

To cite this article: Diba Nafisa, Irwan Siregar and Susianto Darius (2022). THE EFFECT OF PEDULILINDUNGI APPLICATION SERVICE QUALITY ON FULFILLMENT INFORMATION NEEDS FOR USERS, International Journal of Applied Science and Engineering Review (IJASER) 3 (6): 142-152

THE EFFECT OF PEDULILINDUNGI APPLICATION SERVICE QUALITY ON FULFILLMENT INFORMATION NEEDS FOR USERS

Diba Nafisa, Irwan Siregar and Susianto Darius

IISIP Jakarta, Jl. Raya Lenteng Agung 32, Jakarta Selatan, 12610, Indonesia

DOI: <http://dx.doi.org/10.52267/IJASER.2022.3608>

ABSTRACT

This article was prepared based on the results of research on the effect of pedulilindungi application service quality on meeting information needs for users. The study aimed to measure the effect of service quality of Pedulilindungi application on the fulfillment of information needs for users. The method used is a survey with a quantitative approach with a simple Linear regression. The results showed a simple linear regression test of the influence of application service quality to meet the needs of Information R 0.836 can be interpreted that the contribution of application service quality to meet the needs of information 83.6%. R Square of 0.700 means 70%.

KEYWORDS: Application Service Quality, Information Needs Fulfillment.

INTRODUCTION

Currently, all countries in the world are being hit by problems related to the COVID-19 pandemic, including the impact on Indonesia, which has the fourth most populous population in the world, will have a significant effect in a long time. Changes that may occur such as work from home (WFH), the implementation of social distancing and stay at home. Many public services today also provide health information services to make it easier for users to find information.

One of the public information services that provide services in the health sector is pedulilindung, being one of the applications in Indonesia.

The purpose of the application is to track and stop the distribution of COVID-19 exposure, especially Indonesia, through historical contacts when checking in in public places. This is very helpful when the user cannot remember the recent trip history.

The Indonesian Ministry of Health utilizes health information technology to carry out various innovations to maximize information services to the pedulilindung application. One of the innovations developed by the Indonesian Ministry of Health is to create a pedulilindung application. This application was created and developed with the aim of stopping and tracking the distribution of patients exposed to COVID-19. The pedulilindungi application relies on cooperation with Indonesian citizens to provide the existence of their location when traveling, which aims to explore locations and possibilities that have had contact with people exposed to the COVID-19 virus.

The pedulilindungi application has two main tabs, namely home and account. The Tab contains a series of features "scan QR code "this feature is needed when traveling to public places, users will be asked to scan the barcode has been provided in front of the entrance," covid-19 statistics "this contains information on how many people are infected with covid-19 in one village, district, city and province," e-HAC" Electronic Health Card Alert system is a user travel monitoring system during a pandemic when traveling long distances using public transportation, such as planes, "vaccine list" users can register for covid-19 vaccination, "teledokter" this feature will connect users to telemedicine services that other platforms have collaborated with the pedulilindung application. "check-in history "this feature contains the user's travel history for the past two weeks," travel rules "this feature contains rules from the government if you want to travel by air or land transportation," health services" this feature contains clinics and hospitals that accommodate users if they experience covid-19.

