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Analysis Research of Successing the SIGNAL Application in Batam City Using End User Computing Satisfaction (EUCS) Approach

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Abstract

This study aim of being able to assist application developers in improving the quality of systems and services in the SIGNAL application to be even better. This study used 2 methods which are quantitative with a minimum of 385 respondents from google from while qualitative on 30 people using interview techniques. The result shown that Content, Accuracy, Format, Ease of Use, and Timeliness variables positively influence the Satisfaction variable. This was supported by a coefficient of determination (R Square) of 79.1% for the quantitative data, and the comparison between the two quantitative and qualitative data sets demonstrated equivalence.

Keywords: SIGNAL, EUCS, R-Square, quantitative, qualitative

Introduction

A developed country is influenced by various things, one of which is finance, if a country's finances are unstable efforts to improve its economy will not go well (Fajriyanti et al., 2022). So that taxes are needed, taxes are a very important source of state revenue for government and national development (Agustina, 2020). There are many types of taxes that exist, one of which is the tax of the motorcycles, Motor Vehicle Tax is a tax on the right of power over motorized vehicles. Motor Vehicle Tax is a potential tax due to the large number of motorized vehicles that get a significant increase in number every year (Diah Widajantie & Anwar, 2020). Apart from that, the vehicle itself is a means of transportation that is needed in everyday life to carry out various activities so that the vehicle tax is referred to as a potential tax.

Tax payments can be made directly to the local samsat office and mobile samsat cars (Idris, 2021), with the rapid development of technology, many new applications and websites continue to be developed and created so that vehicle tax payments can also be made via online through the online samsat payment application, namely SIGNAL. The SIGNAL application, which stands for National Digital Samsat, is an application provided by the Indonesian National Police (Polri). This application was first tested in June 2021 until August 13, 2021. The SIGNAL application aims to facilitate the community in the process of validating the annual Vehicle Number Certificate (STNK), paying Motor Vehicle Tax (PKB), and Contributing Mandatory Road

Traffic Accident Funds (SWDKLLJ) without the need to come to the Samsat office (Damayanti, 2022). This SIGNAL application has also collaborated with various banks in Indonesia, so that payments can be made through these banks such as transfers through BRI, BNI, BCA, Bank Mandiri, Danamon, and Bank DKI.

The SIGNAL application can already be downloaded via Playstore and also Appstore, so it can be used on Android and IOS. After looking at the reviews and comments from previous researchers (Arribe & Aulia, 2022) regarding the SIGNAL application on the Playstore and Appstore, there are various problems conveyed by SIGNAL application users such as difficulty verifying KTP (Identity Card), uploading KTP (Identity Card), and experiencing image failures that do not match, the STNK (Vehicle Number Signature Letter) validation menu which often experiences errors, there is a message "not successfully registered", "please contact the call center" so that based on this data, there are still difficulties for users in using and understanding the SIGNAL application.

With the various problems and difficulties experienced by users of the SIGNAL application, it will greatly affect user satisfaction in using the SIGNAL application, therefore it is necessary to analyze the success of the SIGNAL application to find out what factors need to be improved in order to provide satisfaction for its users using the EUCS (End User Computing Satisfaction) research model which is determined by the variables of content, accuracy, format, ease of use, timeliness and satisfaction (Arribe & Aulia, 2022).

Based on the increasing number of motorcycle purchases per year so that it is necessary to pay vehicle taxes, the author feels the need to conduct research in terms of analyzing the level of success of the SIGNAL application with the aim of being able to assist application developers in improving the quality of systems and services in the SIGNAL application to be even better. Therefore, the research title chosen by the author is "Analysis of the Success of the SIGNAL Application in Batam City Using the End User Computing Satisfaction (EUCS) Approach".

