

Examining Drivers of Use and Satisfaction for MyTelkomsel Mobile Application: An Integrated TAM, UTAUT2, and Delone & McLean View

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Abstract. This study integrates TAM, UTAUT2 and Delone & McLean models to examine drivers of use and satisfaction for the MyTelkomsel mobile application. A survey of 400 users analyzed how information quality, system quality, perceived usefulness, ease of use, performance expectancy, habit, service quality, and use affect satisfaction. The results found information quality and perceived ease of use to be significant factors impacting usage. The findings provide valuable practical insights for mobile telecommunication providers to focus on content and interface design elements that enhance adoption of their applications.

Keywords: MyTelkomsel, Provider application, loyalty, user Satisfaction, Delone and Mclean, TAM, UTAUT 2

1. Introduction

The implementation of the Industrial Revolution 4.0 makes technology increasingly inseparable from daily human activities. The results of technology that continues to be developed daily will increasingly allow humans to increase efficiency in carrying out activities, without leaving comfort in its use. This also requires every aspect of the business to quickly adapt to the changes, to continue to follow society's movement and consumption patterns by existing technological developments.

Telecommunication devices have also evolved. From the telegraph, the first electrically signaled telecommunication device, until now, many variants of telecommunication devices, such as computers or even smartphones, are applied to people's daily lives. Electronic communication devices today cannot be separated from human life and the internet, which is considered the primary complement to these devices. Supported by people's habits that are closely related to the use of the internet, all telecommunications companies in the field of digital internet service providers are also aggressively innovating, and this is done in order to expand the market reach that has the opportunity to be achieved.

If in the previous technological era, credit and internet purchases could only be purchased by making offline transactions to counters or shops, now telecommunications companies in the field of digital internet service providers are innovating by making provider applications that can be accessed directly on each individual's smartphone.

The Provider Application is designed by an Internet digital service provider company that provides information about its services. The primary function is to offer easy transactions for purchasing credit and internet services. This application is designed so that customers can get information about the services offered in full and in detail, accompanied by several interactive features. Besides providing convenience for customers, using provider applications that can be accessed anywhere and anytime also provides an excellent opportunity for companies to reach new customers without interacting offline with a broader scope (Patmalasari & Indriyanti, 2021).

Of the many telecommunications companies in the digital internet service providers field, there is MyTelkomsel, whose service usage is significant in Indonesia. MyTelkomsel is a provider application that provides explicit information and serves purchasing activities around Telkomsel services. Until now, MyTelkomsel has had over 100 million downloads on the Play Store application and is ranked 1st in the most significant number of service users until 2023 (Figure I), making Telkomsel.

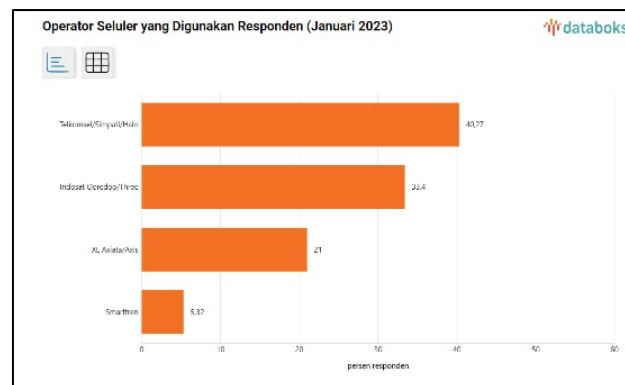


Fig. 1: Frequently Used Mobile Operators
(Source: databoks.kadata)

The features provided in the MyTelkomsel application focus on the credit and internet purchase transaction process. They are supported by a description of the information about the services offered by Telkomsel. In addition, this application also offers a customer loyalty program called Telkomsel Prestige. This program will allow customers to collect points from every transaction and redeem them for certain benefits. The benefits offered are various, ranging from free quota to discounts for access to

airport lounges. This program is one of the main attractions for prospective customers or customers using the MyTelkomsel App for a long time.