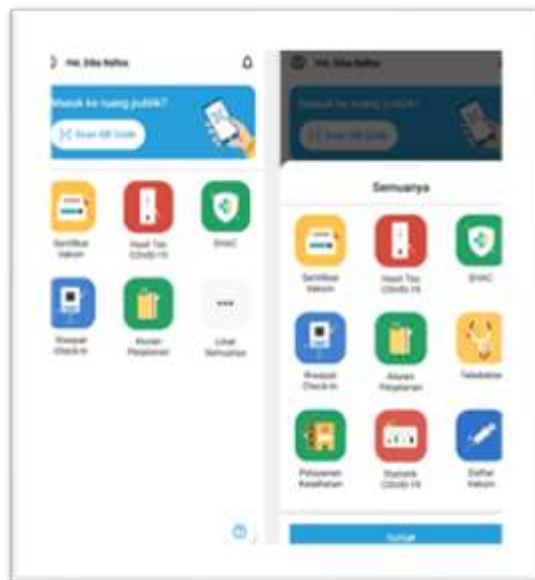
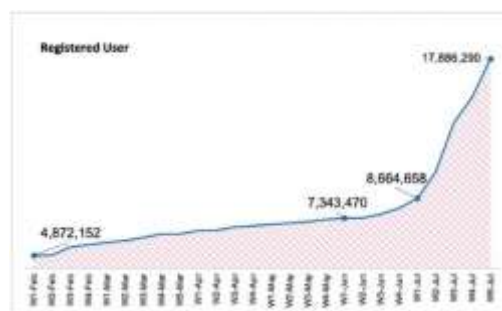


Figure 1 Peduli Lindungi Application

According to data from Uzone.id (accessed on October 20, 2021, 20.00), pedulilindungi now has 17,886,290 registered users in the application as of July 2021. The surge in the number of users who registered to have a pedulilindungi account occurred in the period from the second week of June to the end of July.

In the second week of June 2021, the number of accounts registered in pedulilindungi was 7,343,470 users. Then this figure increased in the second week of July yesterday to 8,664,658 users. Then, from that number soared to 17,886,290 users. Meanwhile, pedulilindung noted that there were around 2,500 daily active users, and 25,100 monthly active users.



Picture 2. Application user Data pedulilindungi

When someone sees a gap between the knowledge they have and the challenges they face, then someone will look for information to bridge the gap. The Ministry of Health must be able to meet the needs of information through its application, so that users can feel fulfilled by the information.

According to data from pusdatin, in the August 2021 period, the most is the vaccine certificate information category as much as 89 percent. While the information on data change requirements gets 1 percent of pedulilindungi users.

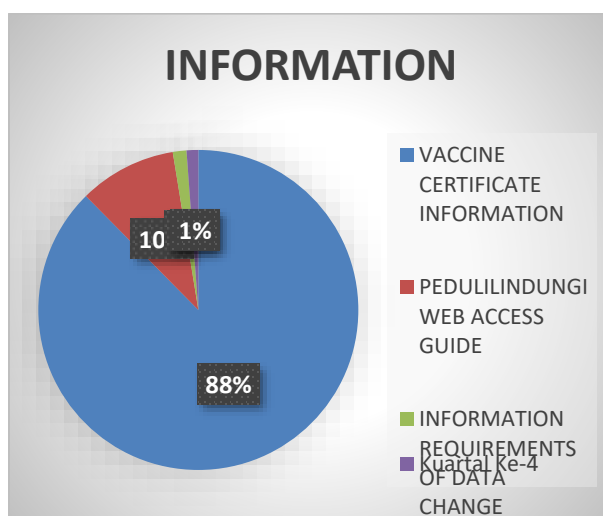


Figure 3. Data fulfillment of information needs

Research Questions:

1. How does Application Service Quality Care Protect?
2. How are the information needs of pedulilindungi application users met?
3. How far does the influence of application service quality care about protecting the fulfilment of information needs for users?

The purpose of this study to determine the effect of service quality pedulilindungi application to meet the needs of information for users.

Application Service Quality

Quality according to Goetsch and Davis (2005) a dynamic condition related to the product, which meets or exceeds the duhangkap. While service is an action from one party to another with the aim of meeting their needs.

Services in the field of business or Social should get serious attention because quality service determines success.

