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Analisis Kepuasan Pengguna Aplikasi Platform Merdeka Mengajar : Pendekatan Model End User Computing Satisfaction

User Satisfaction Analysis of the Merdeka Mengajar Platform Application: End User Computing Satisfaction Model Approach

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Abstrak

Platform Merdeka Mengajar dikembangkan untuk mendukung penerapan Kurikulum Merdeka. Analisa kepuasan pengguna (user satisfaction) aplikasi ini dilakukan guna memastikan bahwa aplikasi telah memenuhi kebutuhan penggunanya. Penelitian ini menerapkan metode regresi linear berganda untuk mengevaluasi hubungan antara variabel dependen dengan berbagai prediktor (variabel independen). Model kepuasan pengguna yang digunakan adalah End User Computing Satisfaction yang terdiri dari lima variabel, yaitu konten, akurasi, format, kemudahan penggunaan, dan ketepatan waktu. Hasil uji validitas menunjukkan bahwa seluruh pernyataan valid. Uji reliabilitas menunjukkan bahwa semua variabel reliabel dengan nilai Cronbach's Alpha lebih besar dari 0,600. Uji normalitas menunjukkan bahwa data berdistribusi normal dengan nilai Sig 0,128. Uji linearitas menunjukkan bahwa hubungan antara variabel X1, X2, X3, X4, dan X5 dengan variabel Y adalah linear. Penelitian menggunakan skala Likert untuk penilaian, data diolah dengan SPSS versi 27, Hipotesis diuji menggunakan regresi linear berganda (uji F dan uji T). Hasil uji F menunjukkan bahwa variabel konten, akurasi, format, kemudahan penggunaan, dan ketepatan waktu secara bersama-sama berpengaruh signifikan terhadap kepuasan pengguna dengan nilai signifikansi < 0,001. Dari hasil uji T, ditemukan bahwa variabel konten (X1) dan ketepatan waktu (X5) memiliki pengaruh signifikan terhadap kepuasan pengguna dengan nilai signifikansi masing-masing < 0,001. Sebaliknya, variabel akurasi (X2), format (X3), dan kemudahan penggunaan (X4) tidak menunjukkan pengaruh signifikan terhadap kepuasan pengguna secara parsial.

Keyword: End User Computing Satisfaction, Kepuasan Pengguna, Kurikulum Merdeka, Platform Merdeka Mengajar, Regresi Linear Berganda,.

Abstract

The Merdeka Mengajar Platform was developed to support the implementation of the Merdeka Curriculum. The analysis of user satisfaction with this application is conducted to ensure that the application meets the needs of its users. This study employs multiple linear regression to evaluate the relationship between the dependent variable and various predictors (independent variables). The user satisfaction model used is the End User Computing Satisfaction, which consists of five variables: content, accuracy, format, ease of use, and timeliness. Validity tests show that all statements are valid. Reliability tests indicate that all variables are reliable with Cronbach's Alpha values greater than 0.600. Normality tests demonstrate that the data is normally distributed with a Sig value of 0.128. Linearity tests show that the relationships between variables X1, X2, X3, X4, and X5 and variable Y are linear. The study uses a Likert scale for assessment, and the data is processed using SPSS version 27. Hypotheses are tested using multiple linear regression (F-test and T-test). F-test results indicate that the variables content, accuracy, format, ease of use, and timeliness collectively have a significant impact on user satisfaction with a significance value < 0.001. T-test results reveal that the variables content (X1) and timeliness (X5) have a significant impact on user satisfaction with significance values < 0.001. Conversely, the variables accuracy (X2), format (X3), and ease of use (X4) do not show a significant partial impact on user satisfaction..

Keyword: End User Computing Satisfaction, User Satisfaction, Merdeka Curriculum, Merdeka Mengajar Platform, Multiple Linear Regression

1. Introduction

The Merdeka Mengajar Platform (PMM) is a technological solution [1][2][3][4] that is expected to serve as a partner to assist teachers in fulfilling their roles as the primary drivers of learning[5]. PMM is not just an application, but also a concept that fosters collaboration between technology and education to enhance the effectiveness of the learning process.[6][7].

Research on the PMM application is relevant due to its potential to improve the quality of learning, support the role of teachers, and address the challenges of implementing technology in the educational context[8][9][10].

