

Analysis of Acceptance and Success of Digipos Aja Telkomsel in Kalimantan Region Using The Integration of UTAUT and DeLone & McLean Models

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Keywords

Point of Sales, UTAUT, Delone & McLean, Digipos Aja, Telkomsel, Integration.

ABSTRACT

The current development of technology and information is driving various business sectors to undergo transformation. Telkomsel continues to strive to enhance ease in providing digital connectivity support solutions. One of these efforts is the establishment of a supply chain ecosystem through the management of Telkomsel resellers by introducing the Digipos Aja application. This research aims to identify factors that influence acceptance and success of implementing Digipos Aja. It employs variables from the Unified Theory of Acceptance and Use of Technology (UTAUT) model and Delone and McLean IS Success model. Quantitative method involves collecting data about usage frequency, user satisfaction levels, and benefits received through a questionnaire distributed to 400 resellers using DigiPOS Aja in the Kalimantan region. Quantitative data is analyzed using Partial Least Square (PLS) and Structural Equation Modeling (SEM) with the data processing tool SmartPLS. The research results indicate that two variables, System Quality and Service Quality, are not significant in relation to Continuance Intention.

INTRODUCTION

The development of information technology is one of the most significant phenomena in the 21st century. Since the discovery of the internet and computers, information technology has developed rapidly and has had a major impact on almost all aspects of human life. The development of information technology has changed the way we work, communicate and interact with the surrounding environment. Currently, information technology has become an integral part of everyday life, from systems used by companies and governments to household activities (Angraini, n.d.).

Advances in information technology have also had a major impact on business digitalization (Ahmad, Omar, & Ramayah, 2010). Information technology currently plays an important role in improving the quality of organizations. Its use is not only limited to automation, but also creates accuracy, speed and completeness of an integrated system, so that business processes are efficient, measurable and flexible, for example implementation in product distribution and sales processes.

Along with the increasingly rapid growth of smartphones, it allows users to connect to the internet and interact with digital applications and services easily and quickly. This also provides opportunities for developers and businesses to develop applications and services that can be accessed via smartphones, including Point of Sale (POS) applications. This kind of application can provide many benefits for resellers in running their business. By using digital POS, resellers can process customer purchases quickly and efficiently. The POS application can also help resellers manage sales and stock data, make it easier to create financial reports, view customer purchase history. Apart from that, using the application also makes it possible to carry out transactions with customers in a mobile and flexible manner, not limited to certain locations and times (Han, Wu, Wang, & Hong, 2018). Through the use of technology, resellers are expected to be able to increase their business profits.

Resellers play an important role in product sales, especially in marketing and distributing products to customers. As an intermediary between Telkomsel and customers, resellers play an important role in expanding market reach, increasing product visibility, maintaining relationships with customers, speeding up the sales process and advocating for customers to buy products. Currently, Telkomsel is not alone in managing resellers, but is collaborating with Telkomsel distributors or what are called Strategic Business Partners (SBP Partners). This reseller management has been going on for a long time, where previously resellers carried out sales transactions via UMB *181# with the MKIOS system before the presence of the Digipos Aja application.

Telkomsel presents the Digipos Aja application to support reseller business processes to be more flexible. Likewise, from the Strategic Business Partner side, reseller management becomes more controlled with the integration of the reseller's Digipos Aja system with SBP Partner's sales system. SBP Partners can monitor the number of resellers, arrange Sales Force visit schedules, control system for product distribution to outlets, daily sales in their area, etc.

For mobile application providers, application performance can be seen from ratings and reviews. If we look at the Digipos Aja ratings & reviews on Playstore, it shows the number 4.2, the rating on the mobile application and the reviews on Playstore are related, both are connected. Generally, a good rating will have lots of good reviews too (Novandari et al., 2022). Likewise, low ratings are usually filled with bad reviews. App ratings are given by users and reflect how well the app performs in terms of functionality and stability. Application ratings can influence user trust. However, application ratings do not always reflect the level of user satisfaction, because some users may give low ratings due to technical problems experienced (Garg & Sharma, 2020). Existing reviews can be input for application developers to make improvements or provide guarantees of service quality for users, in this case resellers.