The Indonesian Ministry of Health made the pedulilindung application. Pedulilindungi application is a public information service that provides services in the field of Health

According to Rowley in Laurent (2016: 1), Application Services are defined as businesses or performances that are mediated by Information Technology. Application services include elements of Information Services, customer, and service". According to Hamilton and Chervany in Widodo et. al (2016: 164), measurement indicators of an application information service quality are: 1) Ease of Use (ease of Use), Application Information Systems provide convenience to users. 2) Response Time (access speed), application information systems provide speed in accessing information. 3) Flexibility (flexibility), application information systems can change according to user needs. 4) Security (Security), Application Information System provides security when used by its users. According to Ozer et al in Prakoso (2013: 20), the indicators for measuring the quality of mobile application services are as follows: 1) availability, namely the ability of mobile devices to be able to be used anytime and anywhere without any constraints. 2) perceived risk, associated with a variety of risks that may be experienced by users of mobile services. 3) easy to use, which is related to the ease of users in accessing information and various interests needed by users on mobile devices. 4) mobile device compatibility, related to the capability of mobile applications to be able to be used by various mobile devices owned by the user. According to Huang, et. al (2015:126) nine deminsi application service quality, namely: 1)

efficiency with respect to its ease of use 2)

system availability with respect to the functions needed and accuracy, 3)

content regarding the quality of message content, 4) privacy regarding the security of user information, 5) fulfilment of promises, 6)

responsiveness about quick response to problems, 7)

compensation with respect to the existence of compensation, 8)

contact regarding the availability of contacts to be contacted, 9)

billing about convenience in the event of a transaction.

Fulfilment Of Information Needs

According to Saepudin (2009:1), the fulfilment of information needs is a need faced by a person regarding information and seeking information to meet these needs. According to Katz, Gurevitch, and Haas in Yusup and Subekti (2010:82-83), there are several steps that can be applied in meeting the information needs of media users by first recognizing how the information needs of media users. The following are measurement indicators in addressing information needs; 1) Affective needs, or the desire to increase one's knowledge, understanding, and awareness of the environment, 2) cognitive needs: aesthetic, pleasurable, and emotional experiences reinforce these needs. 3) personal integration needs (personal integrative needs), that is, the search for self-esteem using certain favours, beliefs, and conditions. 4) social integrative needs, or the desire to maintain isolation through family, friends, and other individuals. 5) the need for fantasy (escapist needs), the urge to satisfy the need to let go and seek entertainment.

METHODS

Quantitative techniques were used in this study. Quantitative methods according to Suryani and Hendryadi (2015: 109), is a study that uses numerical data. The purpose of this method is to explain more in theory and/or hypothesis about the phenomenon to be investigated. According to Kriyantono (2008:58-59), the survey method is a research approach that uses questionnaires as a tool to obtain data in this study. The goal is to collect data about a group of people that reflects a particular population.

Ardianto (2014: 170) defines the population as the overall subject of the observed item. People, goods, objects, events, or anything else that is the subject of a survey can be included in the population.

If for research, then the study participants are all users of the Pedulilindung application.

Non-probability sampling techniques used in this study. Non-Probability Sampling, according to Sugiyono in Ruslan (2013:151-159), is a sampling approach that does not share each element of the population the same opportunity to be used as a sample. Purposive sampling is a sampling strategy based on known population characteristics.

According to Ruslan (2006:133), samples are taken from the population using specific methods that have a certain quality, detailed and intact, and can explain a population. In this study the population is all users who use the application Pedulilindungi. Sample of respondents in the study some of the users who use the application Pedulilindungi.

According Sugiyono (2010:81), the definition of a sample is representative of the overall characteristics obtained from a population.

So, the sample of this study is some of the users of the Pedulilindung application.

According to Kriyantono (2014:163), reported that many researchers do not know how big the appropriate sample size. Some argue that sampling 10% or 20% of the overall population is appropriate.

According to Sugiyono (2011:91), the appropriate and appropriate sample size that can be used in research is 30 to 500 or the total number of sample members of the variables studied. The authors chose 60 people because the number is Pedulilindung application users who are taken partly to be respondents of the study. The author uses a google form that will be answered questionnaire users Pedulilindungi application.

According to Sangadji and Sopiiah (2010:147), validity is the reality of an idea that is applied. According to Sarwono (2012:82), validity is the power of conclusion, inference, or proposition obtained from research findings with results that are close to the truth.