In this study, evaluating the effectiveness of using the PMM application is a key focus. By understanding the extent to which this application can help unravel the complexities in implementing the Merdeka Curriculum, we can gain better insights into how technology can be effectively integrated to enhance learning in educational settings. Therefore, this research aims to provide in-depth insights into the role and impact of the PMM application in improving student-centered learning and supporting educational advancement in the current digital era[11].

Based on the results of interviews conducted with administrators and teachers as system users, several complaints have emerged as issues among users, such as: in terms of content, users feel dissatisfied with the PMM application because the content available on PMM does not fully meet their needs. Regarding accuracy, there is a limitation in reference material delivery, both in the form of textbooks and teacher's books published by the book center or private publishers. From a format perspective, teachers feel that the system's interface is too complex, with numerous submenus that confuse teachers when using PMM. In terms of ease of use, there are still some teachers who find it difficult to operate the PMM application. Meanwhile, regarding timeliness, there are delays when users log into the PMM application.

Therefore, to measure user satisfaction levels, one model used to measure user satisfaction with the application is the End User Computing Satisfaction (EUCS) model [12][13][14][15][16][17][18], and the data management is done using SPSS version 27. The evaluation carried out with this method emphasizes end-user satisfaction with technology by evaluating five variables: Content, Accuracy, Format, Ease of Use, and Timeliness. The advantage of this method is its emphasis on user satisfaction with a system or application based on content, accuracy, format, ease of use, and timeliness.

Content refers to the action of measuring user satisfaction based on the requirements identified by the substance of a system. The substance of the system can include the capacity and modules used by the system's users and the data generated by the system. It also measures whether the system and data provided address the issues. The more comprehensive the modules and data in the system, the greater the satisfaction[19].

Accuracy refers to the action of measuring user satisfaction based on the precision of information when the system obtains data and processes it into information. The accuracy of the system is assessed by the frequency with which the system produces information that meets the users' needs[19].

Format is a dimension for measuring user satisfaction from the perspective of the information system or application system's interface. The format dimension emphasizes the system's interface, considering aspects such as orderly layout and aesthetically pleasing color combinations. Therefore, the format or visual appearance of an information system is crucial in attracting user interest[19]

Ease of Use is used to measure user satisfaction from the perspective of the system's user-friendliness, such as the ease of entering data and finding needed information. The ease of using the system can be observed through the processes of data entry, data processing, and generating the required information, in other words, not causing confusion for the users[19].

Timeliness measures user satisfaction from the perspective of the system's promptness in presenting or providing the data and information needed by the users[19].

The problem statements of this research are: how is the user satisfaction level of the PMM application using the variables in the EUCS model? What are the variables that have a positive and significant impact on PMM user satisfaction? What variables need to be improved to enhance PMM user satisfaction?

2. Materials and Method

The initial step of the research is identifying the problem based on the background created from the analysis of previous studies and the current state of technology development, particularly concerning user satisfaction. The next step is a literature review to find references and gather theories to be used in this research. Determining the research model involves selecting the model used for the research; the End User Computing Satisfaction (EUCS) model is suitable for measuring user satisfaction in this study. Next is data processing, which involves processing the data obtained from questionnaires and using SPSS software for data analysis. The results from the processed data are then explained based on the hypothesis formulation of the problem and the tests conducted. Finally, conclusions are drawn from the results of the research conducted.

The population in this study consists of 31 individuals at SMA Taruna Andalan in Pangkalan Kerinci, Riau Province, Indonesia. The sample used is taken from the entire population (saturation sampling), which includes all teachers who use the PMM application.

This research is descriptive quantitative on user satisfaction using End User Computing Satisfaction (EUCS). The type of data used in the questionnaire is interval data. The form of measurement scale applied in this study refers to the Likert scale.
The measurement scale used in this study is the Likert Scale. The Likert Scale is a measurement scale developed by Rensis Likert[20].
The following are four answer scales that the author used in this study, which can be seen in the table 1.

Table 1. Likert Scale Score

Answer Scale	Score
Sangat Tidak Setuju	1
Tidak Setuju	2
Setuju	3
Sangat Setuju	4

Source : (Sarjono dan Julianita, 2011:6)[21]

Figure 1 below represents the research methodology conducted in this study.

