Online Presence Implementation System in the New Normal Era

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Abstract. The current covid 19 outbreak has a very wide impact on various sectors in the world including in Indonesia, one of which is the education sector in Indonesia. So that to deal with the covid 19 virus, Indonesia applies the new normal era policy that is currently being implemented. The application of online learning in the education sector is one of the government policies in the new normal era. All education sectors including tertiary institutions implement an online learning system and online presence. With online presence, it is necessary to review the success factors of implementing the online presence information system. So it is necessary to conduct an evaluation related to the online presence information system with the aim of knowing the factors that support the success of implementing online presence. To evaluate the online presence using the DeLone & McLean method to determine the factors that influence the success of the information system success model. The results obtained state that the system quality factors, information quality, service quality and user satisfaction affect the successful implementation of online presence in the new normal era.

1. Introduction

Higher education is an educational provider that is useful for preparing human resources who have academic and professional abilities who can apply, develop and create science, technology and art and optimize their use to improve people's lives and enrich culture according to Law Number 2 of 1989 Article 16 paragraph (1). Facing the new normal era, universities in Indonesia set new policies related to the presence of academicians in higher education. One of these policies is implementing an online presence application.

This online presence application is expected to help universities in Indonesia in adjusting the online learning system in the current new normal era. The application of online presence applications now needs to be evaluated so that the application of online attendance applications can be in accordance with the goals expected by the college.[1][2]

2. Research Methods

Previous researchers conducted an evaluation of the information system factors that were said to be successful and successful by using various research models such as hot fit, cobit, tam.[3][4][5] The DeLone and McLean models were used in this study to analyze the success rate of implementing online presence applications in tertiary institutions. Based on Delone and McLean's model, this study uses the variables of information quality, system quality, service quality, user satisfaction and the benefits of using applications to determine the success rate of online presence in universities.[6][7][8] The variables used in Delone and McLean are information quality, system quality, user satisfaction
service quality and application usage benefits. Delone and McLean's model in this study can be seen in Figure 1 below:

![Diagram](image1.png)

**Fig. 1. DeLone and McLean Model**

This researcher developed a structural research model with reference to Delone and McLean as shown in Figure 2 below:

![Diagram](image2.png)

**Fig. 2. Hypothesis Model**

Based on Figure 2, the hypothesis in the study is as follows:

a. H1. The quality of the system positively affects the intention to use;
b. H2. System quality positively affects user satisfaction;
c. H3. Information quality positively influences intention to use;
d. H4. The quality of information positively affects user satisfaction;
e. H5. Service quality positively affects the intention to use;
f. H6. Service quality positively affects user satisfaction;
g. H7. Intention use positively affects user satisfaction;
h. H8. Intention use positively affects net profit;
i. H9. User satisfaction positively affects net benefits;

3. Results and Discussion

3.1 Structural Model

Structural model testing is useful for examining changes in the dependent variable on changes in indicators. Figure 3 is a structural model.
Figure 3 shows that the evaluation of online presence using the System Quality construct has five measurements, namely SQ1, SQ2, SQ3, SQ4, and SQ5. The measurement of the Information Quality construct uses 5 indicators, namely IQ1, IQ2, IQ3, IQ4 and IQ5, the Service Quality measurement construct has 4 indicators, namely SV1, SV2, SV3 and SV4 and the construct uses the measurement system there are 5 indicators namely UI1, UI2, UI3, UI4 and In UI5, the measurement of user satisfaction is 5 indicators, namely US1, US2, US3, US4, and US5. The measurement of net benefit is 5 indicators, namely NB1, NB2, NB3, NB4 and NB5.

3.2 Reliability Testing

The reliability test in this study used two criteria, namely the reliability of the composite and Cronbach alpha. The research variable is said to be valid if the results of the composite reliability test and Cronbach alpha are above 0.7. For more details, the reliability test is presented in Table 1.

| Variabel Laten | Cronbach Alpha | Composite Reability |
|----------------|----------------|---------------------|
| SQ             | 0,742110       | 0,82344             |
| IQ             | 0,823282       | 0,80511             |
| SV             | 0,794586       | 0,88003             |
| UI             | 0,863678       | 0,82671             |
| US             | 0,843111       | 0,80272             |
| NB             | 0,823134       | 0,83211             |

Table 1 shows that the reliability test results for the variables in the study were more than 0.7 so that the research variables were said to be reliable with the lowest value for the composite on the Information Quality variable, namely 0.80511 and the User Satisfaction variable, namely 0.80272. This test is reinforced by the Cronbach value whose results are above 0.6 and the lowest Cronbach value is 0.742110 in the Information Quality construct, so it can be concluded that the reliability test results are consistent.

3.3 Hypothesis test

The results of the research hypothesis test are shown in Table 2.
### Table 2. Hypothesis Testing

| Variable原Sample (O) | T Statistics (O/STERR) |
|----------------------|------------------------|
| SQ -> IU             | 0.311975               |
| SQ -> US             | 0.463588               |
| IQ -> IU             | 1.338827               |
| IQ -> US             | 3.630477               |
| SV -> IU             | 0.825102               |
| SV -> US             | 3.447754               |
| IU -> US             | 0.054906               |
| IU -> NB             | 0.095561               |
| US -> NB             | 1.449569               |

Based on the test results in table 2, the conclusion of the research hypothesis is as follows:

a. The results of the t-statistic SQ -> IU, the result of the t value of 2.39 means that the t value is greater than 2.02, so that H1 is accepted or there is a positive influence on system quality (SQ) on interest in using the system (IU).

b. The results of the t-statistic SQ -> US, the result of the t-value is 3.45, it means that the t-value is greater than 2.02, so that H2 is accepted or there is a positive influence on system quality (SQ) on system usage satisfaction (US).

c. The results of the t-statistic IQ -> IU, the results of the t value of 8.98 means that the t value is greater than 2.02, so that H3 is accepted or there is no positive influence on information quality (IQ) on interest in using the system (IU).

d. The results of the t-statistic IQ -> US, the result of the t-value is 3.96, which means that the t-value is greater than 2.02, so that H4 is accepted or there is a positive influence on information quality (IQ) on satisfaction of using the system (US).

e. The results of the t-statistic SV -> IU, the results of the t value of 6.47 means that the value of t is greater than 2.02, so that H5 is accepted or there is a positive effect of service quality (SV) on interest in system use (IU).

f. The results of the t-statistic SV -> US, the result of the t-value is 4.74, which means that the t-value is greater than 2.02, so that H6 is accepted or there is a positive effect of service quality (SV) on system usage satisfaction (US).

g. The results of the t-statistic IU -> US, the result of the t-value of 0.63 means that the t-value is smaller than 2.02, so that H7 is not accepted or there is no positive influence on user interest (IU) on system usage satisfaction (US).

h. The results of the t-statistic IU -> NB, the result of the t-value of 0.57 means that the t-value is smaller than 2.02, so that H8 is not accepted or there is no positive effect of user interest (IU) on benefits (NB).

i. The results of the t-statistic US -> NB, the result of the t-value of 6.36 means that the t-value is greater than 2.02, so that H9 is accepted or there is a positive influence on user satisfaction (US) on benefits (NB).

4. Conclusion

The successful implementation of online presence with the model concluded that there are 2 (two) aspects that have an influence, namely

a. Technological aspects using the variable quality system, information quality, and service quality state that it has a positive influence on intention use and use satisfaction.

b. The user aspect has a positive effect on the benefits as indicated by the user satisfaction variable which affects the net benefit.

c. The successful implementation of online presence is shown by the user satisfaction variable which has a positive effect on net benefit.
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