Reseller complaints can also be found from reports via the complaint handling service. Based on information on ticket performance data for the February 2023 period via Digipos Service, it shows total traffic of 19,672 with a composition of 71% via voice channels and 29% via digital channels. Meanwhile, the largest interactions with the Digipos Service service were dominated by complaints at 75%, information at 24% and requests at 1%. Complaints with interactions that dominate are the Link Aja balance being cut but the NGRS stock failing, not being able to purchase packages, needing transaction status information, problems activating Link Aja, PLN payments but not getting tokens. Through the Curhatin Aja voice of reseller service, the majority of suggestions and input submitted by resellers to Telkomsel are dominated by input for the Digipos Aja application.

Based on the data presented, researchers want to see what factors can influence resellers in using the Digipos Aja application. This research will use several variables to see whether there is a positive and significant relationship for the use of the Digipos Aja application by looking at several factors to further increase user interest in adopting the Digipos Aja application and seeing the success rate of the Digipos Aja application.

There are many models for assessing technology acceptance, but among these assessment models, research shows that the Unified Theory of Acceptance and Use of Technology (UTAUT) provides a better understanding of behavioral intentions to use technology (Krismadinata, Jalinus, Rosmena, & Yahfizham, 2019). This research was conducted using the Unified Theory of Acceptance and Use of Technology (UTAUT) to examine the behavioral intentions to use the Digipos Aja application by resellers in the Kalimantan Region (Chang, 2012). The Unified Theory of Acceptance and Use of Technology (UTAUT) model is a synthesis of technology acceptance models that is used as an evaluation model for the use of technology. The UTAUT model has four key constructs, namely performance expectancy, effort expectancy, social influence and facilitating conditions on behavioral intention to accept technology (use technology) (Abdillah & Hartono, 2015; Brilliana, Prasetyo, & Monica, 2020; Ferghyna, Rachmadi, & Herlambang, 2020).

However, it is necessary to realize that the technology received by users is not necessarily successful or vice versa. Therefore, in addition to evaluating the acceptance of the technology, it is also very important to measure the success of the system. Currently, a popular model for assessing the success of a system is the theory of Delone & McLean. This model was developed in 1992 as Delone & McLean IS Success with the goal of consolidating previous research on information systems success into a simple format. This model was refined in 2003, a system is said to be successful based on six factors, namely, information quality, system quality, service quality, user satisfaction, use, and net benefits. In this research, two models will be combined, namely UTAUT and Delone & McLean IS Success, which aims to analyze technology acceptance and success in using the Digipos Aja application.

Based on this presentation, an analysis of technology acceptance and success in using the Digipos Aja application will be carried out among Telkomsel resellers in the Kalimantan Region using the UTAUT and Delone & Mclean IS Success methods to determine the level of usefulness and determine factors that need to be improved in the Digipos Aja application with the title **“Analysis of Acceptance and Success of Digipos Aja Telkomsel in Kalimantan Region Using The Integration of UTAUT and DeLone & McLean Models”**.

METHODS

Based on the type of research, this research is causal. Causal research is research conducted to provide an overview of the cause of a problem. This research explores which variables are the causes of other variables, which are the effects. This research tests models and hypotheses; therefore, quantitative methods are suitable for use in this research. Quantitative research is a research method in which behavior, opinions, knowledge or attitudes are measured and measured accurately.

Positivist research designs generally use quantitative research methodology with secondary data, experiments, or surveys. There are around eight points that influence positivism research, against which the analyzed data can be tested to determine whether it supports the hypothesis (testability) and prefers simple solutions in research to complex ones with many factors (parsimony).

From an approach to theory development, this research uses a deductive method. In deductive research, an approach is used to test theories on research topics; namely the presentation of theory in research is carried out from a general approach to a specific approach by explaining the general theory and narrowing it down to a specific hypothesis that is tested for measurement.

This research will also collect data directly using questionnaires from respondents and then process it into primary data. Apart from that, the involvement of researchers is non-contrived, where research is carried out in a normal environment that usually occurs or in other words it is called natural (Ph D. Indrawati, 2015).

Based on the time of the research, data collection was carried out in only one period, so the researcher used cross-sectional research for the time of the research, with a step-by-step process, namely the data was processed, analyzed, and then conclusions were drawn (Ph D. Indrawati, 2015).