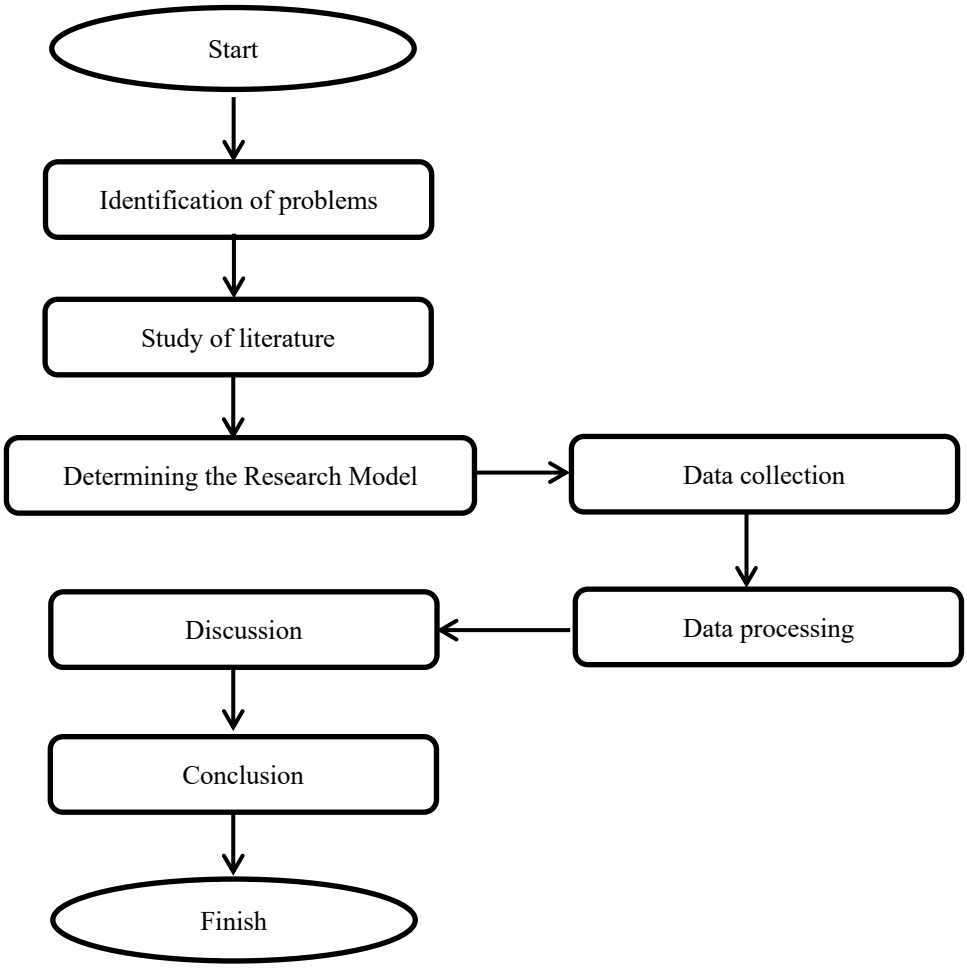


Figure 1. Research Methodology

The researcher created 5 statement variables, each containing 4 questions related to the PMM application which will be shared online or directly via a link from Google Form and filled in by respondents who use the PMM application using a questionnaire form.
In this study, validity test, reliability test, normality test, correlation test were conducted. Furthermore, multiple linear regression test was conducted, which was used to find out whether the variables Content, Accuracy, Format, Ease Of Use, and Timeliness, had an effect on the user satisfaction variable, which means there are five variables X and one variable Y, where Y = user satisfaction (dependent variable), a =

regression constant, b = regression coefficient on each independent variable, Independent variables = X1, X2, X3, X4, X5, X1 = Content, X2 = Accuracy, X3 = Format, X4 = Ease Of Use, X5 = Timeliness.
Next, a simultaneous test is carried out to determine the influence of independent variables simultaneously influencing the dependent variable. Ho: The variables Content (X1), Accuracy (X2), Format (X3) and Ease Of Use (X4), Timeliness (X5) do not have a simultaneous and significant effect on the User Satisfaction (Y) variable. Ha: The variables Content (X1), Accuracy (X2), Format (X3) and Ease Of Use (X4), Timeliness (X5) do not have a simultaneous and significant effect on the Y variable.
Finally, a T-test is conducted to test the effect of the independent variable partially on the dependent variable. The hypothesis used is as follows: Ho: The independent variable partially does not affect the dependent variable, Ha: The independent variable partially affects the dependent variable, as seen in Table 2

