Analysis of User Satisfaction of I-BOSS System on Licensing Services at the Directorate of Goods Traffic in BP Batam

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Abstract. This aims of this study are to measure the satisfaction of users of the I-BOSS website at the Goods Traffic Directorate of Badan Pengusahaan (BP) Batam by integrating Technology Acceptance Model (TAM) and User Satisfaction models. For this study, a questionnaire based on a quantitative approach was used and distributed using purposive sampling technique, the criteria were business actors who had conducted licensing services through the I-BOSS web- site. Data analysis was done by using a structural equation model (SEM). Ac- cording to the results, can be stated that perceived ease of use affects perceived usefulness and user satisfaction, then attitude towards using affected by perceived usefulness and affects user satisfaction. Perceived usefulness and attitude towards using also mediate the effect of perceived ease of use on user satisfaction.

Keywords: User Satisfaction, I-BOSS, Technology Acceptance Model (TAM)

1 Introduction

Utilizing technology for communication and information in the provision of public services by the government is known as electronic government, or e-government. As stated by The World Bank [1], e-government is the term used to describe how government organizations use information technology in order to create interactions with the public, businesses and other government agencies that have an interest. E- government can also provide an alternative to renew work patterns and bureaucratic behavior if implemented properly. With the development of e-government, people can obtain services or licenses more easily using the internet network.

According to Government Regulation (PP) Number 41 of 2021 on the Implementation of Free Trade Areas and Free Ports, BP Batam is authorized to operate in terms of business licensing in the Batam KPBPB area [2]. The authority granted aims to overcome the bureaucratic obstacles of licensing by business actors in the Batam KPBPB area. With many types of licenses in the KPBPB area, BP Batam strives to simplify and reduce the length of the licensing process so that business operations and investment ecosystems in the KPBPB Batam area can increase. I-BOSS (Indonesia Batam Online Single Submission) is an electronic system for licensing process conducted online and integrated with OSS (Online Single Submission) in the Batam Free Trade and Free Port Zone (KPBPB).

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Although I-BOSS aims to provide convenience for business actors, but from the results of observations that have been made there are still obstacles experienced by business actors in using the I-BOSS website. In this situation, one of the complaints received is when users input the realization of the distribution of goods where the website exits by itself or an error so that users have to re-input all data that has not been submitted and in the realization of distribution takes a long time because they have to scan the documents one by one, and another problem is the submission of an incorrect Import Approval cannot be corrected so it is mandatory to re-submit and make a re-payment.

In line with the existing problems, it is necessary to analyze the level of satisfaction of each different user in using I-BOSS. By measuring the level of user satisfaction, it will be known to what extent the application can meet user expectations and what features need to be evaluated so that there is an increase in the quality of user experience in licensing services through I-BOSS.

This study uses Technology Acceptance Model (TAM) as its methodology, which has been often employed in earlier studies, to predict and explain various information technology variables and their correlations. TAM has been extended by using different variables. TAM theory is often used to explain usability and usage in different contexts. TAM aims to identify and clarify acceptability and usage but does not measure user satisfaction. Despite the fact that several studies have measured user satisfaction with the TAM method, they have not yet assessed the effect of these TAM constructs on user satisfaction.

Thus, researchers use a theoretical model by integrating TAM constructs regarding ease of use, perceived usefulness along with attitudes towards use with the construct of user satisfaction. Previous research by [3] examined the influence of perceived usefulness and ease of use on user satisfaction in addition to the mediating function of attitudes toward information system usage. The study carried out by [4] examined the correlation between TAM technique factors in order to ascertain the degree of satisfaction of use with an application. Other research conducted by [5] applies TAM constructs by adding information quality and satisfaction constructs to evaluate satisfaction and intention to continue using.

On the basis of the earlier explanation, researchers conducted a study that analyzed the user satisfaction of the I-BOSS system in the licensing service of the Directorate of Goods Traffic of BP Batam. Which aims to measure and know how the level of user satisfaction in using I-BOSS so that it can be identified what problems need to be improved to improve services for businesses.

