacap with 997 SRC Stores, Purbalingga with 384 SRC Stores, and Kebumen with 611 SRC Stores. PT HM Sampoerna's sales operation area office in Purwokerto is also the area office with the best sales on a national scale. So the research conducted in Banyumas is very appropriate. Researchers conducted a temporary survey of SRC stores in the Purwokerto area which found that several stores using the AYO SRC application experienced several obstacles including the lack of ability to use the application making the store owner unable to use the AYO SRC application fully, there were weak signal constraints and also applications that were erroneous when used making the store difficult to use the application. In addition, very long system loading makes it difficult for stores to get sales information, and there are also frequent problems when logging in and the application often logs itself out.

According to Erwin (2019), the evaluation or success of information systems is a research topic that has been conceptualized since the early 1980s, so in the end, an evaluation concept developed by DeLone and McLean was found, known as the Information System Success Model (ISSM). According to ISSM, an information system can be measured for success or success based on six factors, namely information quality, system quality, service quality, user intensity, user satisfaction, and net benefits.

System quality according to DeLone & McLean (2003) is the performance of the system which refers to how well the hardware, software, policies, and procedures of the information system can provide information for user needs. According to Delone and McLean in Azzahra (2020), three elements affect service quality, namely assurance, namely the quality that the system raises, namely the quality assurance provided by the system, empathy, namely users are cared for by the system, and system responsiveness, namely the quality of the system's response to the actions that users take. User Intensity according to Astuti and Subandiah (2021) explains that the intensity of application users involves attitudes or actions carried out by a person or group of people as objects directed at an object. An attitude that is carried out intensively will affect other attitudes. User satisfaction according to DeLone and McLean (2003) in Azzahra (2020) information systems is the response and feedback that users give rise to after using information systems.

This research is important to do because previous research conducted by Rangkuti (2022) only examined the user experience in the Ayo SRC application using the User Experience Questionnaire (UEQ), research conducted by Nabila (2023) examined the effectiveness of SRC digital innovation, Vyona's research (2020) on Sampoerna's CSR in building a positive image through the AYO SRC Application. Sadewo's research (2020) on the effectiveness of SRC digital innovation in increasing the sales volume of grocery stores.

Based on previous research, no one has examined the success rate of the AYO SRC application, so further research needs to be done on the success rate of the AYO SRC application to find out how

much benefit will be obtained from using the system. In addition, in DeLone and McLean's theory, there is no user intensity variable, researchers include the user intensity variable because some previous studies have different results such as in Fajar and Sfenrianto's research (2020), and Marwani (2015) which found that user intensity has a positive effect on system success. In contrast, research by Krisdiantoro et al (2018) user intensity does not affect system success. In addition, there has not been much research on user intensity that affects system success.

Therefore, the purpose of this study is to determine the level of success of the Ayo SRC Application according to grocery stores or MSMEs in using the application. Based on the problems and constraints of the use of the AYO SRC Application that has been found, researchers need to research "determinants of the success of the AYO SRC Application in supporting MSMEs to Go Digital". The implications of this study are expected to be a reference for companies in developing more AYO SRC Application Services to be more responsive in dealing with obstacles or consumer problems; so that users will increasingly use the AYO SRC Application. In addition, people who have a grocery store business; can consider again to be able to join the SRC to feel the benefits of using the AYO SRC Application.

2. Literature Review

DeLone and McLean's Information Systems Success Theory

DeLone and McLean proposed a theory regarding the information system success model known as the DeLone and Mclean Information System Success Model. The study conducted by DeLone and McLean to explain the success or success of an information system is the best-known study compared to other studies. DeLone and McLean state in their latest theory that while almost all the variables involved show a fairly strong relationship, the level of weak relationships between the variables is very low or even non-existent. Therefore, the final theoretical model of 2003 is considered more suitable for measuring and interpreting the system's success in real terms. The picture is shown in figure 1.