Table 2. Expert Score Interpretation Criteria

Percentage	Interpretation Criteria
0% - 20%	Very weak
21% - 40%	Weak
41% - 60%	Enough
61% - 80%	Strong
81% - 100%	Very strong

Sumber : Riduwan dalam Budi Wibawanta and Novemelia Purba (2017)[22]

To determine the assessment and interpretation of the quality of each question, the formula is used:

$$P = \left(\frac{(n1 \times 1) + (n2 \times 2) + (n3 \times 3) + (n4 \times 4)}{N \times 4} \right) \times 100$$

Where:
n1 is the number of respondents who voted "Strongly disagree" (score 1)
n2 is the number of respondents who voted "Disagree" (score 2)
n3 is the number of respondents who voted "Agree" (score 3)
n4 is the number of respondents who voted "Strongly agree" (score 4)
N is the total number of respondents

3. Results and Discussion

3.1 Respondents

The total number of respondents distributed and tested in this study was 31. The distribution was carried out online by sending a questionnaire link via Google Form to members of the SMA plus Taruna Andalan teacher WhatsApp group. Detailed information on the total number of questionnaires distributed and the number of respondents who responded can be found in Table 3

Table 3. Respondents

Information	Amount
Total Respondents	31
Respondents Tested	31

Source: Processed by the author

The Times New Roman typeface should be used throughout the manuscript, with the font size as exemplified in this writing guide. Spaces are singular and the contents of a text or script using left-right alignment (justified).

3.2 Research Data Analysis Based on Questionnaire Results

The following is a table showing how respondents answered the statements in the questionnaire, as seen in Table 4

Table 4. Research Data Analysis Based on Questionnaire Results

No	Variables measured	Answer Score			
		STS(1)	TS (2)	S(3)	SS(4)
Content					
1	The information provided by the PMM application is appropriate according to your needs	1 3%	7 23%	13 42%	10 32%
2	The information generated by the PMM application helps in learning activities	0 0%	8 26%	14 45%	9 35%
3	Reports generated by the PMM application help in learning activities .	0 0%	8 26%	12 39%	11 35%
4	The report provided by the PMM application is complete according to your needs	0 0%	8 26%	13 42%	10 32%
***Accuracy*)**					
1	There is *a user id* and *password* for each user on the PMM Application	0 0%	9 29%	12 39%	10 32%
2	The information generated by the PMM application is very accurate	1 3%	8 26%	13 42%	9 29%
3	PMM applications rarely have errors when teachers use them	0 0%	6 19%	15 48%	10 32%
4	The reports generated by the PMM application can be information to support a decision whenteachers use it	0 0%	7 22%	12 39%	12 39%
Format)					
1	The interface of the PMM application is easy, making teachers faster in input .	0 0%	4 13%	14 45%	13 42%
2	The way the PMM application system displaysinformation is excellent	0 0%	2 6%	15 48%	14 45%
3	The format of the report form generated by the PMM application is easy to understand	0 0%	7 23%	14 45%	10 32%
4	The PMM application has an organized structure	0 0%	6 19%	14 45%	11 35%
***Ease of Use*)**					
1	The PMM application system is very user friendly	1 3%	5 16%	12 39%	13 42%
2	Doesn't take long to learn the app	1 3%	6 19%	14 45%	10 32%
3	It is very easy to operate the PMM application	0 0%	4 13%	16 52%	11 35%
4	It's easy to interact with the PMM app	0 0%	3 10%	11 35%	17 55%
Timeliness					
1	The PMM application provides up-to-date data (*Up To Date*))	0 0%	3 10%	15 48%	13 42%
2	The PMM application provides the information teachers need in a timely manner	0 0%	2 6%	15 48%	14 45%
3	The PMM app always provides information when needed	1 3%	5 16%	11 35%	14 45%
4	PMM applications support the provision of information for quick decision-making	0 0	6 19%	9 29%	16 52%
***User Satisfy*)**					
1	PMM applications can help find users in learning	2 6%	5 16%	15 48%	9 29%
2	PMM applications provide services quickly	0 0%	5 16%	15 48%	11 35%