Table 1
Research Characteristics

No	Criteria	Type
1	Research purposes	Explanatory
2	Research paradigm	Positivism
3	Approaches to Theory Development	Deductive
4	Research methodology	Quantitative
5	Research Strategy	Survey
6	Researcher Involvement	<i>Non Contrived Setting</i>
7	Execution time	<i>Cross Section</i>

RESULTS

Respondent Characteristics

This section explains the characteristics of the research respondents, namely reseller Digipos obtained through a questionnaire. Characteristics are important for knowing the picture of all the respondents who have been studied. Some of the respondent characteristic data used in this research include Digipos Aja application users, user status, application usage period and monthly turnover.

Table 2
Respondent Characteristics

Characteristics	Amount	%
Are you a user of the Digipos Aja application?		
Yes	400	100.00
Digipos Aja		
Frontliner	20	5.00
Outlet owner (owner)	380	95.00
How long have you been using Digipos Aja?		
Less than 1 year	52	13.00
1-3 years	127	31.75
> 3 years	221	55.25
Outlet turnover (sales) in 1 month		
Less than IDR 2,500,000	164	41.00
IDR 2,500,000 – IDR 5,000,000	93	23.25
IDR 5,000,001 – IDR 7,500,000	55	13.75
More than IDR 7,500,000	88	22.00

Source: Data processed by researchers (2023)

A total of 400 respondents who filled out the questionnaire were all Digipos Aja users. Based on Digipos Aja user ownership, the majority of respondents use Digipos Aja as outlet owners namely as many as 380 respondents (95.%) while those who use Digipos Aja as frontliner totaling 20 respondents (5%). From this data it can be seen that the majority of respondents are direct owners of the business reseller telecommunication.

Regarding the length of use of Digipos Aja, the majority of respondents used Digipos Aja for more than 3 years, namely 221 respondents (55.25%), those who used 1-3 years were 127 respondents (31.75%), and those who used Digipos Aja were less than 1 year as many as 52 respondents (13.0%). Based on sales turnover in 1 month, the majority answered less than IDR 2,500,000 as many as 164 respondents (41.00%), then for the turnover category IDR 2,500,000 – IDR 5,000,000 there were 93 respondents (23.25%), and IDR 5,000,001 – IDR 7,500,000 as many as 55 respondents (13.75%), and more than IDR 7,500,000 as many as 88 respondents (22.00%). The amount of revenue determines the outlet class used as the basis for various sales programs created by Telkomsel.

Analysis

Descriptive analysis presents a picture of the answers to the variables studied, namely performance expectancy, effort expectancy, social influence, facilitating conditions, information quality, system quality, service quality, continuance intention, use behavior and user satisfaction, as well as net benefits.

Table 3
Classification of Percentage Value Calculations

Classification	Percentage Range
Very Not Good	20% - 36%
Not good	>36% - 52%

Pretty good	>52% - 68%
Good	>68% - 84%
Very good	>84% - 100%

Source: Riduwan & Kuncoro, (2012: 22)

Measurement Model Test (Outer Model)

Evaluation outer model is an evaluation of the tools used for collect research data. This evaluation is used to determine validity and the reliability of data collection tools. Outer model or measurement model using test convergent validity, discriminant validity and reliability.

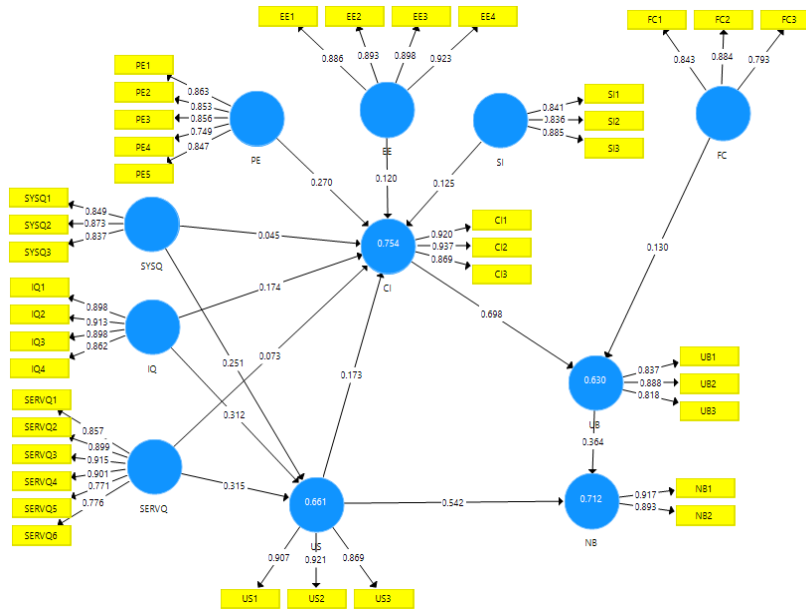


Figure 1. Measurement Model Test

Discussion of Research Results

The quantitative method is a combination of the UTAUT and *Delone & McLean IS Success* with 11 variables, there were 26 hypotheses tested in this research, with the following results:

