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Evaluation of the New Student Admission Website of STMIK Widya Cipta Dharma Using the End-User Computing Satisfaction Method

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Abstrak

The New Student Admission (PMB) website is one of the platforms used in the admission and registration process for prospective students at STMIK Widya Cipta Dharma. An evaluation of the PMB website is necessary to ensure user convenience and satisfaction during the registration process. This study aims to evaluate the new student admission website of STMIK Widya Cipta Dharma using the End-User Computing Satisfaction (EUCS) method. The EUCS method consists of five main dimensions: content, accuracy, format, ease of use, and timeliness. Data was collected through questionnaires distributed to registered students, prospective students of STMIK Widya Cipta Dharma, and users of the PMB website. The analysis results indicate user satisfaction in using the PMB website.

Keywords: *Student Admission, Website Evaluation, User Satisfaction, End-User Computing Satisfaction*

1. Introduction

In the digital era, higher education institutions are increasingly relying on information technology to enhance the efficiency and effectiveness of the new student admission process. The New Student Admission (PMB) website has become one of the main tools for providing information, registration, and selection of prospective students. However, the success of implementing the PMB website is not solely determined by its functionality, but also by the level of user satisfaction in interacting with the system.

Evaluating the PMB website is essential to understand the extent to which the website meets user expectations and needs. One of the commonly used methods for assessing user satisfaction with computer-based systems is the End-User Computing Satisfaction (EUCS) method. This method measures user satisfaction based on five main dimensions: content, accuracy, format, ease of use, and timeliness.

STMIK Widya Cipta Dharma, as a technology-based higher education institution, needs to ensure that its PMB website provides a positive experience for prospective students. Therefore, this study aims to evaluate the PMB website of STMIK Wicida using the EUCS method to determine the level of user satisfaction and identify areas that need improvement in order to enhance the user experience.

The results of this evaluation are expected to provide recommendations for website administrators in optimizing the PMB system, so that the new student admission process can run more effectively and efficiently. Thus, this study can contribute to improving the quality of digital services in the higher education sector.

2. Research Methodology

The End-User Computing Satisfaction (EUCS) method is used to determine the level of user satisfaction in using an application system by comparing their expectations with the actual performance of the information system. In the context of information systems,

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it refers to a comprehensive evaluation from the users of the system based on their experiences in using it (Saputri & Alvin, 2020).
The main focus of this assessment lies in the end-user's evaluation of technological aspects, including accuracy, effectiveness, and the ease of accessing information and registering as a student at STMIK Widya Cipta Dharma. An illustrative model of the EUCS can be seen in Figure 1.

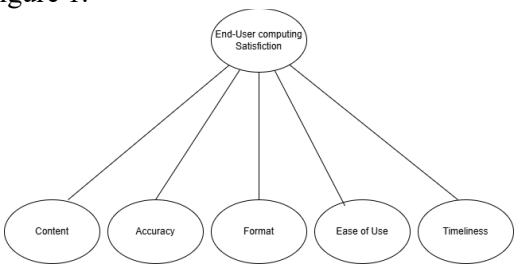

Figure 1. End-User Computing Statisfaction Model

According to Doll and Torkzadeh, End-User Computing Satisfaction (EUCS) consists of five variable dimensions: content, accuracy, format, ease of use, and timeliness. This approach focuses on end-user satisfaction with various aspects of technology (Yuli Komalasari, 2024), namely:

2.1. Content

The quality of content is expected to meet the users' needs in presenting information related to the institution. This variable reflects user satisfaction with the content of a website, which should serve a specific function and convey a clear purpose. The more complete and relevant the information, the higher the level of user satisfaction with the website.

2.2. Accuracy

Accuracy refers to the website's ability to process input and generate correct and reliable information. The level of accuracy can be assessed based on the number of errors occurring during data processing. It is essential for users to receive accurate information through the website application.

2.3. Format

This dimension evaluates user satisfaction with the aesthetics and visual interface of a website. User satisfaction can be enhanced through an appealing, visually pleasing, and easily understandable layout.

2.4. Ease of Use

This variable assesses user satisfaction from the perspective of usability. Ease of use is considered a key element in system development, influencing how intuitively and efficiently users can interact with the system.

2.5. Timeliness

Timeliness is a relevant indicator of user satisfaction. Efficiency in data processing and the delivery of outputs plays a crucial role in meeting user expectations. Real-time performance or punctual information delivery is identified through the system's ability to provide timely and accurate information and data.

2.6. System Development Method

End-User Computing Satisfaction (EUCS) is a method used to measure the level of user satisfaction with an application system by comparing user expectations with the actual performance of an information system. The definition of End-User Computing

Satisfaction in the context of an information system is a comprehensive evaluation by the users, based on their experiences while using the system.
EUCS serves as a tool for measuring user satisfaction with a system or application, and the results are analyzed using statistical methods. The EUCS variables consist of five dimensions: content, accuracy, format, ease of use, and timeliness. As an instrument for measuring satisfaction, EUCS has been proven to be a systematic and accurate measurement tool.
Steps in the EUCS Development Method:

1. Conduct a comprehensive evaluation of user satisfaction with the system.
2. Evaluate based on users' actual experiences in using the system.
3. Use the evaluation results as a reference for future system development and improvements.