Figure 1. DeLone and McLean Kesuskesan Model, 2003

Effect of System Quality on Intensity of Use

System performance, or how well the information system's hardware, software, policies, and processes can offer information for user needs, is what is meant by system quality. According to Indrawan et al (2021), System quality significantly positively affects the intensity of system use. This can be seen from the better the quality of the system provided, such as the easier the system is to use, flexible, easy to operate, fulfills user goals, the more the intensity of the system users increases. In light of those above, the study's hypotheses are:

H1: The better the system quality, the higher the intensity of system use. Effect of System Quality on User Satisfaction

An information system's usage or non-use is determined by its system quality, which includes features like equipment availability, equipment dependability, simplicity of use, and response time. The system's consistency, user-friendliness, readability, information organization, speed, and application layout/design are some crucial components. (Syahfitri et al, 2022). According to Nilwanda (2021), The system quality has a high proportion of achievement, and this will positively affect users' happiness with the system. Based on the above, the hypotheses in this study are: **H2: The better the system quality, the higher the user satisfaction will be.**

Effect of Service Quality on Intensity of Use

DeLone and McLean (2003) argue that the instruments of service quality, namely information systems must have the latest hardware and software, be reliable, provide fast service to customers, have the knowledge to do their job well and information systems must prioritize the interests of their users. Indrawan's research (2021) shows that service quality has a significant positive effect on user intensity. This is because the higher the level of service quality provided will affect the interest and intensity of using information systems in utilizing the system. Based on the above, the hypotheses in this study are:

H3: The better the service quality, the higher the intensity of system use.

Effect of Service Quality on User Satisfaction

Because current system users are external users of the organization rather than workers or internal users, DeLone and McLean (2003) contend that service quality is more significant than other applications. The same findings are shown by Arafat's research (2020), which indicates that customer happiness is significantly positively impacted by service quality. This is because user happiness increases with the caliber of application services offered by the information system supplier. Service quality can be realized in the form of information system updates. If the quality of service is good, then this will create a feeling of satisfaction for its users. Therefore, the hypothesis of this study is: **H4: The better the quality of service, the higher the system user satisfaction will be.**

The Effect of User Satisfaction on Intensity of Use

User satisfaction focuses on the level of satisfaction or satisfaction with a product, service, or experience. This reflects the extent to which users are satisfied with the quality, performance and benefits they get from a particular product or service. Thus, if users are satisfied with the product or service, they will tend to continue to use the system or use the system or application more often and then recommend it to others. Research conducted by Ningrum (2020) and Renata (2020) provides the same results that user satisfaction has a significant positive effect on user intensity. This means that the more satisfied a person is in using an information system for good product service or good system quality, the more often or intensely users will utilize the system. Based on the above, the hypotheses in this study are:

H5: The higher the user satisfaction, the higher the intensity of system use.

Effect of Usage Intensity on Application Success

User intensity is how often or how much a system or service is used by users. This can be seen in the frequency of use of the system by measuring how often the system is used and how long the duration of time used to access an information system. the more often the information system user, the user will be able to feel the benefits generated by using the information system. Then research by Fajri (2020) and Kurniawan (2022) got the same results that user intensity affected net benefits. This shows that users will benefit from information systems more when they utilize them more frequently. The hypotheses in this study are:

H6: The higher the intensity of use, the greater the success of the system.

The Effect of User Satisfaction on Application Success

Application Success in this study uses a measurement of the net benefits of information systems. The impacts of employing information systems on people, groups, organizations, companies, communities, and so forth are known as net benefits. This covers the effects on people, specifically clients and the community or institutions. In the case of organizations that can be measured from organizational performance, the benefits felt will affect work practices (Kurniawan, 2022).