Fig. 2: Rate of MyTelkomsel App on PlayStore
(Source: Play Store Mobile)

MyTelkomsel has a pretty good average rating from customer reviews, 4.7 stars (Figure II). Customers seem pretty satisfied with the services provided, and there are a few comments about recommending Telkomsel to their relatives. However, on the other hand, there are still many customer complaints, especially from service prices that can differ between individuals, system disruptions that impact transactions, and much more. One of the problems that MyTelkomsel application users often experience is difficulty logging into the application. In fact, related to existing problems, the MyTelkomsel Team created a page providing input and solutions that users can use if they have difficulty logging into the application. This clearly indicates that this incident took place quite commonly.

The difficulties that occur clearly make it quite difficult for many people to use the application if problems occur continuously. So, by looking at some of the existing problems, it is necessary to find out more about the factors that will affect the use, loyalty and Satisfaction of customers or users of MyTelkomsel as this application is centered on meeting customer needs or customers.

This research was conducted to determine the factors that influence customer usage, loyalty and satisfaction in using MyTelkomsel by applying a modified research model between UTAUT 2, TAM and Delone McClean. The model selection was made because there is a connection between the three models which focuses on accepting and implementing technology along with evaluating the quality of the information system that has been implemented but without leaving out the mapping of factors that will influence individual and organizational performance in implementing the technology. So it is hoped that at the end of the research, the information obtained can be used as input or evaluation reference to improve performance or services that users feel are not optimal.

2. Literature Review

2.1. Information Quality (IQ)

Seen in previous research (Huh, Keller, Redman, & Watkins, 1990) revealed that Information Quality is defined into 4 (four) different dimensions the four dimensions accuracy, completeness, consistency, and currency. These four dimensions are used as a measuring tool or Information Quality point of view in finding the final result of measuring Information Quality in its application.

When referring to (Delone & McLean, 1992) Information Quality is based on the quality of the final output obtained from the implemented information system, the measurement of the results can be seen in the form of reports or input. From this statement, it can be concluded that the quality of information can only be seen through the output produced in the final, not only pegged at the 'time' of use.

Through information benchmarking through previous research, this study will determine whether the Information Quality variable is also one of the main factors for users using the MyTelkomsel

application.

2.2. System Quality (SQ)

System Quality can be defined as the quality of the system itself. (Seddon, 1997) explains that the quality of the system is said to be related to many aspects of the system and not only in terms of smoothness in the running of the system, this must also be seen in terms of ease of use, whether there are bugs in the running of the system, to the quality of using the system.

The existing explanation shows that, just as the Information Quality variable, System Quality can also affect the use of an application system whose measurement can only be seen from the final result or output. If drawn to this research, it will be found that the system's quality when running the application will affect the level of use by users.

2.3. Perceived of Usefulness (PU)

(F, 1989) explains that Perceived of Usefulness can be defined as the belief of each individual or group in using a particular system that will continuously improve its performance. (Amin, Rezaei, & Abolghasemi, 2014) also stated how Perceived Ease of Usefulness is one of the basic keys that will influence user intentions and satisfaction with a product or service.

So the previous research that has been carried out will really support how MyTelkomsel's Perceived Ease of Usefulness will greatly influence customers' views of satisfaction and intention to continue using the application.

2.4. Perceived Ease of Use (PE)

Perceived Ease of Use is ease of use. (F, 1989) states that Perceived Ease of Use is related to a person's ease of using technology. (Amin, Rezaei, & Abolghasemi, 2014) also stated that in general Perceived Ease of Use will influence the customer usefulness side of customer satisfaction.

So in connection with the current research is the relationship between Perceived Ease of Use as a factor influencing users using the MyTelkomsel application.

2.5. Performance Expectancy (PX)

Performance Expectancy is the performance expectation itself. What is meant is the expectation of the output resulting from the performance. (Aronson & Carlsmith, 1962) state that if someone gets good results while expecting bad results, these promising results will be considered harmful or not in line with initial expectations.

So by combining previous research, it can be seen that performance expectancy will more or less influence satisfaction with the use of services or products provided by the provider of goods or services.

2.6. Habit (HT)

By its definition, Habit is a person's habit. Habit will reflect on a person's habit of using or using something. However, previous research (Tamilmani, Rana, & Dwivedi, 2018) said that habits should be exchanged for experience variables. This study still focuses on deepening habits as a factor in users' use of the MyTelkomsel application.

2.7. Service Quality (QY)

Service Quality is the quality of service. (Gorla, Somers, & Wong, 2010) Service Quality will focus on the quality provided in a service that runs to fulfill user desires. In this study, service quality will focus

on whether the quality of service provided by the MyTelkomsel application will affect its use by customers.