3	The PMM application can be trusted so that teachers always use the PMM application	2 6%	3 10%	16 52%	10 32%
4	The PMM application provides satisfaction from convenience so that it recommends to other teachers	2 6%	3 10%	18 58%	8 26%

Source : Processed by the Author

Based on the results of the analysis, it can be concluded that in the content variable, respondents tend to agree that the information provided by the PMM application is very helpful in learning activities, with 14 people or 45%. In the accuracy variable, the majority of respondents agree that the PMM application rarely experiences errors, reaching 15 people or 48%. In the format variable, most respondents agree that the PMM application displays information well, namely 15 people or 48%. Then, in the ease of use variable, the majority of respondents strongly agree that the PMM application is easy to use, with 17 people or 55%. On the other hand, in the timeliness variable, most respondents strongly agree that the PMM application supports fast decision making, reaching 16 people or 52%. Finally, in the user satisfaction variable, the majority of respondents agree that the PMM application provides satisfaction in its use and will recommend it to other teachers, with 18 people or 58%. In conclusion, respondents' assessment of the PMM application shows that in general, this application is assessed positively in terms of Content, positive in terms of Accuracy, positive in terms of Format, positive in terms of Ease of Use, positive in terms of Timeliness, and positive in terms of User Satisfy.

3.3 Interpretation of Questionnaire Question Items Results

Based on the analysis carried out, the conclusions regarding the assessment results and quality interpretation of each questionnaire question

Based on the results, it was concluded that the highest score reached 86%, which was found in the Ease of Use variable in the indicator that respondents felt very easy to interact with the PMM application. Meanwhile, the lowest score was 70%, recorded in the Accuracy variable with an indicator that respondents considered the information generated by the PMM application to be less accurate. The distribution graph of the questionnaire results is shown in Figure 2.

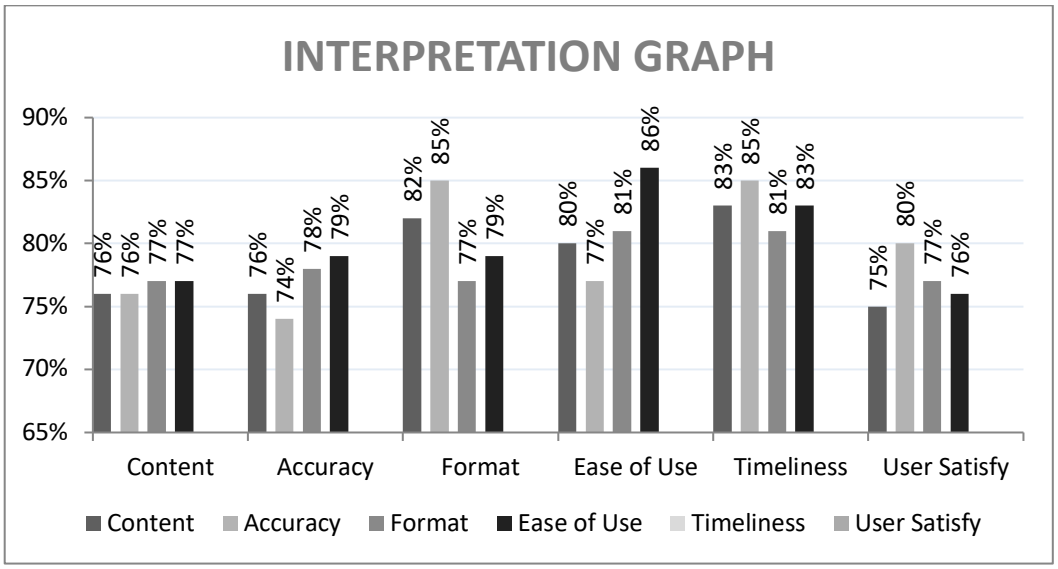


Figure 2. Interpretation Graph

3.4 Validity, Realibility Test

All statements consisting of 24 statements are declared valid, this is because all the calculated r values are greater than the r values of the table.

Cronbach's Alpha for X1_P1 is 0.718, which indicates that this variable has a fairly high reliability, based on the reliability level table, the value indicates that this questionnaire is reliable.