Table 4
Hypothesis Test Results

Hypothesis	Connection	Information	Hypothesis	Connection	Information
H1	PE -> CI	Accepted	H14	US -> NB	Accepted
H2	EE -> CI	Accepted	H15	PE -> CI -> UB	Accepted
H3	YES -> CI	Accepted	H16	EE -> CI -> UB	Accepted
H4	FC -> UB	Accepted	H17	SI -> CI -> UB	Accepted
H5	SYSQ -> CI	Rejected	H18	FC -> UB -> NB	Accepted
H6	SYSQ -> US	Accepted	H19	SYSQ -> US -> CI	Accepted
H7	IQ -> CI	Accepted	H20	IQ -> US -> CI	Accepted
H8	IQ -> US	Accepted	H21	SERVQ -> US -> CI	Accepted
H9	SERVQ -> CI	Rejected	H22	SYSQ -> US -> NB	Accepted
H10	SERVQ -> US	Accepted	H23	IQ -> US -> NB	Accepted
H11	US -> CI	Accepted	H24	SERVQ -> US -> NB	Accepted
H12	CI -> UB	Accepted	H25	CI -> UB -> NB	Accepted
H13	UB -> NB	Accepted	H26	US -> CI -> UB	Accepted

1. The Effect of Direct Relationships Between Variables

In this section, we will discuss the results of testing the direct influence between variables in a research model that combines Delone & McLean and UTAUT.

The Influence of Performance Expectancy on Continuance Intention

Referring to the results of the hypothesis testing that has been carried out, *performance expectancy* positively influences *continuance intention* on the use of Digipos Aja. According to Venkatesh (2003), *performance expectancy* is defined as the level of individual confidence that using the system will help him to gain benefits or more optimal performance at work. This concept describes the benefits of the system for its users related to *perceived usefulness*, extrinsic motivation, task suitability, and profit *relative, outcome expectation* (Venkatesh et al., 2003).

The Influence of Effort Expectancy on Continuance Intention

Looking at the results of the hypothesis testing that has been carried out, effort expectancy positively influences continuance intention to use Digipos. Effort expectancy is the level of convenience associated with the use of technology by consumers (Venkatesh et al., 2003). The three constructs that make up this concept are perceived ease of use, ease of use and complexity (Venkatesh et al., 2003). Variable score effort expectancy amounting to 88.65% is in the very good category. *Resellers* gave the highest score on item EE2, namely that it doesn't take a long time to learn to use Digipos Aja. The ease of using the Digipos Aja application was also the biggest reason (31.25%) given *reseller* through open questions to respondents. If we look at the respondent profiles, it can be seen that 55.3% of respondents have used Digipos Aja for more than 3 years. This shows that *resellers* have been using the Digipos Aja application for quite a long time so the level of convenience is high.

The Effect of Social Influence on Continuance Intention

Based on the results of the hypothesis testing that has been carried out, *social influence* positively influences continuance intention Digipos Aja. *Social influence* is the degree to which a person feels that important others (for example, family and friends) believe that they should use a particular technology. The construct of social influence becomes significant when use is mandated (compulsory) (Venkatesh et al., 2003). There are 3 question items on the variable *social influence*, where the total score is 86.10%, which is very good. The question item with the highest score is item SI1, namely suggestions from *Sales Force*, SBP Partners, and Telkomsel employees can be considered in deciding to use the Digipos Aja application.

The Influence of Facilitating Conditions on Use Behavior

From the results of the hypothesis testing that has been carried out, facilitating conditions positively influences use behavior Digipos Aja. Facilitating conditions represents the extent to which an individual believes that the organizational and technical infrastructure is available to support the use of the system. Facilitating conditions had an immediate positive effect on intention to use, but after initial use, the effect became nonsignificant. Therefore, the model proposes that facilitating conditions have a significant direct influence on usage behavior (Venkatesh et al., 2003). Based on descriptive analysis of the question items facilitating conditions has a very good score of 86.43%. In the context of Digipos Aja facilitating conditions may include ownership device which supports access to the application in this case cell phone Android based.