2.8. Use (UE)

Use is, of course, related to the use or function of the system. This variable will talk about the time or process of users using the intended system or application, the MyTelkomsel application.

2.9. User Satisfaction (US)

(Zviran & Erlich, 2003) states that User Satisfaction measures the implications and success of implementing information systems. (Seddon, 1997) also mentions that related to the many ways a person can determine the success of an information system, User Satisfaction has different benchmarks accompanied by different results.

User satisfaction is the ultimate goal of this research. Will the variables used affect user satisfaction with the services provided by MyTelkomsel or not? Or are there other factors that will actually influence user satisfaction with MyTelkomsel services?

3. Research Methodology

3.1. Model

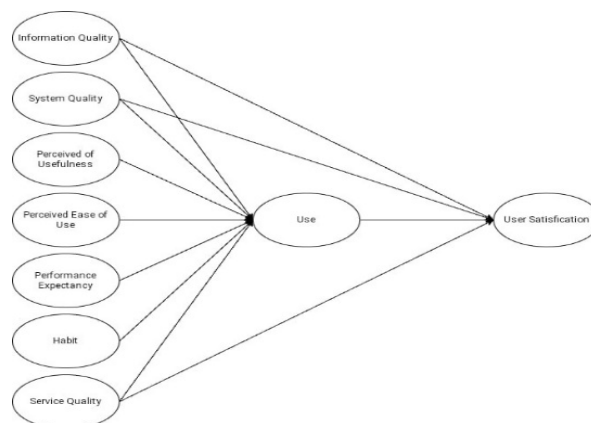


Fig.3: Research Model

The research model used in this research is the result of a combined modification of the TAM, UTAUT 2 and Delone and McClean models. There are 9 (nine) variables in this study, namely: Information Quality (IQ), System Quality (SQ), Perceived of Usefulness (PU), Perceived Ease of Use (PE), Performance Expectancy (PX), Habit (HT), Service Quality (SY), Use (UE), and User Satisfaction (US).

This research model is also a development of previous research (Setiawan & Suroso, 2022) with different research objects.

3.2. Data Source

This research is quantitative research with inferential analysis where the data is obtained through distributing questionnaires which will later be processed using the Partial Least Square (PLS) test tool. The data sources used in this study will have 2 different sources. Primary data from this study is through data obtained by distributing questionnaires to eligible respondents. Then, this primary data will be supported by supporting data from the results of journals or research that has been done before.

The population of this study is users of MyTelkomsel services who have made transactions on the application. The sample used is 400 active users of MyTelkomsel services whose numbers are obtained

by calculating the Slovin formula.

This study will distribute questionnaires that apply a 7-point Likert scale with the options "Strongly Disagree," "Disagree," "Moderately Disagree," "Neutral," "Moderately Agree," "Agree," and "Strongly Agree."

In collecting the required data, researchers distributed questionnaires through social media to personally send questionnaire links to related relations who were deemed eligible. Emphasizing data validation is carried out by only allowing each respondent to answer the questionnaire once, if the respondent has filled in the respondent then they cannot reopen the question link that was shared.

3.3. Hypothesis Analysis

By distributing questionnaires as the primary source of obtaining data, this study adapts the results of previous studies as a source of making the questions given. This research utilizes the Structural Equation Model (SEM) as a multivariate statistical analysis and Partial Least Square (PLS) using the Smart-PLS 4.0 application. This will allow the correlation between variables and the research model presented to be proved.

From the research conducted, there are 11 hypotheses obtained:

H₁: The Information Quality (IQ) variable on Use (UE) significantly influences users using the MyTelkomsel application.

H₂: The System Quality (SQ) variable on Use (UE) significantly influences users' use of the MyTelkomsel application.

H₃: There is a significant influence of the Perceived of Usefulness (PU) variable on Use (UE) on users using the MyTelkomsel application.

H₄: The Perceived Ease of Use (PE) significantly influences Use (UE) users using the MyTelkomsel App.

H₅: The Performance Expectancy (PX) variable on Use (UE) significantly influences users' use of the MyTelkomsel application.