2 Literature Review

2.1 I-BOSS (Indonesian Batam Online Single Submission)

In the Batam KPBPB area, the I-BOSS system is an electronic licensing system in the form of a website connected to the National Online Single Submission system [6]. The

development of I-BOSS is intended to maximize licensing services in Batam by applying an online-based licensing process and integrating with all stakeholders so as to create licensing services with fast time, easy and transparent usage.

2.2 Technology Acceptance Model (TAM)

According to [8, this method able to predict and represent the way applications use technology and the acceptance of its users [7]. According to this model, beliefs, attitudes, intentions, and user behavior relationships determine user behavior in information technology systems. The TAM model begins with the Theory of Reasoned Action (TRA), explaining the individual's response and perception about something will affect their behavior and attitude [9]. This model also shows that certain factors can influence a person in making decisions for the reasons and ways they use the technology. These factors include an individual's perspective of the practicality and use of the available technology, that may influence their inclination to utilize technology in general and information technology in particular. Within the used theoretical model, there are four constructs that are integrated, these constructions are described in Figure 1.

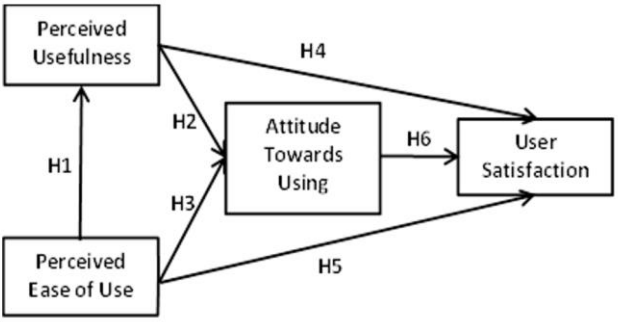

Figure 1 Research Model

Perceived Ease of Use
Referred to as a person's comfort level while utilizing a system and believe using system won't take much work [3], [10]. Perceived ease of use in the I-BOSS website is related to ease of usage, the easier the perception of user of the I-BOSS website, the more likely the user considers that the I-BOSS website is useful and in accordance with his needs. A number of previous research have proven that perceived ease of use influence perceived usefulness, attitude towards using and user satisfaction [4], [5], [11].

Perceived Usefulness
Users' perceptions of how using a technological system may optimize performance serve as a barometer for perceived usefulness and provide benefits to users. Basically, the perceived benefits of technology affect the user's overall attitude and willingness to accept it. Users who consider technology useful are likely to develop a favorable attitude towards adopting and using it. Several previous studies have stated that perceived usefulness influence attitude towards using and user satisfaction [3], [4], [12].

Attitude Towards Using

Attitude towards using is a measure of how someone has an attitude towards using the system refers to what they feel whether positive or negative. When users have a positive attitude towards using technology, users tend to be more satisfied with the us- age experience. The better attitude of the user while using technology, then it will increase the level of satisfaction. Previous research states, attitude towards using effect user satisfaction [3].

User Satisfaction

According to Kotler & Amstrong, user satisfaction is the stage where the user considers the perceived performance of the product to be in accordance with his expectations [13]. The user will experience disappointment if the performance or skill falls short of expectations. On the other hand, the user will experience happiness if the performance satisfies expectations. According to [14] user satisfaction with respect to websites is pertaining to security, privacy, system quality, and information quality. They also explain that there are several aspects used to measure user satisfaction with respect to websites, namely easy to understand, well represented, accurate, current, speed of access, detailed, ease of use, relevant, well organized, two-way communication, page loading, active control, confidentiality, protection, hyperlinks, authorization, integrity. User satisfaction is an evaluation of what users of the system have experienced which can be process-orientated or result-orientated. When I-BOSS users feel comfortable, efficient in terms of time and are cost-effective when using it, generally users will be satisfied with the efficiency and effectiveness of the IBOSS. Furthermore, if the e- government website is dependable, considerate, and responsive throughout the access procedure and any follow-up communications with the public, users will regard the experience of using it to be fulfilling [15]. Perceptions of technology user satisfaction are according to perceptions of usefulness and ease of use. This perception can im- pact the attitude of using I-BOSS website. Thus, when the I-BOSS website is regard- ed useful and easy to use, it will have an indirect influence through the attitude variable of its use.