This demonstrates that users will receive greater benefits in proportion to their level of pleasure with the application, and it clarifies why users are content with the information system in the application they use: they gain from utilizing it. In light of the aforementioned, the study's hypotheses are: **H7: The higher the user satisfaction, the greater the system's success.**

The Effect of System Success in Supporting MSMEs Go Digital

The results of research by Ardiansyah (2020) suggest that the results of modeling the use of applications or digitalization have formed the most major themes to support the success of MSMEs in Indonesia, be it supporting MSMEs or business models. Then it is hoped that digital business users who focus on MSMEs in Indonesia will become more advanced. Another thing that is still being carried out even though it is online is the existence of training for MSMEs, mentoring, marketing to customer service. The hypotheses in this study are:

H8: The higher the success of the AYO SRC system, the higher the efforts to support MSMEs to go digital.



Figure 2 Research Model

3. METHOD

The methodology of the research is described in this section. This section's features are as follows: (1) study design; (2) population and sample (research target); (3) methods for developing instruments and collecting data; and (4) methods for data analysis.

Research Design

This type of research is a type of quantitative research to test the hypothesis that has been prepared in advance. This type of research explains the relationship or influence between variables. This study uses primary data sources, namely data obtained directly from the source of information. Direct data collection by researchers to respondents through questionnaire media, namely in the form of structured questions, which have been previously compiled and then distributed through the help of Google form. The questionnaire was distributed to SRC Stores in Banyumas Regency through the SRC association Whatsapp group.

Participants/Sample Selection and Data Sources

The study's population is 1176 who are members of SRC stores in Banyumas Regency. The sample taken in this study was a purposive sampling method. This method is done by determining sampling based on certain criteria that follow the research so that it is expected to get results that are following the research objectives. The criteria determined in this study are Stores that are members of the SRC for at least one year in the Banyumas Regency area and SRC Stores that download and use the AYO SRC Application. The Slovin formula was used to determine the number of research samples, namely:

$$n = \frac{N}{1 + N(d)^2}$$

Description: n: Minimum sample size required N: Population size d.: Level of Desired accuracy (d=0.1), So that the sample in this study is: 1176

$$n = \frac{1170}{1 + 1176(0,1)^2}$$

n =
$$\frac{1176}{12,76}$$
 = 92,16 Sample

Data Collection Techniques and Variable Measurement

In order to collect data for this study, respondents were given a questionnaire. The questionnaire conntains a list of questions in written and is given directly to the research subject to get answers directly from the subject. The questionnaire will be distributed via Google Forms media to be effective in terms of time and researcher reach. The questionnaire will be distributed to shops that are members of the SRC through the SRC Paguyuban WhatsApp Group in Banyumas Regency. When utilizing tools that measure variables through questions that are graded on a Likert scale from 1 to 5. The Likert scale categories in this study are:

Code	Description	Score
SA	Strongly Agree	5
А	Agree	4
Ν	Neutral	3
D	Disagree	2
SD	Strongly Disagree	1

Table 1 Research Likert Scale

Source: Processed Data

Operational Definition of Variables

System Success

Information system success according to the DeLone and McLean Model (2003) is the net benefit of the information system as a result of using the system. The test of system success is increasing knowledge, saving expenses, saving time, and ease of work.

UMKM Go Digital

Is a digital innovation that invites MSMEs to utilize digital platforms as a medium for buying and selling online. Measurement of UMKM Goes Digital variables, namely creating profits, fostering creativity and innovation, and providing education to users.

System Quality

According to DeLone and McLean (2003), system quality is the system's ability to meet user needs through the capabilities of its hardware, software, policies, and processes. System dependability, adaptability, security, ease of use, and access speed are all indicators of system quality.

Service Quality

Service quality is a system that systematically combines various research designs to collect and communicate service quality information to support decisions (Ahmad, 2023). Indicators of assessing service quality variables are responsiveness, assurance, and empathy.

User Intensity

User intensity concerns the attitude or actions taken by a person or group of people as a directed object at a particular object. Indicators of user intensity variable assessment are attention, appreciation, and duration of system use (Astuti and Subandiah, 2021).