H₆: There is a significant influence of the variable Habit (HT) on Use (UE) on users in using the MyTelkomsel application

H₇: There is a significant influence of the Service Quality (SY) variable on Use (UE) among users using the MyTelkomsel application

H₈: There is a significant influence of the Use (IQ) variable on Use Satisfication (US) in users using the MyTelkomsel application.

H₉: There is a significant influence of the Information Quality (IQ) variable on Use Satisfication (US) on users using the MyTelkomsel application

H₁₀: There is a significant influence of the System Quality (SQ) variable on Use Satisfication (US) on users using the MyTelkomsel application

H₁₁: There is a significant influence of the Service Quality (SY) variable on Use Satisfication (US) on users using the MyTelkomsel application

Through 9 existing variables accompanied by 11 hypotheses, table 1 will describe the variables along with the indicators made to be answered by the respondents.

Table 1: Variables and Indicators in Model Building

Variable	Code	Indicator
Information Quality (X1)	X11	MyTelkomsel provides detailed information about the service.
	X12	Visual information on the MyTelkomsel app is easy to understand.
	X13	The information provided by MyTelkomsel suits my needs.
System Quality (X2)	X21	MyTelkomsel's application system has minimal bugs.
	X22	There are rarely errors in using the application.

	X23	MyTelkomsel's system runs smoothly.
Perceived of Usefulness (X3)	X31	MyTelkomsel application makes the transaction process more effective.
	X32	MyTelkomsel application makes the process of purchasing credit and internet services easier.
	X33	The MyTelkomsel application makes it easy for users to learn more about Telkomsel's services.
Perceived Ease of Use (X4)	X41	MyTelkomsel App is easy to use
	X42	MyTelkomsel App is easy to learn
	X43	MyTelkomsel application provides all the services I need
Performance Expectancy (X5)	X51	I have had high expectations for the MyTelkomsel application from downloading it.
	X52	MyTelkomsel App runs according to my initial expectations
Habit (X6)	X61	Without realizing it, I have become accustomed to using MyTelkomsel application services.
	X62	It became a habit to continue to make internet service purchase transactions on MyTelkomsel App.
	X63	When I think of a provider application, I immediately think of MyTelkomsel App.
Service Quality (X7)	X71	The services on the MyTelkomsel app fulfill my needs.
	X72	The service obtained through the MyTelkomsel application has always been unrestricted.
	X73	During its use, the service on MyTelkomsel App is always well accessible.
Use (UE)	Y1	MyTelkomsel is convenient to use
	Y2	MyTelkomsel application is always easy to access in various circumstances.
	Y3	The use of the MyTelkomsel application is beneficial for time efficiency
User Satisfaction (US)	Z1	MyTelkomsel App provides the best service.
	Z2	I recommend the MyTelkomsel App to others.
	Z3	Overall, I am satisfied with the services provided by MyTelkomsel.

4. Research Findings and Discussion

4.1. Respondent's Data

Respondents of this study are users of the MyTelkomsel application who have made transactions on the application. The questionnaire was distributed by spreading the questionnaire link on social media applications. Respondents were analyzed to find out details of age, gender, and the provider application brand they use other than the MyTelkomsel application with the following details:

Table 2: Demographics of Respondent Gender

Variable	Answer	Percentage
Gender	Wanita	50,5%
	Pria	49,5 %

Table 2 describes the gender distribution of the respondents who filled out the questionnaire. From the data obtained, the results show that as many as 49.5% of the questionnaires were filled in by male respondents, namely 198 people, on the other hand the data also shows that women filled in the remaining 50.5% of the remaining respondent data with a total of 202 people.

Table 3: Age Demographics of Respondents

Variable	Answer	Percentage
Age	< 17 years	17,5 %
	18-25 years	39 %
	26-35 years	32 %
	36-45 years	11 %
	> 46 years	0,5 %

Table 3 describes the age distribution of respondents who completed this research questionnaire. Respondents aged <17 years have a total of 70 people or equivalent to 17.5%, respondents aged 18-25 years who are the most extensive age range of questionnaire fillers are 158 people or equivalent to 39%, aged 26-35 years or the second largest age range of questionnaire fillers have 128 respondents or 32%, respondents after 36-45 years have 44 people or equivalent to 11% and finally the smallest age range of questionnaire fillers, namely in the range above 46 years has a total of 2 respondents or 0.5%.