Literature Review

The research entitled "Analysis Research of Successing the SIGNAL Application in Batam City Using End User Computing Satisfaction (EUCS) Approach" is based on several previous studies, as follows:

Research conducted by (Naufal et al., 2023) is research that is the main basis of this research. This research is a research in the form of success analysis on the SUMUT e-Samsat application. This study aims to identify factors that affect the satisfaction of users of the e-Samsat SUMUT application, as well as provide recommendations to application developers to continue to increase satisfaction's level of SIGNAL application users. The research methodology used in this study is to use quantitative methods with questionnaires and also statistical data analysis from a minimum of 285 respondents. This research is applied using the EUCS (End User Computing Satisfaction) approach, which includes five variables consisting of content, format, ease of use, accuracy and timeliness as measurement factors that affect user satisfaction with information systems. The results of research using the EUCS (End User Computing Satisfaction) approach show that each variable gets a score of 4 out of a total score of 5, indicating a high level of satisfaction or success. However, researchers suggest that some improvements are still needed to increase user satisfaction.

The next research is research conducted by (Hubalillah et al., 2022). This study discusses the analysis of the service quality of the Mobile Samsat Bus of the South Medan Regional

Revenue Service Unit. The research methodology in this research is a descriptive method with qualitative analysis techniques carried out by conducting observations and interviews. Based on the results from doing interviews and observations, the service quality of the Mobile Samsat Bus at Simpang Pemda, Medan Selayang District is considered good or high quality, because many informants are satisfied with the timeliness of service completion, but the comfort is still bad or inadequate due to limited facilities such as a hot place and no tents to protect from the sun and also no waiting chairs for long queues. There are also complaints such as the operating hours of the mobile Samsat bus which are very short.

The next research is research conducted by (Riza Ahmad & Fithri Meuthia, 2022). This study analyzes the effect of perceived ease of use, perceived usefulness, and compatibility, on the intention to use the SIGNAL application in Padang. The method used in the research is to use quantitative methods by distributing google forms to 98 respondents who use the SIGNAL application. The results were analyzed using multiple linear regression analysis, and the regression equation shows that perceived ease of use, perceived usefulness, and compatibility positively affect intention and interest in using the SIGNAL application. The results of the study show that perceived ease of use and compatibility have a significant influence on intention and interest in using the SIGNAL application, while perceived usefulness has no significant effect.

The next research is research conducted by (Silamukti, 2022). This study aims to determine the implementation of the National Digital Samsat (SIGNAL) application in the Polda Metro Jaya Legal Area, as well as factors that hinder and support the implementation of the application, and analyze the effectiveness of the SIGNAL application in the Polda Metro Jaya Legal Area. This research uses a qualitative approach with descriptive methods. Conducted at the Samsat Office in the Polda Metro Jaya jurisdiction, especially in DKI Jakarta. Data for this research were taken through interviews and documentation. The results of the study state that the effectiveness of digital services from the SIGNAL application has run smoothly but there are several factors that support and hinder the application. Supporting factors include equipment, vehicles and human resources while inhibiting factors include slow network problems, lack of coordination and the use of third party services.

The next research is research conducted by (Robbaniyah & Dwi, 2022). This study aims to determine the level of satisfaction of SINAR service users on the POLRI Korlantas Digital application using the End User Computing Satisfaction (EUCS) method. This research was conducted by creating and distributing questionnaires to 100 people who were calculated using the Lameshow formula. Based on the results of the research that has been carried out, the dependent variables consisting of content, accuracy, ease of use, format and timeliness all have a significant influence on the satisfaction variable or user satisfaction. With the results obtained from the R Square coefficient test of 0.714 or around 71.4%, which means that in statistics the effect of the dependent variable on the satisfaction variable is 0.714 or 71.4% in a positive direction on the National Precision SIM (SINAR) service on the Korlantas POLRI Digital application.

By referring to previously existing studies, the authors will analyze the success of the SIGNAL application by using quantitative methods with questionnaires on google forms as conducted by (Naufal et al, 2023) & (Riza Ahmad & Fithri Meuthia, 2022), then collect qualitative data as done by (Hubalillah et al., 2022) & (Silamukti, 2022) and also with the EUCS (End User Computing Satisfaction) approach as done by (Robbaniyah & Dwi, 2022) and perform the R Square test on the satisfaction variable.