User Satisfaction

Is a feeling that arises after using a system that matches the user's expectations or can be interpreted as the result of a user assessment. (Mbing, 2023). Indicators of user satisfaction variable assessment are repeat product purchases, repeat system visits, and user surveys.

Data Analysis Techniques

The study employed SmartPLS software to analyze data from a questionnaire. Partial Least Square, or PLS for short, is a variant-based structural equation analysis method that can evaluate both the structural model and the measurement model at the same time. SEM stands for structural equation model. There are several ways of testing using SmartPLS, namely:

Designing the Measurement Model (Outer Model)

A value that describes the connection (correlation) between an indicator and its latent variable is called the outer model. The loading factor value of each indicator is employed in this investigation in conjunction with the outer model measurement. Reflective measures are said to be high and highly recommended if a correlation of more than 0.7 is acceptable. While the standardized loading factor value> 0.5 is acceptable, while below 0.5 will be eliminated from the analysis process, when eliminated from the model, it increases the composite reliability value or average variance extracted (Ariesta, 2015).

There are several ways to assess the outer model in this study, namely by testing convergent validity with the criteria that the outer model value must be above 0.5 or 0.7, so it can be said to meet the requirements of convergent validity. Then discriminant validity with the criteria that the root value of the Average Variance Extracted (AVE) is greater than the correlation between latent variables, it can be said that the variable has good discriminant validity. After that, test the composite reliability by

looking at the Cronbach's Alpha value and the Composite Reliability value, if the Cronbach's Alpha value and the Composite Reliability value are greater than 0.7, it can be concluded that this latent variable has good reliability.

Designing a Structural Model (Inner Model)

The inner model determines the specification of the relationship between latent constructs and other latent constructs. This evaluation includes the model fit test, path coefficient, and R2. The model fit test is carried out before testing the significance of the path coefficient and R2. In SmartPLS, assessing the model starts by looking at the R-square value for all independent latent variables. According to Chin (1998) in Ghozali (2015) an R-Square value of 0.67 is considered strong, 0.33 is moderate, and 0.19 is considered weak.

Hypothesis Test

The next step is to test the hypothesis. Hypothesis testing is used to explain the direction of the relationship between the independent variable and the dependent variable. The results of the correlation between constructs are measured by looking at the path coefficients and their significance levels which are then compared with the research hypothesisThe value of path coefficients and p-values in the total impacts of the outcomes of simultaneous variable data processing can be used to choose whether to test hypotheses concurrently or jointly (Arafat, 2020). P-value ≤ 0.05 indicates that the hypothesis is accepted, whereas p-value > 0.05 indicates that the hypothesis is rejected. This is the foundation for decision-making.

4. RESULS AND DISCUSSION

Results

Descriptive Statistics

Descriptive analysis explains the description of each research variable consisting of system quality (KS), service quality (KL), user intensity (IP), User Satisfaction (KP), system success (SS), and UMKM Go Digital (GD) shown in the following table 2.

Variable	Average	Std. Deviation	Minimum	Maxsimum
KS	19.69	2.77	13	25
KL	11.92	1.68	7	15
IP	12.31	1.65	7	15
KP	12.34	1.63	8	15
SS	16.4	2.31	10	20
GD	12.49	1.66	9	15

Table 2 Descriptive Statistics Results

Source: Processed Data, 2024

The data will be analyzed using SmartPLS software. To evaluate the measurement model (outer model), the structural model assessment (inner model), and the hypothesis test, tests were conducted using data analysis.

Data Analysis



Evaluation of the Measurement Model (Outer Model)

Figure 3 PLS Algorithm (Source: Processed Data, 2024)

Convergent Validity

The loading factor parameter, or the correlation between the construct score and the item score/component score, is used to quantify convergent validity tests. The Loading Factor value, which must be greater than 0.7, can be said to be ideal or a loading factor of more than 0.5 is still acceptable, meaning that the contribution of the indicator to the latent variable value of 50% is still acceptable. In addition, the convergent validity test can be seen from the AVE value. If the AVE value> = 0.4, the conditions for testing construct validity have been met.