Thus, the following hypotheses are tested, (H1) Perceived ease of use significantly influence perceived usefulness. (H2) Perceived usefulness significantly influences attitude towards using. (H3) Perceived ease of use significantly influences attitude towards using. (H3a) Perceived ease of use significantly influence attitude towards using mediated by perceived usefulness. (H4) Perceived usefulness significantly in- fluence user satisfaction. (H4a) Perceived usefulness significantly influences user satisfaction mediated by attitude towards using. (H5) Perceived ease of use significantly influences user satisfaction. (H5a) Perceived ease of use significantly influence user satisfaction mediated by perceived usefulness. (H5b) Perceived ease of use significantly influence user satisfaction mediated by attitude towards using. (H5c) Perceived ease of use significantly influence user satisfaction mediated by perceived usefulness and attitude towards using. (H6) Attitude towards using significantly influences user satisfaction.

3 Research Method

3.1 Population and Research Sample

The method applied to the current issues is a quantitative one. Sugiyono [16] defines quantitative research methods as positivistic methods, because this method holds the view that symptoms or phenomena can be categorized, relative stability, measurement and relationships in the form of cause and effect. Respondents of this research were businesspeople as users of the I-BOSS website at the Directorate of Goods Traffic of the Badan Pengusahaan (BP) Batam with the criteria of having used the I-BOSS website at least 3 times and being over 20 years old. From the calculation of the Cochran formula [16] the minimum sample size is 97 samples. There are 106 samples total were processed as the result.

3.2 Data Collection Technique

Data was collected by sending questionnaires indirectly to respondents using Google Forms. Questionnaire statements were adapted from earlier research by [10], [14], [17], [18]. Consists of 34 statement items covering four variables with measurements of perceived usefulness and perceived ease of use contains 6 statement items, 7 Likert scale. Attitude towards using contains four statement items, with 7 Likert scales. User satisfaction includes 18 statement items with 5 Likert scales.

4 Results and Discussion

4.1 Validity and Reliability Test

This study was carried out utilizing the structural model and measurement model in SmartPLS v.4.1.0 to address the research objective. Convergent validity seeks to determine the validity of the relation between each indicator and its construct. The outer loading value serves as an explanation for the convergent validity measure, an indicator is deemed valid if its value is > 0.70. The loading factor test results show that the value of nine indicators is below 0.70 which indicates that the indicator value is still acceptable and considered sufficient. However, testing is still carried out again because an indicator is considered credible if its AVE is> 0.50 [17]. So, the indicator with the lowest value, US6, was removed. After testing again, all indicators are valid and eligible. The following are the measurement results after deletion, that are detailed in Table 1

Table 1. Loading Factor 2 Results

Indicator	PEOU	PU	ATU	US
PEOU1	0.864			
PEOU2	0.914			
PEOU3	0.876			
PEOU4	0.866			

Indicator	PEOU	PU	ATU	US
PEOU5	0.865			
PEOU6	0.795			
PU1		0.772		
PU2		0.908		
PU3		0.881		
PU4		0.883		
PU5		0.862		
PU6		0.830		
ATU1			0.914	
ATU2			0.866	
ATU3			0.917	
ATU4			0.860	
US1				0.639
US2				0.738
US3				0.791
US4				0.698
US5				0.658
US7				0.771
US8				0.642
US9				0.666
US10				0.703
US11				0.697
US12				0.705
US13				0.670
US14				0.729
US15				0.789
US16				0.753
US17				0.702
US18				0.694

Source: Data processed, 2024

Validity for each construct and latent variable is assessed by Average Variant Extracted (AVE). The AVE value based on SEM results with a value that is considered to meet the validity test requirements is >0.50. The AVE value test results detailed in Tabel 2.