The research model used in this research is the EUCS (End User Computing Satisfaction) model.

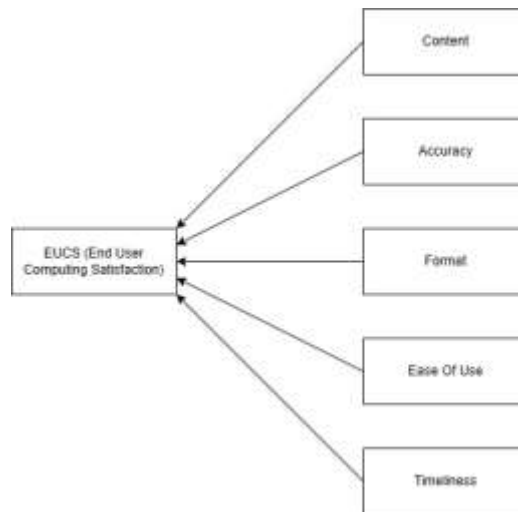


Figure 1 Research Model

Based on the research model based on EUCS approach above, the hypothesis to be tested in this study are as follows :

- H1 : Content Variable positively affects the EUCS (End User Computing Satisfaction) Variable.
- H2 : Accuracy Variable positively affects the EUCS (End User Computing Satisfaction) Variable.
- H3 : Format Variable positively affects the EUCS (End User Computing Satisfaction) Variable.
- H4 : Ease Of Use Variable positively affects the EUCS (End User Computing Satisfaction) Variable.
- H5 : Timeliness Variable positively affects the EUCS (End User Computing Satisfaction) Variable.

Research Methods

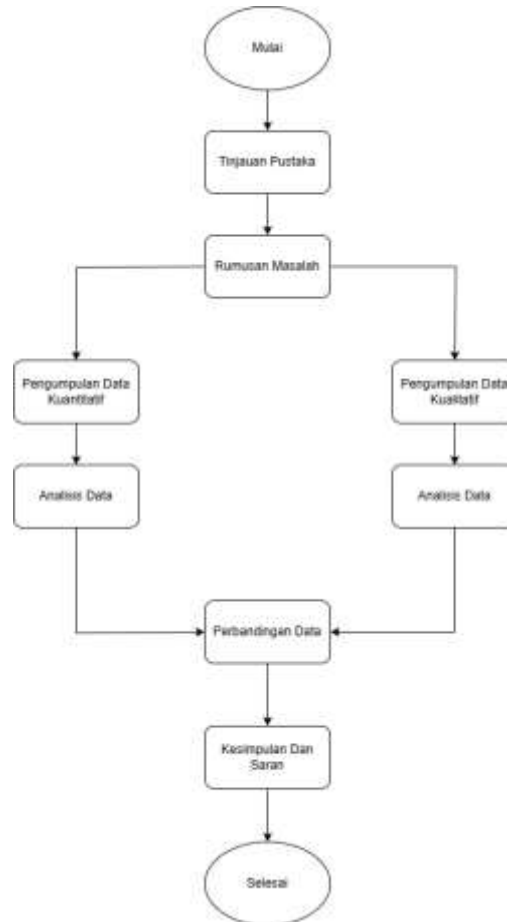


Figure 2 Research Flowchart

The author intends to use 2 types of methods for this research, which are quantitative and qualitative methods.

1. Quantitative Method

Quantitative data collection is a collection that will be applied by the author by distributing questionnaires made via google form. The target respondents selected are several people who have used the SIGNAL application. Respondents will fill out a questionnaire on a scale of 1-5, where 1 is "disagree" and 5 is "agree". The method used as a benchmark in determining the number of respondents is the random sampling method where the determination of respondents is carried out randomly and using the Slovin Rule formula calculated with a confidence level of 95% and a margin of error of 5, based on the calculation results of the Slovin Rule, the total targeted respondents are 385 people.