Variable	Indicator	Loading Factor
System Quality (KS)	KS 1	0.678
	KS 2	0.741
	KS 3	0.765
	KS 4	0.718
	KS 5	0.715
Service Quality (KL)	KL 1	0.775
	KL 2	0.876
	KL 3	0.837
User Intensity (IP)	IP 1	0.864
	IP 2	0.749
	IP 3	0.833
User Satisfaction (KP)	KP 1	0.858
	KP 2	0.822
	KP 3	0.861
System Success (SS)	SS 1	0.804
	SS 2	0.771
	SS 3	0.854

Loading Factor	Fable	31	Loading	Factor
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0.776
0.793
0.791
0.852

Based on the analysis results in the table above, it can be seen that all variables have a loading factor value of more than 0.7 or 0.5, it can be concluded that the indicators of these latent variables already have good convergent validity values.

AVE	Keterangan
0.524	Valid
0.689	Valid
0.667	Valid
0.718	Valid
0.643	Valid
0.660	Valid
	AVE 0.524 0.689 0.667 0.718 0.643 0.660

Fabel 4 Rata-rata	Varians v	yang Diekstraksi ((AVE)
			()

Source: Processed Data, 2024

Based on the table above, shows that the AVE value for each variable is greater than 0.4, meaning that the minimum AVE limit has been met. Therefore, it can be concluded that the convergent validity in this study seen from the loading factor value and the AVE value has been met, therefore it can be said that every sign in this study is valid, so they are suitable for further research.

Discriminant Validity

The model of discriminant testing is done by comparing the value of the square root of the AVE (Average Variance Extracted) of each construct with other correlation constructs. If the root value of the AVE of each construct is greater than the correlation value between its latent variables, it can be said that the variable has good discriminant validity.

	IP	KP	SS	KL	KS	GD
IP	0.817					
KP	0.660	0.847				
SS	0.663	0.636	0.802			
KL	0.531	0.550	0.610	0.830		
KS	0.608	0.620	0.743	0.669	0.724	
GD	0.580	0.576	0.554	0.497	0.497	0.812

Table 5 Latent Variable Correlations

Source: Processed Data, 2024

Based on the table shows that the root value of AVE for all constructs has a value greater than the correlation between its latent variables. For example, the root value of the user intensity variable (IP) 0.817 is greater than all correlations of latent variables, namely user satisfaction variable (KP) of 0.660, system success variable (SS) 0.663, service quality variable (KL) 0.531, system quality variable (KS) 0.608, and MSME Go Digital variable (GD) 0.580. It can be concluded that all variables have good discriminant validity.

Composite Reliability

The value of the reliability test for Cronbach alpha and the value of composite reliability with the criteria must be greater than 0.7, then the construct can be said to be reliable and meet the reliability test. Here are the values of composite reliability and Cronbach's alpha of each variable.

Table 6 Reliability Test				
Construct	Cronbach's	Composite	Criterion	Ket
	Alpha	Reliability		
System Quality (KS)	0.774	0.846	0.7	Reliabel
Service Quality (KL)	0.773	0.869	0.7	Reliabel
User Intensity (IP)	0.751	0.857	0.7	Reliabel
User Satisfaction (KP)	0.804	0.884	0.7	Reliabel
System Success (SS)	0.815	0.878	0.7	Reliabel
MSMEs Go Digital (GD)	0.751	0.853	0.7	Reliabel

Source: Processed Data, 2024

Based on the table above can be seen that the value of Cronbach's alpha and the value of Composite reliability is greater than 0.7, for example, the system quality variable has a Cronbach alpha value of 0.774 and the value of composite reliability of 0.846, the value is greater than the required criteria of 0.7, it can be concluded that all latent variables have good reliability.

Evaluation The Structural Model (Inner Model)

Merut Chin (1998) in Ghozali (2015) strong R-Square value is worth 0.67, 0.33 moderate, and 0.19 considered weak. Here is the R-square table in this study.