Table 2. Average Variance Extracted (AVE) Results

Variable	AVE
ATU	0.791
PEOU	0.746
PU	0.735
US	0.504

Source: Data processed, 2024

Table 2 shows the AVE, which is also the criteria of convergent validity. As a result, since it has an AVE value above 0.50, all of the constructions are valid.

The discriminator validity test is conducted by comparing the values of Fornell Larcker with the Cross Loading value. Table 3 below are the results of the Fornell Larcker criterion test, where the square root of the value of the AVE must be greater than the value of the correlation between the constructs.

Table 3. Fornell Larcker's Results

Variable	ATU	PEOU	PU	US
ATU	0.890			
PEOU	0.588	0.864		
PU	0.876	0.698	0.857	
US	0.665	0.823	0.701	0.710

Source: Data processed, 2024

Table 3 shows that the variables have qualified for discriminant validity, which is evident from the root AVE value at the top of the table having a value bigger than the correlation between other constructs or the value beneath it.

The cross-loading value is verified by evaluating the indicator's correlation with its construction and other constructions. Table 4 presents the cross-loading value's verification findings, which verify that the value is valid

Table 4. Cross Loading, Cronbach's Alpha and Composite Reliability

Indicator	Loadings	CA	CR
PEOU1	0.864		
PEOU2	0.914		
PEOU3	0.876	0.932	0.946
PEOU4	0.866		
PEOU5	0.865		
PEOU6	0.795		
PU1	0.772		
PU2	0.908		
PU3	0.881	0.927	0.943
PU4	0.883		
PU5	0.862		
PU6	0.830		
ATU1	0.914		
ATU2	0.866	0.912	0.938
ATU3	0.917		
ATU4	0.860		
US1	0.639		
US2	0.738	0.938	0.945
US3	0.791		
US4	0.698		
US5	0.658		
US7	0.771		
US8	0.642		
US9	0.666		
US10	0.703		
US11	0.697		

Indicator	Loadings	CA	CR
US12	0.705		
US13	0.670		
US14	0.729		
US15	0.789		
US16	0.753		
US17	0.702		
US18	0.694		
PEOU1	0.864		

Source: Data processed, 2024

Reliability testing is indicated by the value of Cronbach's Alpha (CA) and Composite Reliability (CR). These results of the validity and reliability test are detailed in Table 4, demonstrate the value of CA for all variables is >0.60 and the value of the CR for each variable is higher than 0.70, consequently, all variables are considered to be reliable.

4.2 Hypothesis Test

Acceptable hypothesis as demonstrated by the t-table at alpha 5% or 0.05 = 1.96, then comparison the t-count with the t-table and the p-value < 0.05, thus the hypothesis is not acceptable if it does not meet the criteria. The results are shown in the following Table 5 after the testing process has been completed:

Table 5. Hypothesis Test Results

Hypothesis	Original sample	T-statistics	p-value
PEOU → PU	0.698	6.950	0.000
PU → ATU	0.907	14.611	0.000
PEOU→ ATU	-0.045	0.818	0.413
PU→ US	-0.012	0.098	0.922
PEOU → US	0.664	8.417	0.000
ATU→ US	0.286	2.445	0.015

Source: Data processed, 2024

Hypothesis 1 has a t-statistic value of 6.950 with a p-value of 0.000, H1 is accepted. Hypothesis 2 results in a t-statistic value of 14.611 with p-value 0.000, H2 is accepted. Hypothesis 3 results in a t-statistic value of 0.818 with p-value of 0.413, so H3 is rejected. Hypothesis 4 with t-statistic value of 0.098 with p-value of 0.922, it is stated that H4 is rejected. Hypothesis 5 with t-statistic value of 8.417 and p-value of 0.000, it is stated that H5 is accepted. Hypothesis 6 with a significant value of t-statistic of 2.445 and p-value of 0.015, it is stated that H6 is accepted.