2. Qualitative Method

Qualitative data collection is a collection that will be carried out by the author using interview techniques. The author will ask several questions to the sample from Batam City as a representative to be the target of the interview, the total targeted sample is 30 people. The questions given are in accordance with the questions distributed through the questionnaire. As done by (Adnas et al., 2023).

Table 1 Operational Definition of Variables

| No. | Variable | Indicator |
|-----|--------------|---|
| 1. | Content | C1. SIGNAL application provide correct information as required. C2. The content and information displayed by the SIGNAL application helps in solving the problem. |
| 2. | Accuracy | A1. The SIGNAL application rarely crashes when used. A2. The information displayed by the SIGNAL application is very accurate. A3. The output results of the SIGNAL application are in accordance with what has been inputted. A4. The SIGNAL application produces information that is reliable, trustworthy, precise and correct. |
| 3. | Format | F1. The SIGNAL app has an organized menu structure. F2. The color composition of the SIGNAL Application is wonderful that it does not tire the eyes and is not boring. F3. The SIGNAL application has a UI that makes user easy to comprehend. F4. The SIGNAL application displays clear and complete information. |
| 4. | Ease Of Use | E1. Easy to get tax payment information on the SIGNAL application. E2. Online payments using the SIGNAL application are practical for you. E3. The use of the SIGNAL application in tax payments is easy to master. E4. The SIGNAL application provides clear instructions for using the application. |
| 5. | Timeliness | T1. The SIGNAL app provides the information you need in a timely manner. T2. The SIGNAL app provides up-to-date data. |
| 6. | Satisfaction | S1. The use of SIGNAL application services in making tax payments is more effective and efficient. S2. I feel satisfied in using the SIGNAL application. |

The quantitative data collected from the questionnaire on the google form will be analyzed using the SPSS (Statistical Package for the Social Sciences) application, as follows:

1. Outlier Test

Outlier test is a test carried out by separating data that has been considered excessive and it cannot be used. To detect data that is classified as outlier data, the author will use Z-score analysis. If the value of the Z-Score is greater than 3 or smaller than -3, then the data will be categorized as outlier data and must be removed.

2. Validity Test

Validity test will be carried out with the criterion that if the significant value of R-Count is greater than the significant value of R-Table, the data is considered valid and can be used, but if the significant value of R-Count is less than the significant value of R-table, the data is considered invalid and cannot be used.

3. Reliability Test

Reliability test is applied with criteria where if the Cronbach's Alpha result is above 0.6, means the data is reliable and can be used, while if the Cronbach's Alpha result is below 0.6, means the data is unreliable and cannot be used.

4. Descriptive Statistic Test

This descriptive statistic test serves to determine the indicator with the highest average value.

5. User Satisfaction Testing Instrument

A good user response can be interpreted as a match in the expectations of the user themselves which becomes a benchmark for user satisfaction, while user satisfaction itself is the main determining factor in the success of an application. The following is a survey created by researchers to measure user satisfaction using a linkert scale (Sugandi & Halim, 2020).

6. Test Coefficient of Determination (R Square)

Test Coefficient of Determination is to determine how much influence the independent variable has on the dependent variable. The higher the result obtained from R Square, the greater the influence and connection of the independent variable on the dependent variable. In this study, there are 5 independent variables, namely Content, Accuracy, Ease Of Use, Format and Timeliness, while there is only 1 dependent variable, namely the EUCS (End user Computing Satisfaction) variable or Satisfaction.

While the qualitative data will be analyze using the methods below :

a. Data Reduction

At this stage the author will classify, summarize and also separate data from the results of interviews that have been conducted, data reduction is carried out to take important points or the core of the interviews that have been applied in order to obtain data in the form of clearer information and make it easier for the author to make conclusions.

b. Data Grouping

The data that has been collected will be grouped regularly in narrative and detailed form according to the characteristics of the informant so that the data will be more neatly organized and easier to understand.

c. Drawing Conclusions

In the last stage, conclusions will be drawn by looking for relationships, similarities or differences from the data that has been collected and grouped.