Table 7 R-Square		
Construct	R-Square	
User Intensity (IP)	0.508	
User Satisfaction (KP)	0.417	
System Success (SS)	0.509	
MSMEs Go Digital (GD)	0.307	

Source: Processed Data, 2024

Based on Table 9, it can be seen that the R-square value of the user intensity variable is 0.508, the user satisfaction variable is 0.417, the system success variable is 0.509, and the MSME Go Digital variable is 0.307, meaning that the R-square value is good, only the MSME Go Digital variable is included in the moderate or medium category. Construct variables user satisfaction (KP) can be explained by the variable quality system (KS) and quality of Service (KL) is equal to 42%, while the rest is explained by other variables. Furthermore, the user intensity variable (IP) and user satisfaction variable (KP) can explain the effect on the system success variable (SS) by 51%, and the go Digital MSME variable can only be explained by the user intensity variable (IP) and user satisfaction (KP) only by 31%, while the rest is explained by other variables outside this research model.

Hypothesis Test

Hypothesis testing is used to test the effect of the relationship between variables. The hypothesis test in the study was conducted by looking at the value of p-values and T-static. A

Table 8 Path Coefficient Results					
Path	Original	Sample	Standard	T Statistik	P Values
	Sample (O)	Mean (M)	Deviation		
			(STDEV)		
$KS \rightarrow IP$	0.259	0.271	0.109	2.363	0.009
$\text{KS} \rightarrow \text{KP}$	0.456	0.466	0.098	4.666	0.000
KL ightarrow IP	0.119	0.110	0.130	0.919	0.179*
KL o KP	0.245	0.243	0.109	2.241	0.013
${ m KP} ightarrow { m IP}$	0.435	1.436	0.097	4.499	0.000
$IP \rightarrow SS$	0.431	0.439	0.098	4.384	0.000
$\text{KP} \rightarrow \text{SS}$	0.351	0.347	0.100	3.495	0.000
$SS \rightarrow GD$	0.554	0.561	0.064	8.625	0.000

hypothesis is accepted if the T-statistic is greater than the T-table and the p-value is greater than 0.05. Here are the path coefficients of this study.

Source: Processed Data, 2024

DISCUSSION

Based on the results of the path coefficients in Table 10 can be seen that the variable quality of the system has a positive influence (O = 0.259) on the intensity of the user, the value of the path coefficient has a statistical value of $T \ge 1.96$ is 2.363 and p – value 0.009 < 0.05, it can be said that the variable quality of the system significant positive effect on the intensity of the user, so that in hypothesis 1 which states that the better the quality of the system the higher the user intensity of the system is accepted (**hypothesis 1 supported**). The results of this study are reinforced by previous research conducted by Mawarni and Sadida (2015), Andarwati (2016), Krisdiantoro et al, and Indrawan et al (2021) which states that the quality of the system has a significant positive effect on user intensity. This follows the theory put forward by DeLone and McLean (2003) that the quality of the system is a measurement of information systems that focuses on the results of interaction between users with the information system. This means that the higher the quality of the system, the more users will use it.

The construct of system quality has a positive influence (O = 0.456) on user satisfaction, with a statistical t-value of $4.666 \ge 1.96$, and p-value of 0.000 < 0.05, it can be said that the variable of system quality has a significant positive effect on user satisfaction, so that in hypothesis 2 which states that the better the quality of the system, the higher the user satisfaction will be received (**hypothesis 2** is supported). This study is in line with research conducted by Andika et al (2019), Azzahra and Pratomo (2020), Khairunnisa and Yunanto (2017), Novianto (2020), and Rahayu (2018) which shows that the quality of the system has a significant positive effect on user satisfaction. This is following with the theory put forward by DeLone and McLean which suggests that the quality of the system affects user satisfaction, the better the quality of the system can be developed optimally, it will be able to increase user satisfaction and interest in the use of the AYO SRC system over time will increase.