Table 4: Occupational Demographics of Respondents

Variable	Answer	Percentage
Occupations	Student	34,5 %
	Private Employee	27,5 %
	Public Servant	8,25 %
	Housewife	16,5 %
	Others	13,25 %

Table 4 describes the details of the occupations of the respondents who filled out this research questionnaire. Based on the data listed, 138 students filled out this questionnaire, which is equivalent to 34.5%, 110 private employees, or equivalent to 27.5%, 33 private employees, or equivalent to 8, 25% homemakers, as many as 66 people, or 16.5%, and other jobs that were not mentioned in detail as many as 53 people or 13.25%.

Table 5: Demographics of Respondents based on Providers used other than MyTelkomsel

Variable	Answer	Percentage
Providers Used Other than MyTelkomsel App	myXL	33,25 %
	By.U	24,75 %
	AXISnet	14,5 %
	MyIM3	8,75 %
	None (MyTelkomsel only)	18,75 %

Table 5 details the distribution of respondents based on the provider used by respondents other than the MyTelkomsel application. The data shows that myXL is the most widely used provider application by respondents other than MyTelkomsel, 133 people or 33.25%. In second place is by.U, which 99 respondents or 24.75% use. Then there is the MyIM3 application, which is in third place with 58 people or 14.5%. In the last position is the AXISnet provider application, with as many as 35 people, 8.75%. In addition, this data shows that 75 respondents are users who only use 1 (one) provider application, namely MyTelkomsel, or 18.75%.

4.2. Validity and Reliability Test

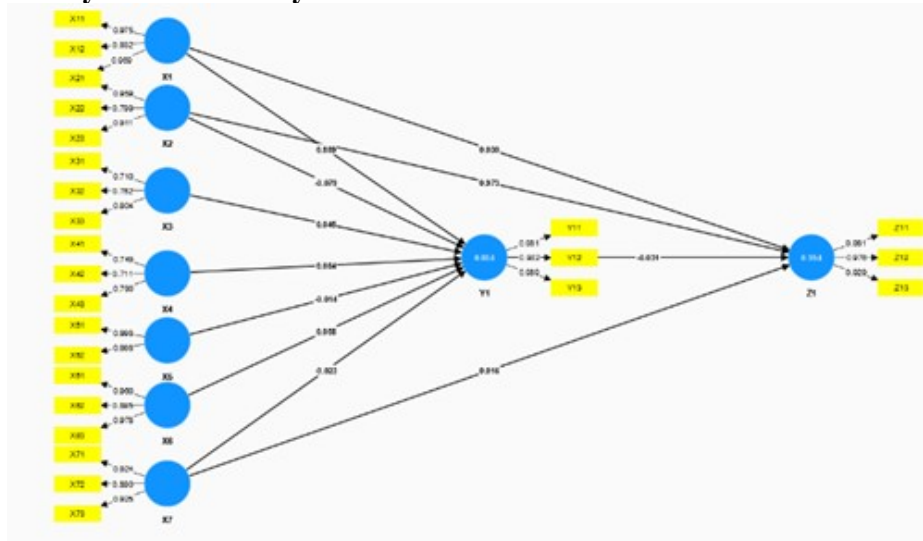


Fig.4: Model Path Coefficient Output

Figure 2 describes the data obtained after researchers have processed the data. For validity and reliability testing, the details will be explained as follows:

Table 6: Variables/Indicators Validity and Reliability

No	Variable/ Indicator	Outer Loading	AVE	CR(rho_a)	CR(rho_c)	CA
	X1		0.919	0.965	0.972	0,956
1	X11	0,975				
2	X12	0,932				
3	X13	0,969				
	X2		0,796	0,906	0,921	0,871
4	X21	0,959				
5	X22	0,799				
6	X23	0,911				
	X3		0,577	0,631	0,803	0,646
7	X31	0,710				
8	X32	0,762				
9	X33	0,804				
	X4		0,564	0,611	0,795	0,619
10	X41	0,749				
11	X42	0,711				
12	X43	0,790				
	X5		0,996	0,997	0,998	0,996
13	X51	0,998				
14	X52	0,998				
	X6		0,893	0,975	0,961	0,940
15	X61	0,960				
16	X62	0,895				
17	X63	0,978				