A measuring instrument is said to be valid, according to Nasution (2011: 75), if it calculates what the instrument should count. If it is associated with the author's research, the validity test is carried out by measuring the measurement tools used to determine the effect of Pedulilindung application service quality on meeting information needs for users. Reliability according to Nazir (2009:145), the reliability of a measuring instrument reveals information related to the characteristics of the tool in terms of the accuracy of the tool, stable, or consistent in measuring an object of research.

$$R = \alpha = \frac{n}{n-1} \left(\frac{S - \sum Si^2}{S} \right)$$

Description:

R = Cronbach's Alpha reliability coefficient

N = number of items

S = overall score variance

Si = variation of each item

If it is associated with research, then the reliability measurement will be considered good if the minimum coefficient is above 0.6. Questionnaire used with the reliability test on SPSS.

Technical analysis of the data used in this study is a simple linear regression performed only to involve one independent variable and one dependent variable that is to see the effect of service quality pedulilindungi application to meet the needs of information.

Research Hypothesis

Ha: there is an influence on the quality of service of the pedulilindungi application on meeting the information needs of users.

H0: there is no influence on the quality of application services pedulilindungi to meet the information needs of users.

Model Analysis

Variable X

Application Service Quality

1. **Easy of Use**
The application information system is easy to access.
2. **Response Time**
Application information system is fast in accessing information.
3. **Reliability**
Reliable application system for providing information.
4. **Flexibility**
The application information system can change according to user needs.
5. **Security**
The application information system is safe in its use.
6. **Availability**
The application information system can be used anytime and anywhere.
7. **Perceived risk**
The application information system makes it easy to transact.
8. **Easy to use**
The application information system is easy to use.
9. **Mobile device compatibility**
The application information system can be accessed by all mobile devices.



Variable Y

Fulfillment Information Needs

1. **Cognitive Needs**
Information system application add information, knowledge, and understanding.
2. **Affective Needs**
The application information system is fun because it makes it easy to access.
3. **Personal Integrative Needs**
Information system applications increase trust.
4. **Social Integrative Needs**
Application information system can increase knowledge off all things.
5. **Escapist Needs**
The application information system is fun because it can solve problems.

H₀: there is no influence on the quality of application services peduliindungi to meet the information needs of users.

RESULTS AND DISCUSSION

Simple Linear Regression Analysis

Models

R

R Square Adjusted R Square Std. Error of the Estimate

1 .836a .700 .694 .4.46387

Model	Sum square	Df	Mean Square	F	Sig
Regression	2690.468	1	2690.468	135.022	.000 ^b
Residual	1155.716	58	.19.926		
Total	3846.183	59			

Chart 1. Regression of application service quality care protect the fulfillment of information needs for users

Based on the regression results of pedulilindung application service quality towards meeting the needs of information for users, there is a coefficient (R) of 0.836, which means that the quality of application services affects the fulfillment of information needs by 83.6%. R square of 0.700 and sig 0.000 means 70%, then the variation that occurs against the high and low fulfillment of information needs caused by the influence of the quality-of-Service pedulilindungi application.

Model	Sum square	Df	Mean Square	F	Sig
Regression	2690.468	1	2690.468	135.022	.000 ^b
Residual	1155.716	58	.19.926		
Total	3846.183	59			

Chart 2. F/Anova test analysis application service quality careprotect the fulfillment of information needs for users

Based on the results of F/ANOVA test results Fhitung number of 135,022 with a significance level of 0.000 and 4.01 Ftable. Because the significance value is smaller than 0.05 is 0.000 and the results Fhitung

higher than F_{table} , it can be stated that the regression model in this study there is the influence of application service quality (X) to the fulfillment of information needs (Y).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Significance
		B	Std. Error			
1	(Constant)	2.017	3.338		.604	.548
	Variabel X (Kualitas Layanan Aplikasi)	.532	.046	.836	11.620	.000

a. Dependent Variable: Variabel Y (Pemenuhan Kebutuhan Informasi)

Chart 3. Test T / Coefficients effect of application quality care protect the fulfillment of information needs for users

Based on the T/Coefficient test, the application service variable affects the fulfillment of information needs because it has a GIS of 0.000 with a B of 0.532 (53.2%). The results of the value of Information Quality calculation 11.620 and T table 1.671. This means that there is an influence on the quality of Application Services to meet the information needs of users.