The Influence of System Quality on Continuance Intention

Referring to the results of the hypothesis testing that has been carried out, system quality does not have a significant effect on continuance intention Digipos Aja. The better quality of information systems in providing system security will increase interest in using information systems. This result is different from studies that use the construct of D&M Success IS which shows a positive influence between the quality of information systems on interest in use, namely research conducted by Oktariyana et al. (2019), Novianti (2019). However, in research conducted by Firdausi and Nuryana (2023) with the research object of ULA applications in B2B, system quality has no significant effect on intention to use, where users feel that the quality of the system in the ULA application has no effect on their interest in using the application.

The Influence of System Quality on User Satisfaction

Meanwhile, the results of hypothesis testing regarding influencesystem quality to user satisfaction Using Digipos Aja shows significant results. Research conducted by DeLone & McLean, (1992) proves that system quality influences user satisfaction, the highersystem quality perceived by the user, the more satisfied the user is with the quality of the system. Studies that use the constructD&M Success IS which also shows the positive influence of system quality onuser satisfaction is research conducted by Israr et al. (2022).

The Influence of Information Quality on Continuance Intention

Based on the results of the hypothesis testing that has been carried out,information quality positively influencescontinuance intention Digipos Aja. Information quality used to measure the quality of the system's information output (DeLone & McLean, 2003). From the results of descriptive analysis on the question items given, the total score for the variableinformation quality 86.24% in the very good category. The high or low quality of information will influence the use of technology by system users. Research that uses the construct ofD&M IS Success Model shows a positive influence between information quality on interest in use, namely research conducted by Firdausi and Nuryana (2023), Oktariyana et al. (2019), Haris et al. (2020).

The Influence of Information Quality on User Satisfaction

From the hypothesis testing that has been carried out,information quality positively influencesuser satisfaction Digipos Aja. Complete and detailed information can provide a more satisfying user experience. DeLone and McLean (1992) assume that system quality and information quality, individually and jointly, influence user satisfaction and use. These results support studies that use the constructD&M Success IS which shows that there is a positive influence on the quality of informationuser satisfaction is research (Firdausi & Nuryana, 2023; Haris et al., 2020; Oktariyana et al., 2019).

The Influence of Service Quality on Continuance Intention

Looking at the results of the hypothesis tests that have been carried out, where service quality does not have a significant effect oncontinuance intention Digipos Aja. The results of the question items on the variablenesservice quality is the lowest compared to other variables, with a total score of 81.26%. For example, in the SERVQ3 question item aboutCustomer Service Digipos always able to resolve outlet complaints/problems, only got a score of 79.50%. There is still dissatisfaction reseller on service performancecall center 357 in resolving problems or obstacles experienced by reseller. This is also supported by the answers in the open question that reseller want the CS service to be even faster because sometimes reseller want to quickly get solutions to the problems they face, especially since they are the ones who deal directly with customers every day. Another indicator that has the lowest score is Digipos Aja domaintenance periodically, this shows that reseller feel uncomfortable frequentlymaintenance which occurs especially during peak hours or times when many buyers come to the outlet.

The Influence of Service Quality on User Satisfaction

On hypothesis testingservice quality to user satisfaction when using Digipos Aja, it shows significant results. Satisfaction is a comparison between perceived service quality and expected quality. If the perceived quality exceeds what was previously expected, then satisfaction will be felt. Based on the Digipos Aja development proposal on open questions,service quality provide a contribution of 3% regarding the proposed development and improvement of Digipos Aja, where complaints are handled tocall center 357 can be accelerated as usual reseller awaited by customers who are making transactions. On the other hand, if the perceived quality is lower than what was previously expected, then consumers will be disappointed as a form of expression of dissatisfaction. Other studies that use the constructD&M Success IS shows that there is a positive influence on system qualityuser satisfaction (Bayastura, Warsito, & Nugraheni, 2022; Israr et al., 2022).

The Influence of User Satisfaction on Continuance Intention

From the results of the hypothesis testing that has been carried out, user satisfaction positively influences continuance intention on the use of Digipos Aja. User satisfaction is the user's response to the system and the use of information system output (DeLone & McLean, 1992). Overall results of descriptive analysis of variables user satisfaction showed very well with a score of 85.52%. The highest score on question item US1, namely reseller feel satisfied with the function of the Digipos Aja application. Users who are satisfied with their experience using Digipos Aja tend to continue using the service. Factors such as application quality, customer support, security, suitability of information are interrelated and interact to form user satisfaction which ultimately influences the intention to continue using Digipos Aja.