	X7		0,834	0,909	0,938	0,901
18	X71	0,924				
19	X72	0,890				
20	X73	0,925				
	Y1		0,968	0,984	0,989	0,984
21	Y11	0,981				
22	Y12	0,982				
23	Y13	0,989				
	Z1		0,927	0,961	0,974	0,960
24	Z11	0,981				
25	Z12	0,976				
26	Z13	0,929				

The validity test can be seen and measured from the outer loading value of each indicator to the related variable. Based on previous research, it should be noted that the validity of each indicator must have a value above 0.7 (Sarwono, 2010) so that when viewed from the results of data processing obtained, it can be found that all indicator data owned is valid.

Turning to the reliability test, it is explained that it is carried out to measure the extent to which the indicators used can be trusted in their application. In the reliability test, Cronbach's alpha and composite reliability are 2 (two) components that are seen as benchmarks. (Ghozali, 2016) states that the minimum value that must be achieved is 0.6. So, through the data that has been processed, it can be seen that all data owned is above 0.6 and fulfills the reliability test conducted.

4.3. Coefficient of Determination Test

Table 7: Coefficient of Determination Test Results

	R-square	R-square adjusted	Description
Y1	0,854	0,851	Powerful
Z1	0,954	0,954	Strong

The coefficient determination test is carried out to see how much exogenous variables can influence endogenous variables. In this processed data, 85.1% of the Use variable can be explained through all the X variables. Likewise, the Z1 or User Satisfaction variable which is 95.4% can be explained through all X variables that are also used. So, the ability of exogenous variables to endogenous variables can be substantial.

4.4. Test Hypothesis Results

Hypothesis	Value		Original Sample	Status
	T-statistics	Pvalues		
H1	41.21	0.00	0.88	Significant
H2	1.71	0.08	0.03	Insignificant
H3	0.96	0.33	-0.07	Insignificant
H4	274.85	0.00	0.97	Significant
H5	1.54	0.12	0.04	Insignificant
H6	1.26	0.20	0.08	Insignificant
H7	0.52	0.60	-0.01	Insignificant
H8	0.84	0.39	0.05	Insignificant
H9	0.50	0.61	-0.02	Insignificant
H10	1.52	0.12	0.01	Insignificant
H11	1.62	0.10	0.03	Insignificant

Table 8: Hypothesis Test Results

H1: Information Quality (IQ) on Use (UE). The data shows that the T-Statistic value obtained is 41.21, more significant than 1.96, so Information Quality (IQ) affects Use (UE). Moving on to the P-value, H1 has a value of 0.00, less than 0.05, so there is a significant relationship between Information Quality (IQ) and Use (UE). The data results show a significant influence of the Information Quality (IQ) variable on Use (UE) on users using the MyTelkomsel application.

These results indicate that it is true that variables directly and significantly have a strong impact on user satisfaction with the services provided by MyTelkomsel. The quality of information here speaks about the completeness or ease of user understanding of information about the services provided by MyTelkomsel. So here it is proven that the quality of information provided by MyTelkomsel is in line with customer desires which results in user satisfaction.

H2: System Quality (SQ) on Use (UE). The data shows that the T-Statistic value obtained is 1.71, smaller than 1.96, so System Quality (SQ) does not affect Use (UE). Moving on to the P-value, it can be noted that H2 has a value of 0.08, which is greater than 0.05, so it can be said that there is no significant relationship between System Quality (SQ) and Use (UE). The data obtained shows no significant influence of the System Quality (SQ) variable on Use (UE) on users using the MyTelkomsel application.

The test results state that the relationship between the System Quality variable and the use variable is not significant. This could be said to tend to be quite surprising. If we look at its application in users' lives, users tend to feel disturbed if the service they use does not have or is supported by a good quality system. For example, the user's intention to stop using a digital application service tends to be high if the service provided frequently experiences troublesome disruptions. So the results of this hypothesis are surprising when compared with events that tend to occur frequently in society.

H3: Perceived of Usefulness (PU) on Use (UE). In the data obtained, the T-Statistic value obtained is 0.96, which is smaller than 1.96, so Perceived Usefulness (PU) does not affect Use (UE). Moving on to the P-value, H3 has a value of 0.33, greater than 0.05, so there is no significant relationship between Perceived of Usefulness (PU) and Use (UE). The data obtained shows no significant influence of the System Quality (SQ) variable on Use (UE) on users using the MyTelkomsel application.