Results and Discussion

After collecting quantitative data obtained from google form which has a total of 408 respondents and also qualitative data from interviews with 30 informants. So the demographics of the respondents can be seen from the following table.

Table 2 Quantitative Data Demographic

| Description | | Total |
|----------------------|--------------------|-------|
| Age | 17-27 | 229 |
| | 28-38 | 174 |
| | 39-49 | 5 |
| | 50-60 | 0 |
| Occupation | Student | 165 |
| | Civil Servant | 3 |
| | Private Employee | 225 |
| | Self-Employed | 5 |
| | Others | 10 |
| Last Education Level | Primary School | 0 |
| | Junior High School | 0 |
| | Senior High School | 232 |
| | Bachelor | 176 |

| | | |
|--|--------|---|
| | Master | 0 |
|--|--------|---|

Table 3 Qualitative Data Demographic

| Keterangan | | Jumlah |
|----------------------|--------------------|--------|
| Age | 17-27 | 16 |
| | 28-38 | 11 |
| | 39-49 | 3 |
| | 50-60 | 0 |
| Occupation | Student | 10 |
| | Civil Servant | 0 |
| | Private Employee | 13 |
| | Self-Employed | 4 |
| | Others | 3 |
| Last Education Level | Primary School | 0 |
| | Junior High School | 0 |
| | Senior High School | 14 |
| | Bachelor | 16 |
| | Master | 0 |
| | | |

Based on the quantitative data, author use SPSS for outlier test using Z-Score method and found out 8 outlier data to be removed from 408 data, so only 400 data left.

Table 4 Validity Test Result

| Variable | Indicator | R-Count | R-Table | Result |
|--------------|-----------|---------|---------|--------|
| Content | C1 | 0.436 | 0.0991 | Valid |
| | C2 | 0.02 | 0.0991 | Valid |
| Accuracy | A1 | 0.735 | 0.0991 | Valid |
| | A2 | 0.748 | 0.0991 | Valid |
| | A3 | 0.774 | 0.0991 | Valid |
| | A4 | 0.714 | 0.0991 | Valid |
| Format | F1 | 0.569 | 0.0991 | Valid |
| | F2 | 0.768 | 0.0991 | Valid |
| | F3 | 0.776 | 0.0991 | Valid |
| | F4 | 0.594 | 0.0991 | Valid |
| Ease Of Use | E1 | 0.847 | 0.0991 | Valid |
| | E2 | 0.653 | 0.0991 | Valid |
| | E3 | 0.812 | 0.0991 | Valid |
| | E4 | 0.669 | 0.0991 | Valid |
| Timeliness | T1 | 0.749 | 0.0991 | Valid |
| | T2 | 0.624 | 0.0991 | Valid |
| Satisfaction | S1 | 0.723 | 0.0991 | Valid |
| | S2 | 0.720 | 0.0991 | Valid |

Since all of the R-count are above the R-table so it can be concluded all the indicators are valid.

Table 5 Reliability Test Result

| Variable | Score | Result |
|--------------|-------|----------|
| Content | 0.915 | Reliable |
| Accuracy | 0.946 | Reliable |
| Format | 0.893 | Reliable |
| Ease Of Use | 0.821 | Reliable |
| Timeliness | 0.797 | Reliable |
| Satisfaction | 0.884 | Reliable |

Since all the scores are above the Cronbach's Alpha which is 0.6, so it can be concluded all the variables are reliable.