The construct of service quality has a positive influence (O = 0.119) on the intensity of users, with a statistical t-value of $0.919 \ge 1.96$, and p-value of 0.179 > 0.05, it can be said that the variable of service quality does not have a positive effect on user intensity, so that hypothesis 3 which states the better the quality of service, the higher the user intensity will be rejected (**hypothesis 3 is not supported**). This study contradicts the research of Fajri and Sfenrianto (2020), Indrawan et al (2021), and Mawarni (2015) who argue that the better the quality of service, the higher the intensity of users. However, this study is in line with Kurniawan's research (2022) which shows that the quality of

services does not affect the intensity of Information System users because the services of the information system offered are not good. The results of this study do not follow with The Theory of DeLone and McLean which suggests that the quality of service affects the intensity of users or interest in using information systems.

The construct of service quality has a positive influence (O = 0.245) on user satisfaction, with a statistical t-value of $2.241 \ge 1.96$, and p-value of 0.013 < 0.05, it can be said that the variable of service quality has a significant positive effect on user satisfaction, so that in hypothesis 4 which states the better the quality of service, the higher the user satisfaction will be received (**hypothesis 4 is supported**). This study is in line with research conducted by Angelina et al (2019), Arafat (2020), Azizah et al (2021), and Kurniawan (2022) which states that service quality has a positive effect on user satisfaction. This is following The Theory of DeLone and McLean which states that the better the quality of Information System Services will increase the satisfaction of Information System users.

The construct of user satisfaction has a positive effect (O = 0.435) on the intensity of the user, with a statistical t-value of $4.499 \ge 1.96$, and p-value of 0.000 < 0.05, it can be concluded that the user satisfaction variable has a significant positive effect on the intensity of the user, so that in hypothesis 5 which states that the higher the user satisfaction, the higher the user intensity of the system will be accepted (**hypothesis 5 supported**). This study is in line with research conducted by Hendyca et al (2017), Puspitasari (2017), and Fajri and Sfenrianto (2020) who got the same results that user satisfaction has a significant effect on user intensity. This study follows The Theory of DeLone and McLean where the higher the satisfaction of users of Information Systems, the more often users use the system.

Constructs user intensity has a positive effect (O = 0.431) on the success of the system, the statistical t-value of $4.384 \ge 1.96$, and p-value 0.000 < 0.05, it can be concluded that the variable user intensity has a significant positive effect on the success of the system, so in hypothesis 6 which states that the higher the intensity of the user, the greater the success of the system will be accepted (**hypothesis 6 supported**). This study is in line with research conducted by Mawarni (2015), Fajri and Sfenrianto (2020), and Puspitasari et al (2017), which states that the intensity of the user has a significant effect on the success of the system, which the more often the user uses the system, the higher the success rate of a system. This study follows The Theory of DeLone and McLean which suggests that the intensity of Information System users who will increase the success of the system is characterized by the benefits that can be felt by users of the system.

The Construct of user satisfaction has a positive effect (O = 0.351) on the success of the system, with a statistical t-value of $3.495 \ge 1.96$, and p-value of 0.000 < 0.05, it can be concluded that the variable user satisfaction significant positive effect on the success of the system, so that in hypothesis 7 which states that the higher the user satisfaction the success of the system the greater the system will be accepted (**hypothesis 7 supported**). This study is in line with research conducted by Angelina et al (2019), Erwin and Wijaya (2019), Arafat (2020), Novianto (2020), Azzizah et al (2021), Sulistyorini et al (2021), Darmawan (2022), Shahfitri (2022) and Yunia et al (2022) who get the same results that are user satisfaction has a significant effect on the success of measured by net benefit. This study follows the theory of DeLone and McLean which shows that the success of the system is influenced by the user satisfaction system, the higher the level of user satisfaction, the higher the level of success of the system.