To calculate the indirect effect (mediation), the bootstrapping test is carried out with the results in the specific indirect effect table. The results obtained are declared accepted if they obtain t-statistic value >1,96 and p-value < 0.05. The indirect hypothesis test detailed in Tabel 6.

Table 6. Indirect Hypothesis Test Results (Mediation)

Hypothesis	Original sample	T-statistics	p-value
PEOU →PU →US	-0.009	0.099	0.921
PEOU → ATU → US	-0.013	0.711	0.477
PU → ATU → US	0.259	2.394	0.017
PEOU → PU →ATU → US	0.181	2.525	0.012
PEOU → PU → ATU	0.633	5.998	0.000

Source: Data processed, 2024

Indirect effect of PEOU→PU→US is 0.099 with p-value of 0.921, confirm the perceived usefulness does not mediating the effect of perceived ease of use on user satisfaction. Indirect effect of PEOU→ATU→US is 0.711 with p-value of 0.477, confirm the attitude towards using does mediating the effect of perceived ease of use on user satisfaction. The t-statistic of indirect effect of PU →ATU→US is 2.394 with p-value of 0.017, confirm the attitude towards using mediating the effect of perceived usefulness on user satisfaction. The indirect effect of PEOU →PU→ATU→US is 2.525 with the p-value of 0.012, confirm the perceived usefulness and attitude towards using mediating the effect of perceived ease of use on user satisfaction. The indirect effect of PEOU→PU→ATU is 5.998 with p-value of 0.000, prove that the perceived use- fulness mediating the effect of perceived ease of use on attitude towards using.

4.3 Determination Equation and Q-Square Test

The purpose of the coefficient of determination test is to measure the extent to which the exogenous factors together have an effect on the endogenous variables. Q-Square is to determine the quality of the observation value generated by the blindfolding process. As can be seen in Table 7 below:

Table 7. Coefficient of Determination Results

Variable	R2	Q^2predict
Attitude toward using (ATU)	0.768	0.335
User satisfaction (US)	0.728	0.684

Source: Data processed, 2024

Table 7 provides information about the R-Squared values, which are 0.768 and 0.728. This value is interpreted as the attitude towards using variable is impacted by the independent variables (perceived usefulness, perceived ease of use) by 76.8% or strong whereas factors not covered in this study have an impact on the remaining 23.2%. The independent variables (perceived ease of use, perceived usefulness) and mediation (attitude towards using) are able to impact the dependent variable (user satisfaction) by 72.8% while the rest (27.2%) influenced by other variables not examined in this research. All of the variables in this study had good observation values, as indicated by the Q-square values of attitude toward usage and user pleasure, which are both more than 0.

4.4 Discussion

H1: Perceived ease of use significantly influences perceived usefulness.
The test result estimated that the t-statistic value is 6.950 and significance number is 0.000 < 0.05. This indicates that the perceived ease of use has a positive and significant effect on perceived usefulness. These research findings provide evidence for those of earlier studies conducted by [4], [5], [20]. This demonstrates that the more users feel comfortable utilizing the I-BOSS website, the more likely it is that they consider the I-BOSS website useful and relevant to their needs.

H2: Perceived usefulness significantly influences attitude towards using.
The test result estimated that the t-statistic value is 14.611 and significance number is 0.000 < 0.05. This indicates that the perceived usefulness has a positive and significant effect on attitude towards using. These research's findings provide evidence for those of earlier studies conducted by [3], [4]. Basically, the perceived usefulness of the I-BOSS website affects the user's overall attitude and willingness to accept it. The results show that users who find the I-BOSS website useful are likely to develop a favorable attitude towards adopting and using it.

