ANALYSIS OF FACTORS INFLUENCING USER SATISFACTION IN USING ACCESSBI

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Abstract

Objectives To identify the correlation between information (Content, accuracy, format, timeliness) and system (ease of use, operating speed of system) toward user satisfaction in using accessbi. The framework is based on Doll and Torkzadeh as the primary foundation with 1 additional factor (operating speed of system) for investigation as well as the current user satisfaction itself. This research are intended to gain further knowledge to determine which factors that is most affecting the user satisfaction towards accessbi in which those knowledge can be used to increase accessbi’s quality as well as user satisfaction. In addition, the priority list also included to identify the major issues that user concern when they are using accessbi.

Method The research conducted by distributing 100 questionnaires randomly in Binus International as the representative of accessbi’s user. The data were analyzed using SPSS where the demographic issue and the frequency of user in using the system were presented by using chart. The major issue itself was further investigated by using SPSS software version 17 for detailed analysis.

Result There is correlation between timeliness, ease of use, operating speed of system and user satisfaction towards accessbi. On priority list, accuracy,content, and timeliness are included as the top 3 priority list by respondent. However, according to statistical analysis, the overall factors that included in this research contribute to user satisfaction toward accessbi by seeing its significance value as a whole.

Keywords accessbi, user satisfaction