Table 6 Descriptive Statistic Test Result

| Variable | Indicator | Mean | Standard Deviation |
|--------------|-----------|--------|--------------------|
| Content | C1 | 4,2770 | 0,74468 |
| | C2 | 4,3431 | 0,66864 |
| Accuracy | A1 | 4,3603 | 0,64255 |
| | A2 | 4,1176 | 0,70162 |
| | A3 | 4,3603 | 0,63871 |
| | A4 | 4,2868 | 0,74756 |
| Format | F1 | 4,4779 | 0,61072 |
| | F2 | 4,4926 | 0,66128 |
| | F3 | 4,5221 | 0,64210 |
| | F4 | 4,4657 | 0,64156 |
| Ease Of Use | E1 | 4,5025 | 0,69395 |
| | E2 | 4,4436 | 0,67730 |
| | E3 | 4,2328 | 0,61688 |
| | E4 | 4,3799 | 0,64270 |
| Timeliness | T1 | 4,4142 | 0,62108 |
| | T2 | 4,4020 | 0,62322 |
| Satisfaction | S1 | 4,2549 | 0,58961 |
| | S2 | 4,1887 | 0,68409 |

Highest mean from content variable is C2, accuracy variable are A1 and A3, format variable is F3, ease of use variable is E1, timeliness variable is T1 and lastly satisfaction variable is S1. Which means most of the respondents agree with the statement from the indicator.

Table 7 User Satisfaction Testing Instrument Result

| Variable | Result |
|--------------|----------------|
| Content | 4 (Agree) |
| Accuracy | 4 (Agree) |
| Format | 5 (Very Agree) |
| Ease Of Use | 4 (Agree) |
| Timeliness | 4 (Agree) |
| Satisfaction | 4 (Agree) |

Each of the results represent the highest vote by respondents, so it could be concluded as positive since mostly respondents are agree only in format variable which respondents very agree.

Table 8 Test Coefficient Of Determination Result

| Model | R | R Square | Adjusted R Square | Std. Error of the estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.791 | 0.625 | 0.621 | 0.36385 |

The result from test coefficient of determination prove that the influence of the independent variable to the dependent variable is 79.1% which is considerably high. Which also means that content variable has a significant influence on satisfaction variable as done by (Lauwrenza & Agustiniingsih, 2023), accuracy variable has a significant influence on satisfaction variable as done by (Kurniasih & Pibriana, 2021), format variable has a significant influence on satisfaction variable as done by (Novita & Helena, 2021), ease of use variable has a significant influence on satisfaction variable as done by (Darwati & Fitriyani, 2022), timeliness variable has a significant influence on satisfaction variable as done by (Lattu et al., 2022).

The result from analyzing qualitative data concluded as below :

1. In the content variable, informants feel that the SIGNAL application has provided and displayed information that is correct and as needed and the SIGNAL application can solve problems in making tax payments and transactions.
2. In the Accuracy variable, informants feel that the SIGNAL application rarely has errors when making transactions and the SIGNAL application itself also provides accurate results and data in accordance with the facts.
3. In the Format variable, informants feel that the SIGNAL application already has a complete display menu, is neat, as needed and has a good and structured design and has a color combination that is pleasing to the eye so that it is not easy to get bored when using the SIGNAL application.
4. In the Ease Of Use variable, informants feel that the SIGNAL application has clear and complete instructions for use and the SIGNAL application has features that are easy to understand so that new users are also easy to understand.

5. In the Timeliness variable, informants feel that the process of displaying the application is relatively fast and does not take a long time, the data displayed is already the latest data.
6. In the Satisfaction variable, informants feel that the SIGNAL application is quite satisfied because the application is easy to use, has a neatly arranged appearance, the data and information displayed are in accordance with the needs, errors rarely occur in the application and the application loading process also does not take a long time.

Conclusions

After conducting quantitative data collection through a Google Form and qualitative data from interviews on the topic " Analysis Research of Successing the SIGNAL Application in Batam City Using End User Computing Satisfaction (EUCS) Approach" it is evident that the Content, Accuracy, Format, Ease of Use, and Timeliness variables positively influence the End User Computing Satisfaction (EUCS) variable. This was supported by a coefficient of determination (R Square) of 79.1% for the quantitative data, and the comparison between the two quantitative and qualitative data sets demonstrated equivalence.

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