The Influence of Continuance Intention on Use Behavior

Based on the results of hypothesis testing, where continuance intention positively influences use behavior Digipos Aja. Use behavior measures the actual frequency of use of technology by users. Intention most have a strong role in shaping the actual use and adoption of new systems (Venkatesh, Thong, & Xu, 2012). Based on descriptive analysis of variables continuance intention, in item CI2 reseller will use Digipos Aja as is done now to get a score of 88.85% in the very good category. Meanwhile, the CI3 indicator has a score of 87.50% on the CI variable, namely reseller would suggest that fellow outlets continue to use the Digipos Aja application to make sales, this indicates that it still exists reseller who may not feel confident in recommending the app to fellow outlets.

The Influence of Use Behavior on Net Benefits

Referring to the results of the hypothesis testing that has been carried out, use behavior have a significant effect on net benefits Digipos Aja. These results are in accordance with the research of Andika et al. (2017) that use behavior significant effect on net benefits. Use behavior measures the actual frequency of use of Digipos Aja by users, where in this variable there are items related to what reseller use the Digipos Aja application every month and get a score of 89.50%. Reseller Telkomsel will be considered active if you make at least 1 transaction in one month.

The Influence of User Satisfaction on Net Benefits

Looking at the results of the hypothesis testing that has been carried out, user satisfaction have a significant effect on net benefits Digipos Aja. The test results show that user satisfaction have the greatest influence on net benefits. These results support the research of Firdausi and Nuryana (2023) whose model was adopted in this research user satisfaction significant effect on net benefits. User satisfaction refers to the level of user satisfaction and happiness in using a product or service. User satisfaction includes their perception of the quality, performance and benefits provided by the product or service. Net benefits refers to the net benefits received by users by using the product or service.

2. The Effect of Indirect Relationships Through Intervening Variables

The Influence of Performance Expectancy on Use Behavior through Continuance Intention

Hypothesis testing results on influence performance expectancy use behavior through continuance intention shows positive and significant results. Analysis of this relationship involves the indirect effects of performance expectancy use behavior through continuance intention (Kumar, Adlakaha, & Mukherjee, 2018). In this case, performance expectancy influence continuance intention, which in turn influences usage behavior. When individuals believe that technology use will improve their performance, this tends to strengthen their intention to continue use. These stronger intentions will then drive more intensive usage behavior.

The Influence of Effort Expectancy on Use Behavior through Continuance Intention

Hypothesis testing results on influence effort expectancy use behavior through continuance intention shows positive and significant results. This suggests that if the perception of the effort required to use technology is low, this can be reinforced continuance intention. These stronger

intentions will then drive more intensive usage behavior. Conversely, if the perception of the effort required is high or difficult, this can be debilitating continuance intention and reduce usage behavior.

The Influence of Social Influence on Use Behavior through Continuance Intention

Hypothesis testing results on influence social influence to use behavior through continuance intention shows positive and significant results. In testing the influence hypothesis social influence to use behavior through continuance intention, we consider how the social influence an individual receives can influence intentions to continue using a technology, which in turn influences usage behavior. Just on Digipos, if reseller feel influenced by the positive views of people around them towards using Digipos Aja, they may have a stronger intention to continue using it. This strong intention will then encourage more frequent and sustained usage behavior.

The Influence of Facilitating Conditions on Net Benefits through Use Behavior

Hypothesis testing results on influence facilitating conditions to net benefits through use behavior shows positive and significant results. In this analysis, facilitating conditions can influence the perception of net benefits through its influence on usage behavior. Good supporting conditions can encourage more consistent frequency of technology use, ultimately increasing positive user experiences. This positive experience will then strengthen the user's perception of net benefit.

The Influence of System Quality on Continuance of Intention through User Satisfaction

Hypothesis testing results on influence system quality to continuance intention through user satisfaction shows positive and significant results (Albashrawi & Motiwalla, 2020). This result is different from the direct effect system quality to continuance intention, system quality does not have a direct significant impact on intention to continue. This shows that the direct influence of system quality to continuance intention it may not be significant, but its impact is through user satisfaction more prominent (Nguyen, Chiu, & Le, 2021). This means that if the quality of the system provided is good, user satisfaction will increase which in turn will have a positive impact on intention to continue.