Through the tests carried out, it can be seen from the survey results that people feel that the benefits of using a service will not greatly affect their use. This is quite inversely proportional to the reality of its implementation in society, that users tend to feel satisfied and loyal to use a service if the service has

maximum benefits.

H4: Perceived Ease of Use (PE) on Use (UE). The data obtained shows a value of 274.85, more significant than 1.96, so Perceived Ease of Use (PE) affects Use (UE). Moving on to the P-value, H4 has a value of 0.00, which is less than 0.05, so it can be said that there is a significant relationship between Perceived Ease of Use (PE) and Use (UE). The results of the data obtained show a significant influence of the Perceived Ease of Use (PE) variable on Use (UE) on users using the MyTelkomsel application. This is also inversely proportional to previous research (Subagio & Jessica, 2020), which states that the Perceived Ease of Use variable does not affect the Use variable.

With the results of the tests carried out, it can be seen that the Perceived Ease of Use variable has a significant impact on the Use variable. So when compared with the current situation of society, it is true that they have a tendency to continue using services if they are supported by the convenience of the service system provided. People prefer to continue using services that make it easier for users to use services.

H5: Performance Expectancy (PX) on Use (UE). The data obtained shows the value obtained is 1.54, which is smaller than 1.96, so Performance Expectancy (PX) does not affect Use (UE). Moving on to the P-value, H5 has a value of 0.12, greater than 0.05, so there is no significant relationship between Performance Expectancy (PX) and Use (UE). From the results of the data obtained, it can be concluded that the Performance Expectancy (PX) variable has no significant influence on the Use (UE) of users using the MyTelkomsel application.

From this it can be seen that Performance Expectancy will not really affect user usage. Users will not be affected by their expectations of the performance of the services they use as long as they still function well. This clearly provides basic knowledge that as long as the system performance can work well even without meeting user expectations, it will still be very possible for users to continue using the service.

H6: Habit (HT) on Use (UE). The data shows that the T-Statistic value obtained is 1.26, smaller than 1.96, so Performance Expectancy (PX) does not affect Use (UE). Moving on to the P-value, H6 has a value of 0.20, greater than 0.05, so there is no significant relationship between Habit (HT) and Use (UE). From the data obtained, it can be concluded that the Habit (HT) variable on Use (UE) has no significant influence on users using the MyTelkomsel application.

The results of data processing originating from server state that a person's habits will not affect the 'using' side of the service.

H7: Service Quality (SY) on Use (UE). The data obtained shows the value obtained is 0.52, which is smaller than 1.96, so it can be said that Service Quality (SY) does not affect Use (UE). Moving on to the P-value, it can be seen that H7 has a value of 0.60, which is greater than 0.05, so there is no significant relationship between Service Quality (SY) and Use (UE). The data obtained shows no significant influence of the Service Quality (SY) variable on Use (UE) on users using the MyTelkomsel application.

This result clearly contradicts the reality in society. The public will clearly think about service quality when considering long-term service use. People have a tendency to be loyal in using a service that provides good and consistent service quality. This can clearly be used for further research on this topic which is contrary to the reality in society.

H8: Use (IQ) to Use Satisfaction (US). The data shows that the T-Statistic value obtained is 0.84, smaller than 1.96, so Use (IQ) does not affect Use Satisfaction (US). Moving on to the P-value, H8 has

a value of 0.39, greater than 0.05, so there is no significant relationship between Use (IQ) and Use Satisfaction (US). The results of the data obtained show no significant influence of the Use (IQ) variable on Use Satisfaction (US) on users in using the MyTelkomsel application.

The results of this hypothesis testing state that the usage side does not provide significant results regarding customer satisfaction with services. This is quite surprising because if you look at its application in society, users can only assess the results of satisfaction with a service if they have used the service. So whether it is a little or a lot, the 'usage' side should influence customer satisfaction with the services provided.

H9: Information Quality (IQ) on Use Satisfaction (US). The data shows that the value obtained is 0.50, smaller than 1.96, so Information Quality (IQ) does not affect Use Satisfaction (US). Moving on to the P-value, H8 has a value of 0.61, greater than 0.05, so there is no significant relationship between Information Quality (IQ) and Use Satisfaction (US). From the results of the data obtained, there is no significant influence of the Information Quality (IQ) variable on Use Satisfaction (US) on users using the MyTelkomsel application.