3.5 Normality Test

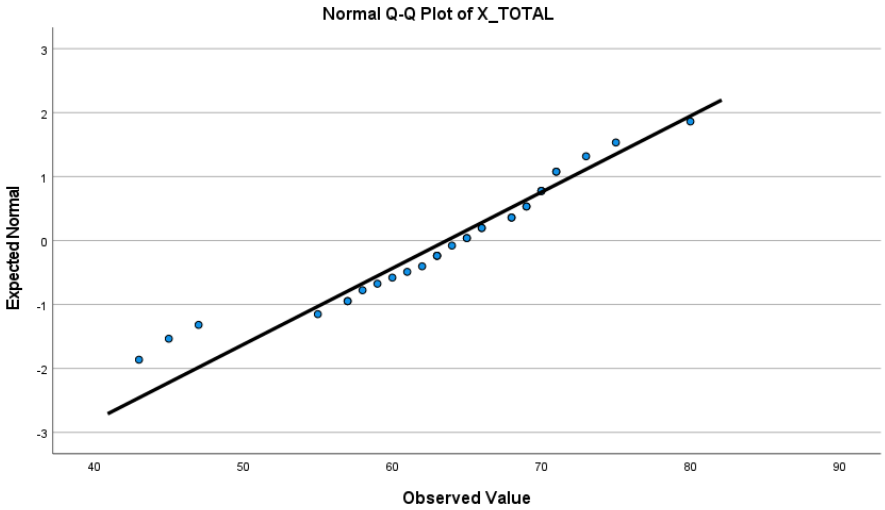
This evaluation was tested using the Shapiro-Wilk One Sample test at Sig level 0.05. The data is set to be normally distributed if it produces a Sig value > 0.05. The normality test output of the data processing can be found in Table 5.

Table 5. Tests of Normality

	Kolmogorov-Smirnov[a]	Shapiro-Wilk

	Statistic	Df	Sig.	Statistic	df	Sig.
Normalitas	,115	31	,200*	,947	31	,128

**. This is a lower bound of the true significance.*



Lilliefors Significance Correction

Figure 3. Grafik Normal Q-Q Plot of X_TOTAL

The output of the Shapiro-Wilk test was found to have a Sig value of 0.128. This value indicates that since 0.128 > 0.05, the data can be considered to have a normal distribution

3.6 Correlation Analysis

Based on the results of the Pearson correlation test that has been carried out, the following results are obtained: The Content variable (X1) with the User Satisfaction variable (Y) obtained a value of sig. 0.000 < 0.05 which indicates that there is a significant relationship between Content and User Satisfaction with a correlation value of 0.712 which shows a strong correlation; Variabel Accuracy (X2) dengan variabel User Satisfaction (Y) memperoleh nilai sig. 0,076 > 0,05 yang menunjukkan bahwa tidak terdapat hubungan yang signifikan antara Accuracy dengan User Satisfaction dengan nilai korelasi sebesar 0,263 yang menunjukkan korelasi yang lemah; Variabel Format (X3) dengan variabel User Satisfaction (Y) memperoleh nilai sig. 0,000 < 0,05 yang menunjukkan bahwa terdapat hubungan yang signifikan antara Format dengan User Satisfaction dengan nilai korelasi sebesar 0,577 yang menunjukkan korelasi yang sedang; Variabel Ease of Use (X4) dengan variabel User Satisfaction (Y) memperoleh nilai sig. 0,000 < 0,05 yang menunjukkan bahwa terdapat hubungan yang signifikan antara Ease of Use dengan User Satisfaction dengan nilai korelasi sebesar 0,617 yang menunjukkan korelasi yang kuat; Variabel Timeliness (X5) dengan variabel User Satisfaction (Y) memperoleh nilai sig. 0,000 < 0,05 yang menunjukkan bahwa terdapat hubungan yang signifikan antara Timeliness dengan User Satisfaction dengan nilai korelasi sebesar 0,766 yang menunjukkan korelasi yang sangat kuat.
All statements consisting of 24 statements are declared valid, this is because all the calculated r values are greater than the r values of the table.

3.7 Multiple Linear Regression Test

Simultaneous Test (F Test), as seen in Table 6

Table 6. Output Reggresion ANOVA

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10,394	5	2,079	15, 848	<,001[b]
	Residual	3,279	25	,131		
	Total	13,673	30			
a. Dependent Variable: Y						
b. Predictors: (Constant), X5, X2, X1, X3, X4						

Based on table 5.12, the F test results obtained a significance value of 0.001 where the Sig. value of 0.001 <0.05, which indicates that there is a simultaneous influence between the independent variables consisting of X1, X2, X3, X4, X5 together (simultaneously) on User Satisfaction (Y).