CONCLUSION

In accordance with the purpose of writing this study, to know how the influence of application service quality pedulilindungi to the fulfilment of information needs for users. This study shows that the quality of Application Services is influenced by the fulfilment of information needs, other factors that do not exist in the study. Based on the findings of these results can be concluded that if the quality-of-Service pedulilindung application can be improved, then the information needs of its users will be met.

SUGGESTIONS

1. In the value of anti-image correlations variable X: application service quality, there is a low value in the response time indicator (access speed) with the statement Pedulilindungi application does not have a system bug when accessing information with a value of 0.719 smaller than the other statements. Therefore, the authors suggest that the Ministry of health of the Republic of Indonesia improve the application to avoid system bugs or errors, so that the information sought by users can be met quickly.

2. Seen from the value of anti-image correlations in variable Y: information needs fulfilment, there is the lowest value in the indicator of fantasy needs that is equal to 0.790. Therefore, the author suggests that the Ministry of health of the Republic of Indonesia more often up to date news about covid-19, so that users can know or be more aware of covid-19.

REFERENCES

- Ardianto, Elvinaro. (2009). *Public Relations Praktis*. Bandung: Widya Padjajaran.
- , (2013), *Public Relations*. Bandung: Pengantar Komprensif Simbiosia Rekatama Medi.,
- Bungin, Burhan. (2007). *Metode Penelitian Kuantitatif*. Jakarta: PT. Raja Grafindo Persada.
- , (2013), *Metodologi Penelitian Sosial & Ekonomi: Format-format Kuantitatif dan Kualitatif untuk Studi Sosiologi, Kebijakan Publik, Komunikasi, Manajemen dan Pemasaran*. Jakarta: Kencana.
- Effendy, Onong Uchjana. (2002). *Hubungan Masyarakat Suatu Study Komunikologis*. Bandung: PT Remaja Rosdakarya.
- Kriyantono, Rachmat. (2008). *Teknis Praktis: Riset Komunikasi*. Jakarta: Pemada Media Group.
- , (2010), *Teknis praktis riset komunikasi: disertai contoh praktis riset media, public relation, advertising, komunikasi organisasi, komunikasi pemasaran*. Jakarta: Kencana.
- Nasution. (2006). *Metode Research*. Jakarta: PT. Bumi Aksara.
- Hoeta Soehoet, A M. (2002). *Pengantar Ilmu Komunikasi*. Jakarta. Yayasan Kampus Tercinta IISIP Jakarta.
- Huang Y, Eguina., Lin, Sheng-Wei., Fan, Yha-Chu. (2015). M-S-QUAL : *Mobile Service Quality Measurement*. *Jurnal of Electronic Commerce Research and Applications*, 14: 126-142.
- Prasetyo, Bambang dan Jannah, Lina. (2007). *Metode Penelitian Kuantitatif: Teori dan Aplikasi*. Jakarta: PT. Raja Grafindo Persada.
- Ruslan, Rosady. (2013). *Kiat dan Strategi Kampanye Public Relations*. Jakarta: PT. Raja Grafindo Persada.
- Sangadji, Etta dan Sopiah. (2010). *Metode Penelitian: Pendekatan Praktis dalam Penelitian*. Yogyakarta: C.V Andi Offset.
- Sarwono, Jonathan. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Soemirat, Soleh dan Ardianto, Elvinaro. (2007). *Dasar-Dasar Public Relations*. Bandung: PT. Remaja Rosdakarya.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif dan Kualitatif, dan R&D. Cetakan Keenam*. Bandung: CV. Alfabeta.
- , (2009). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Wiryanto. (2005). *Pengantar Ilmu Komunikasi*. Jakarta: Grasindo