3. Results and Discussion

In this study, the research subjects were end-users of the PMB (New Student Admission) website for the academic years 2023/2024 and 2024/2025, totaling 1,067 individuals. Given the relatively large population size, the determination of the ideal sample size was carried out using the Slovin formula (Sugiyono, 2016), with a 5% margin of error, resulting in a required sample size of 292 respondents.

Table 1. Research Indicators

Code	Dimension	Indicators
K1	Content	The website provides information relevant to user needs
K2	Content	The website provides more information than expected
K3	Content	The website provides accurate information
A1	Accuracy	I am satisfied with the accuracy of the website
A2	Accuracy	The information is presented in a proper and correct format
F1	Format	The output information is presented in a useful format
F2	Format	The information is clear
KP1	Ease of Use	The website interface is user-friendly
KP2	Ease of Use	The registration process is easy

The sampling technique used in this study was simple random sampling, a method that gives each individual in the population an equal opportunity to be selected as a sample. This technique does not consider individual characteristics within the population. The main objective of this approach is to ensure that the selected sample represents the entire population so that the findings of the analysis can be generalized (Sugiyono, 2016).

The data used in this research is primary data, obtained directly from respondents. The responses were collected and described honestly and objectively, without any intention of drawing generalized conclusions. In this study, descriptive statistical analysis was employed by calculating the Respondent Achievement Level (Tingkat Capaian Responden or TCR), as developed by Riduwan (2020) and described by Tjiptabudi and Ndaumanu (2021), using the following formula:

$$TCR = RS/N \times 100 \quad (1)$$

Explanation:
TCR = Respondent Achievement Level
RS = Average score of respondents' answers
N = Maximum possible score

The calculated TCR value is then classified into several categories based on scale ranges, as presented in Table 2 and subsequently described.

Table 2. TCR Scale Classification

TCR Value Range	Category
$0\% \leq TCR < 21\%$	Very Low

TCR Value Range	Category
21% ≤ TCR < 41%	Low
41% ≤ TCR < 61%	Fairly High
61% ≤ TCR < 80%	High

The hypotheses developed and tested in this study consist of five (5) hypotheses, as presented in Table 3:

	Hypothesis
H1	The performance indicator of the content dimension is very high (TCR ≥ 81%)
H2	The performance indicator of the accuracy dimension is very high (TCR ≥ 81%)
H3	The performance indicator of the ease of use dimension is very high (TCR ≥ 81%)
H4	The performance indicator of the timeliness dimension is very high (TCR ≥ 81%)
H5	The performance indicator of the timeliness accuracy is very high (TCR ≥ 81%)

Agree (weight 1), disagree (weight 2), neutral (weight 3), agree (weight 4), and strongly agree (weight 5). The results of descriptive statistical calculations using the TCR (Total Criteria Respondent) method are based on the respondents' responses.

Table 4. Descriptive Statistical Results

Dimensi	Kode	Tcr	Kategori
Content	K1	86.4	Very High
	K2	84.8	Very High
	K3	79.7	High
	K4	82.6	Very High
	Mean	83.4	Very High
Accuracy	A1	84.5	Very High
	A2	83.8	Very High
	Mean	84.2	Very High
Format	F1	83.8	Very High
	F2	85.6	Very High
	Mean	84.7	Very High
Ease of Use	KP1	86.4	Very High
	KP2	85.8	Very High
	Mean	86.1	Very High
Timeliness	KW1	85.4	Very High
	KW2	80.1	High
	Mean	82.8	Very High

4. Conclusion

Based on the evaluation results of the New Student Admission (PMB) website of STMIK Widya Cipta Dharma using the End-User Computing Satisfaction (EUCS) method, it can be concluded that user satisfaction is very high. The evaluation focused on five main dimensions: content, accuracy, format, ease of use, and timeliness. The results indicate that the content presented on the PMB website effectively meets user needs, with a TCR score indicating that the information provided is sufficiently complete and accurate. Moreover, the accuracy of the data delivered through the website also received high ratings, suggesting minimal errors in information dissemination. In terms of format and ease of use, the website's layout and user-friendly interface were highly rated, facilitating prospective students in accessing information and completing registration. The ease-of-use features also received a high score, confirming that the website's navigation is intuitive for users. Regarding timeliness, the website is capable of providing real-time information and processing data quickly, although several aspects still require optimization to improve the system's response time efficiency.

However, several recommendations are provided to further enhance the quality of the PMB website. First, the website's design should be updated to be more interactive and

responsive across various devices, including mobile-friendly features. Additionally, more interactive features, such as a chatbot or an enhanced FAQ section, should be incorporated to assist prospective students in better understanding the registration process. Furthermore, ensuring the stability of website access speed, particularly during the new student registration period, is crucial to prevent server overload. Regular testing and system optimization should also be conducted to maintain optimal performance. Continuous evaluation through regular user satisfaction surveys is recommended to continually improve service quality. The use of analytics technology can help understand user behavior and identify areas that require further enhancement. Lastly, to secure prospective students' personal data, it is essential to strengthen the security system by implementing stronger data encryption and authentication methods during the registration process. The conclusions and recommendations provided are expected to assist the management in enhancing the quality of the PMB website of STMIK Widya Cipta Dharma, ultimately offering better services to prospective students.

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