The Influence of Information Quality on Continuance of Intention through User Satisfaction

Hypothesis testing results on influence information quality to continuance intention through user satisfaction shows positive and significant results. The importance of the quality of information presented by a system or service influences the intention to continue use through user satisfaction. Information quality includes accuracy, clarity, relevance and availability of information provided to Digipos Aja users. When using Digipos Aja, quality and clear information can provide better understanding, reduce uncertainty and increase user satisfaction.

The Influence of Service Quality on Continuance Intention through User Satisfaction

Hypothesis testing results on influence service quality to continuance intention through user satisfaction shows positive and significant results. As well as system quality, this result is different from the direct effect service quality to continuance intention, system quality does not have a direct significant impact on intention to continue. These results show that if users are satisfied with the quality of the service they receive, this will strengthen their intention to continue using the service.

The Influence of System Quality on Net Benefits through User Satisfaction

Hypothesis testing results on influence system quality to net benefits through user satisfaction shows positive and significant results. In this research model, it shows that the influence of system quality on net benefits does not occur directly, but is mediated by the level of user satisfaction. This means that although system quality may have a direct impact on user experience, its impact on net benefits occurs through the feelings of satisfaction generated by the user.

The Influence of Information Quality on Net Benefits through User Satisfaction

Hypothesis testing results on influence information quality to net benefits through user satisfaction shows positive and significant results. These results indicate that the direct influence of information quality on net benefits is obtained through the level of user satisfaction. This means that

good quality information can create feelings of satisfaction in users, which then contributes to their perception of the net benefits obtained from using the Digipos Aja system or service.

The Influence of Service Quality on Net Benefits through User Satisfaction

Hypothesis testing results on influence service quality to net benefits through user satisfaction shows positive and significant results. This indicates that service quality has a strong role in shaping user perceptions about net benefits, and this influence is mediated by the level of user satisfaction.

The Influence of Continuance Intention on Net Benefits through Use Behavior

Hypothesis testing results on influence continuance intention to net benefits through use behavior shows positive and significant results. The results of this analysis show that continuance intention has an important role in shaping user perceptions about net benefits, and this influence is channeled through use behavior or usage behavior. If users have a strong intention to continue using the service, this can influence frequency reseller in using Digipos Aja services, which in turn influences their views about the net benefits received.

The Influence of User Satisfaction on Use Behavior through Continuance Intention

Hypothesis testing results on influence user satisfaction to use behavior through continuance intention shows positive and significant results. When users are satisfied with the services they use, they tend to have more positive intentions to continue using them. Strong continuation intentions can then encourage users to engage in various types of more intensive or frequent usage behavior. Although user satisfaction can be motivating, the intention to continue using a service is the fundamental action in influencing how users actually interact with the service.

CONCLUSION

Based on the results of research using quantitative methods regarding the Digipos Aja application in the Kalimantan Region for users, several conclusions can be drawn to answer the questions in this research, from a total of 26 hypotheses tested in this research, 24 hypotheses were accepted and 2 hypotheses were rejected. namely H5 and H9, where system quality and service quality do not have a significant effect on continuance intention to use Digipos Aja. Based on the variables in the research model using UTAUT and Delone & Mclean IS Success, it can be seen that the variables that influence the use of Digipos Aja include performance expectancy, effort expectancy, social influence, facilitating conditions and continuance intention. Meanwhile, variables that influence user satisfaction of Digipos Aja users include system quality, information quality and service quality. If we look at the magnitude of the influence, performance expectancy directly has the greatest influence on continuance intention and through intervening user satisfaction, continuance intention is most influenced by service quality.

Regarding net benefits, direct user satisfaction has the greatest influence, while through use behavior the greatest influence is continuance intention. Judging from the net benefits received by Digipos Aja users in the Kalimantan Region, based on the research results it can be seen that Telkomsel resellers in the Kalimantan Region who use the application for transactions are experiencing more and more benefits, especially in helping to increase business productivity and profits and reduce expenses. outlets, such as transportation costs to distributors, registration costs, shipping costs, etc. As well as other benefits such as promotional assistance and communication media with distributors and Telkomsel.

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First publication right:

International Journal of Social Service and Research (IJSSR)

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