The test results based on the survey data were quite surprising, as information quality was stated to have no significant results on user satisfaction. This can be said based on events in society, as the information quality plays a very important role in customer satisfaction. Customers have a tendency to be curious about the services provided and will try to learn more about that matter. So in this case, if the information quality provided is not helpful enough, there is a high possibility that users will feel dissatisfied with the services provided.

H10: System Quality (SQ) on Use Satisfaction (US). The data shows that the TStatistic value obtained is 1.52, smaller than 1.96, so System Quality (SQ) does not affect Use Satisfaction (US). Moving on to the P-value, H10 has a value of 0.12, greater than 0.05, so there is no significant relationship between System Quality (SQ) and Use Satisfaction (US). The data obtained shows no significant influence of the System Quality (SQ) variable on Use Satisfaction (US) on users using the MyTelkomsel application. This is also in line with previous research which broadly discusses the same variables, (Normelindasari & Solichin, 2019) also proves that System Quality does not significantly affect the Satisfaction of using an application system.

In reality, in society, system quality is often also a determining factor in user satisfaction with services. Systems that frequently error, are damaged or suddenly shut down often give users unexpected difficulties. This will clearly directly affect customer satisfaction if improvements or improvements are not made quickly and responsively.

H11: Service Quality (SY) on Use Satisfaction (US). The data obtained shows the value obtained is 1.62, which is smaller than 1.96, so Service Quality (SY) has no effect on Use Satisfaction (US). Moving on to the P-value, H11 has a value of 0.10, greater than 0.05, so there is no significant relationship between Service Quality (SY) and Use Satisfaction (US). The data obtained shows no significant influence of the Service Quality (SY) variable on Use Satisfaction (US) on users using the MyTelkomsel application. This is also inversely proportional to previous research (Suhada, Setiyani, Aisyah, & Nurapriani, 2021), which states that service quality will affect customer satisfaction

This is a very surprising test result. How to describe the results that service quality is not significant for user satisfaction. In fact, in everyday life, the main pillar of customer satisfaction is through the service they receive. It will be very easy for users to abandon and replace the services they usually use, if the service they receive is not as good as the beginning. So, the results of this test are clearly very different from what is happening in society.

4.5. Implication of Research

When viewed from the results of data processing that has been carried out, Perceived Ease of Use or ease of use is the most important thing affecting user use in using the MyTelkomsel application. This is also supported by the fact that users are currently more comfortable using a service or application that makes it easy to access the services they want to find.

In addition, the quality factor of information (H1) also plays a vital role in the continuation of user Satisfaction in a service. The importance of complete information on a service that prioritizes transactions must allow users to find out and access information about services quickly and easily. In the field, the MyTelkomsel application provides information related to the services provided in a complete and easily accessible manner by users. In addition, MyTelkomsel also provides attractive visualizations so that users can describe the services needed according to the needs of each customer. This is also evident in Hypothesis 1 that Information Quality significantly impacts the Customer Satisfaction variable.

From the research conducted, MyTelkomsel will continue to develop ease of use and information quality, which are the two main aspects of user Satisfaction in the MyTelkomsel application.

5. Conclusion

This research makes an important theoretical contribution by developing an integrative model that explores user adoption and information systems success literature to disentangle the impact on application use and satisfaction. For practitioners, this analysis produces actionable guidelines to improve information design, navigation simplicity, and accessibility to strengthen the durability of the MyTelkomsel application.

This research uses PLS-SEM analysis using SMART-PLS 4 on 400 MyTelkomsel user respondents to determine the factors that influence usage, loyalty and customer satisfaction in using MyTelkomsel. Through the research conducted, it is known that the Information Quality variable has a significant effect on the User Satisfaction variable and the Perceived Ease of Use variable has a significant effect on the Usage variable. However, apart from the variables explained, other variables in this research show that they do not have a significant effect on user usage and satisfaction in using the MyTelkomsel application.

In terms of limitations, it relates to single case studies and cross-sectional data. Further research could expand the investigation to other providers and also track usage metrics longitudinally.

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