The construct of system success has a positive influence (O = 0.554) on Go Digital MSMEs, statistical t-value $8.625 \ge 1.96$, and p-value 0.000 < 0.05, it can be concluded that the system success variable has a significant positive effect on Go Digital MSMEs, so in hypothesis 8 which states that

the higher the success of the come SRC system, the higher the effort in supporting go Digital MSMEs is accepted (**hypothesis 8 is supported**). This study is in line with research conducted by Ardiansyah (2020), Tirtana et al (2020), Fuadi et al (2021), Hanim et al (2021), and Riswati et al (2022), which shows that digitization of MSMEs helps efforts to increase revenue and develop the trading business of business actors. This means that the more successful a system is characterized by the increased ability of store owners to sell online, increased creativity in developing products, and increased sales profits will help the efforts of the AYO SRC Application in supporting go digital SMEs. This assessment session with DeLone and McLean's theory shows that the higher the success of a system it will give benefits to its users.

Table 9 Summarizes The Results Of The Hypothesis Test		
Construct	Result	
System Quality $ ightarrow$ User Intensity	Supported	
System Quality $ ightarrow$ User Satisfaction	Supported	
Service Quality $ ightarrow$ User Intensity	Rejected	
Service Quality $ ightarrow$ User Satisfaction	Supported	
User Satisfaction $ ightarrow$ User Intensity	Supported	
User Intensity $ ightarrow$ System Success	Supported	
User Satisfaction \rightarrow System Success Supporte		
System Success $ ightarrow$ MSMEs Go Digital	Supported	

Source: Processed Data, 2024

Conclusion

Based on the results of research and discussion in the previous chapter can be concluded as follows: (1) the better the quality of the system, the higher the intensity of AYO SRC Application users. (2) the better the quality of the system, the higher the user satisfaction of the AYO SRC Application. (3) the better quality of Service does not affect the high and low intensity of AYO SRC Application users. (4) the better the quality of service, the higher the user satisfaction with the AYO SRC Application. (5) The AYO SRC Application has a higher user intensity when there is greater user satisfaction. (6) the higher the intensity of the user, the success of the system or AYO SRC Application will be greater. (7) The success of the AYO SRC system or application will increase with user happiness. (8) the higher the success of the AYO SRC system, the higher the efforts in supporting Go Digital MSMEs.

Research Implications

Theoretical Implications

The results of this study indicate that the quality of the system is good, the quality of Service is good, the intensity of use is high, and the high level of user satisfaction with the application AYO SRC indicates that the success of the application AYO SRC was high. With this, the AYO SRC Application is successful in its commitment to helping MSMEs Go Digital. This follows The Theory of DeLone and McLean that the quality of the system, quality of service, user intensity, and high user satisfaction make a high level of system successful in providing good benefits for users.

Practical Implications

The results of this study can be a reference for the company in developing the AYO SRC Application Service to be more responsive in dealing with obstacles or consumer problems; so that users will increasingly use the AYO SRC Application. In addition, people who have a grocery store

business; can consider again to be able to join the SRC to feel the benefits of using the AYO SRC Application.

Remarks and suggestions

The conclusion of this study is at the time of research questionnaires in various regions in Banyumas many are not included in the definition of the questionnaire. In addition, at the time of the distribution of the questionnaire, many SRC store owners did not use the application or the application had been uninstalled. Therefore, the results of the questionnaire received only 115 respondents from 1176 residents. There are research results that are not significant, namely the quality of service to the intensity of use that can be provided to store owners using the AYO SRC Application only as needed. Therefore they do not use the application too often in a day.

Based on the existing limitations, the researchers suggest further research to expand the spread of research questionnaires evenly again in Banyumas Regency; so that the results received are more accurate because the respondents are wide and the number of samples will be more. In addition, further research may use other variables such as user partitions, individual characters, and the effectiveness of the use of the system. Then further research can also use other theories that are not used in this study such as Task Technology Fit Theory and the diffusion of Innovation Theory.

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