H3: Perceived ease of use significantly influences attitude towards using.
The test result estimated that the t-statistic value is 0.818 and significance number is 0.413 < 0.05. This indicates that the perceived ease of use does not have a positive and significant effect on attitude towards using. These results of this study do not lend support to those of earlier studies conducted by [3], that there is significant relationship between perceived ease of use on attitude towards using. This shows that users' perceptions of the ease of the I-BOSS website when used do not have much influence on their attitude or willingness to adopt as a whole and use it.

H4: Perceived usefulness significantly influences user satisfaction.
The test result estimated that the t-statistic value is 0.098 and significance number is 0.922< 0.05. This indicates that the perceived usefulness does not have a positive and significant effect on user satisfaction. These results of this study do not lend support to those of earlier studies conducted by [3], [5] that there is significant relationship between perceived usefulness on user satisfaction. Even though users consider that the I-BOSS website is a useful system, it does not significantly increase satisfaction in the experience of using it. Users may have high expectations of the benefits to be obtained from the I-BOSS website, but when the website is used, users feel that the benefits obtained are not comparable to their expectations so as not to increase user satisfaction.

H5: Perceived ease of use significantly influences user satisfaction.
The test result estimated that the t-statistic value is 8.417 and significance number is 0.000 < 0.05. This indicates that the perceived ease of use has a positive and significant effect on user satisfaction. These research's findings provide evidence to those of earlier studies conducted by [11], [21]. Users who find the I-BOSS website easy to use tend to

be more satisfied with their overall experience. The smoother the interaction and the fewer obstacles faced, the higher their satisfaction tends to be.

H6: Attitude towards using significantly influences user satisfaction
The test result estimated that the t-statistic value is 2.445 and significance number is $0.015 < 0.05$. This indicates that the attitude towards using has a positive and significant effect on user satisfaction. These research findings provide evidence for those of earlier studies conducted by [3]. The overall attitude of users in adopting and using the I-BOSS website has impacted on their satisfaction of the website. So, if users perceive that the I-BOSS website is good and have a positive attitude towards using it, they will feel more satisfied with their experience.

5 Conclusion

This research analyses the effect of perceived usefulness, perceived ease of use and attitude towards using on user satisfaction on usage of the I-BOSS system of Licensing Services of the Directorate of Goods Traffic of BP Batam. According to the study's findings, perceived usefulness is positively and significantly affected by perceived ease of use (6.950). Perceived usefulness has a positive and significant effect on attitude towards using (14.611). Perceived ease of use has no positive and significant effect on attitude towards using (0.818). Perceived usefulness has no significant effect on user satisfaction (0.098). Perceived ease of use has a positive and significant effect on user satisfaction (8.417). Attitude towards use has a positive and significant effect on user satisfaction (2.445).

6 Suggestion

The following are practical and theoretical suggestions of this research, it is suggested that the Directorate of Goods Traffic of the Badan Pengusahaan (BP) Batam should be able to reduce the complexity in the licensing service process of the I- BOSS, especially in terms of reporting the realization of goods distribution so as to increase the effectiveness of the licensing process through the I-BOSS by working faster. It is recommended to be able to evaluate and develop the features needed by users of the I-BOSS licensing service, especially in terms of more comprehensive usage guidelines and data input error detection so as to increase user flexibility when using the I-BOSS which will have an impact on user positive attitudes. It is recommended to improve the performance and response of licensing services on the I-BOSS so as to improve user experience and reduce long waiting times which will have an impact on the attitude and satisfaction of I-BOSS users. It is recommended to be able to develop two-way communication on the I-BOSS so as to increase user satisfaction in communicating through the I-BOSS with ease of interaction and provide good feedback quickly and effectively. For further research, it can examine variables that have not been included in this study.

And can add more references so that the research process runs well with more complete results

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