Partial Test (T-Test)
Based on the results of the T test, it is known that: Variable (X1): A significance value of 0.000 is obtained, where the sig. value of 0.000 <0.05, indicating that the independent variable (X1) has a partial effect on the dependent variable (Y); Variable (X2): A significance value of 0.885 is obtained, where the sig. value of 0.885 > 0.05, indicating that the independent variable (X2) does not have a partial effect on the dependent variable (Y); Variable (X3): A significance value of 0.414 is obtained, where the sig. value of 0.414 > 0.05, indicating that the independent variable (X3) does not have a partial effect on the dependent variable (Y); Variable (X4): A significance value of 0.681 is obtained, where the sig. value of 0.681 > 0.05, indicating that the independent variable (X4) does not have a partial effect on the dependent variable (Y); Variable (X5): A significance value of 0.001 was obtained, where the sig. value of 0.001 < 0.05, which indicates that the independent variable (X5) has a partial effect on the dependent variable (Y).

4. Results and Discussion

Based on the results of the analysis of the PMM application, the results of data analysis using the End User Computing Satisfaction (EUCS) method were obtained, so researchers can draw conclusions that:

a. Based on the results of the validity and reliability tests, all items in the questionnaire were declared valid and reliable. The normality test showed that the data was normally distributed. The results of the correlation and linear regression analysis showed that the overall level of user satisfaction of the PMM application was included in the good category. The F test showed that the variables Content, Accuracy, Format, Ease of Use, and Timeliness simultaneously had a significant effect on user satisfaction (sig. value <0.001).
b. Variables that Have a Positive and Significant Effect on PMM User Satisfaction: Content (X1): Based on the results of the T test, the Content variable has a positive and significant effect on user satisfaction with a sig. value <0.001 and a standard regression coefficient (Beta) of 0.483. This shows that the Content variable contributes 48.3% to user satisfaction; Timeliness (X5): Based on the results of the T test, the Timeliness variable also has a positive and significant effect on user satisfaction with a sig. <0.001 and a standard regression coefficient (Beta) of 0.584. This shows that the Timeliness variable contributes 58.4% to user satisfaction.
c. Based on the results of the partial test (T) and correlation analysis, the variables that do not have a significant effect and need to be improved are: Accuracy (X2): Although it does not have a significant effect (sig. value 0.885), improvements in the accuracy aspect can help improve user satisfaction. The standard regression coefficient (Beta) of 0.015 shows a very small effect, which is 1.5%; Format (X3): This variable has a negative effect although not significant (sig. value 0.414). Improvements in the layout and presentation of the application can improve the user experience. The standard regression coefficient (Beta) of -0.132 shows a negative effect of 13.2%; Ease of Use (X4): Although not significant (sig. value 0.681), improving the ease of use of the application can help improve user satisfaction. The standard regression coefficient (Beta) of 0.067 indicates an effect of 6.7%.

Overall, further improvements and developments in the Accuracy, Format, and Ease of Use variables are expected to improve overall user satisfaction of the PMM application. The results of this study indicate that user satisfaction of the PMM application is significantly influenced by relevant content and the timeliness of the information provided. To further improve user satisfaction, special attention is needed to improve the accuracy, format, and ease of use of the application.

4. Conclusion

Based on the analysis that has been done and the results of the questionnaire that has been received, the researcher provides several summaries and suggestions:

a. Improving Information Accuracy by adding verification or validation features for data inputted by users to ensure the accuracy of the information displayed and improving the error checking algorithm to reduce errors in operating the application.
b. The PMM must continue to update the design of the application interface to make it more user-friendly and attractive. This includes clarifying the menu structure and layout of information and adding display customization options for users to be able to adjust the display format according to their preferences.
c. Continue to update the information displayed according to the latest needs and trends in the world of education. Provide additional content such as guides, tips, or resources that can help users in learning activities.
d. Improve the real-time data update system so that the information presented is always up-to-date and relevant. Provide a notification feature to remind users of updates or important information available in the application..

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