

Implementation of the Seddon and Kiew Success Model on the use of software as a service in Small and Medium Enterprises in Bengkulu City

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Abstract

This study aims to determine the implementation of the Seddon and Kiew success model in the use of software as a service in MSMEs in Bengkulu City. Respondents of this study were 45 MSMEs in Bengkulu City who had used software as a service. The analysis technique uses the SmartPLS 3.0 program. The results show that the importance of the system has a positive effect on system usefulness, the importance of the system affects user satisfaction, system quality has a positive effect on system usefulness, system quality does not have a positive effect on user satisfaction, information quality has a positive effect on system usefulness, information quality does not have a positive effect on user satisfaction, system usefulness has a positive effect on user satisfaction.

Keywords: Seddon and Kiew Success Model, MSMEs, Information Systems

INTRODUCTION

The development of increasingly advanced technology has an effect on small and medium scale trading businesses (MSMEs), including the transaction system which is still carried out manually, namely by using paper for archiving company data or in other words, there are still many MSMEs that still do not realize the convenience they feel when using an accounting information system. This is also supported by data from the Circular Letter from BPS Bengkulu Province (2018) which shows that only 9.16% use the internet and computers while 90.84% do not use the internet. Computers and the internet are not only useful for recording transactions, archives, documentation, but also for preparing and presenting faster and more accurate financial reports. Unfortunately, only less than 10 percent of MSMEs use computers and utilize the internet where internet utilization includes financial reporting, product design, marketing and others BPS Bengkulu Province, (2018).

Currently, SMEs in Bengkulu Province, especially in Bengkulu City are at the stage of utilizing technology to market products by utilizing the market place platform Sasongko, (2020). This can be done through the process of developing SME centers, accompanied by providing assistance, both in financial and non-financial forms. Given the enormous role of SMEs in the national economy, efforts to improve the performance of SMEs are absolutely necessary in order to maintain the stability of the national economy, one of which is through the application of accounting information systems Nisa, (2011). This research will discuss the successful use of Cloud Accounting-based software as a service in Bengkulu City using the Seddon and Kiew (1996) success model. Small and medium enterprises (SMEs) are one of the economic drivers of the community in Bengkulu City until now still have low competitiveness. The low use of technology including information technology is one of the factors causing the low competitiveness. Therefore, in order to increase the competitiveness of SMEs in Bengkulu City, a study is needed to map the condition of the use of information technology as well as the factors that encourage and inhibit

the adoption of information technology among SMEs. The object of study in this research is SMEs located around the Bengkulu City area.

This study also adopted the Seddon success model. According to Seddon and Kiew (1996), they replicated and developed the DeLone and McLean (1992) model, but Seddon and Kiew (1996) only tested partially, namely only involving system quality, information quality, usage and user satisfaction but did not involve elements of individual impact or organizational impact. Based on this, Seddon and Kiew (1996) developed a model by replacing usage with usefulness. Usability is a level where a person believes that the use of a particular information system can improve that person's work performance Davis (1989). Furthermore, the new variable included is the perception of the importance of a system (Importance Of The System), this is based on user involvement (User Involvement). Large user involvement indicates that the system is important and useful for decision making. Perception of the importance of a system will have an impact on the goals of each user which will affect the success of information systems.

REVIEW OF LITERATURE

Seddon and Kiew's success model (DeLone and McLean 1992) has been replicated, developed and improved by (Seddon and Kiew 1996). But they only tested partially and did not involve elements of individual impact and organizational impact. The empirical results of the study substantially strengthen two-thirds of the DeLone and McLean (1992) model. Three factors, system quality, information quality and usefulness are proven to explain 75% of the variance in the overall user satisfaction measurement. Empirical results also support the benefits of usefulness in measuring information system success. Research conducted by Seddon and Kiew (1996), did not examine the measurement of individual impact and organizational impact, however, they developed the DeLone and McLean (1992) model.

The development carried out is to replace the use element with usefulness. Seddon and Kiew (1996) say that use is a good proxy for usefulness in situations where a device is used, and use is not an obligation. That would provide a simple objective measure of success. However, in cases where a system was not used during the study period, or where its use was mandatory (such as in the day-to-day business activities) tested in this study, they argue that usefulness remains a meaningful measure of success, although not for use.

Seddon and Kiew's (1996) research included two new variables, namely the Importance Of The System variable and changed the use variable to usefulness. The use variable previously measured by the frequency of usefulness in this study was replaced by usefulness as measured by perceptions of usefulness. The DeLone and McLean (1992) model uses use as an indicator of information system success. The implication is that if the system is used, it must be useful. If the system is not needed or not useful, then what happens is facultative use of the system. Based on this, Seddon and Kiew (1996) developed a model by replacing use with usefulness. The new variable included is the perception of the importance of the system. The underlying thought is user involvement. Large user involvement indicates that the system is important and useful for decision making. Opinions about the importance of a system will have an impact on the goals of each user which will affect the value and success of a system. How will the individual assess the system to be useful and easy to use, if the individual feels a system is not important. Another development carried out by Seddon and Kiew (1996) is to add a new variable of importance of the system. This is intended to make it easier to explain variations in users' perceptions of usefulness and user satisfaction. Likewise, the causal relationship between usage and user satisfaction in the DeLone and McLean (1992) model is replaced with one-way causality. They argue that usefulness causes user satisfaction not the other way around.

HYPOTHESIS DEVELOPMENT

The importance of the system is an important part of measuring the success of information systems. System users' perceptions of the importance of the system indicate a certain level of

dependence of users on the system. Opinions about the importance of the system are the impact of several positive factors that have been felt that can help users at work. If the system is not important, it will not have any impact on the work of its users. However, if the absence of the system disrupts the work of system users, it shows that the system is important. Importance of the system as a predictor of usefulness and user satisfaction is based on the thought of aspects of user empowerment and involvement in the system. If a user feels that the task he is doing with the system is important, the user uses the system. This shows that the perception of the importance of the system is related to the quality of information obtained as part of a system that is relevant for decision making. In other words, the perception of the importance of the system will be directly proportional to the usefulness aspects that users get from the existing system Seddon and Kiew (1996).

In Seddon and Kiew's (1996) research with the addition of the importance of the system variable (importance of the system) they assume that large user involvement indicates that the system is important and useful for users. Indicators of information system success can be determined by the importance of information systems for users, and whether the importance of the system can cause feelings of pleasure for system users. Fatania (2011) in his thesis shows that the importance of the system has a positive effect on usability. Li (1997) states that the perception of the importance of the system is an important part of measuring the success of information systems. System users' perceptions of the importance of the system indicate a certain level of dependence of users on the system. Opinions about the importance of the system are the impact of several positive factors that have been felt that can help users at work. If the system is not important, it will not have any impact on the work of its users. However, if the absence of the system disrupts the work of system users, it shows that the system is important.

Seddon and Kiew (1996) state that the perception of the importance of the system as a predictor of usefulness and user satisfaction is based on the thought of aspects of user empowerment and involvement in Software As A Service. If a user feels that the task he is doing with the system is important, the user uses the system. This shows that the perception of the importance of the system is related to the quality of information obtained as part of a system that is relevant for decision making. In other words, the perception of the importance of the system will be directly proportional to the usefulness aspects that users get from the existing system. Research conducted by Pramawati And Ariyanto (2018) Based on the results of empirical tests and discussions, it can be concluded that this study is able to provide evidence that system quality, information quality and the importance of the system have an influence on the use and satisfaction of software as a service users. Therefore the first hypothesis is formulated as follows:

H1 : Relationship The importance of the system has a positive effect on the usefulness of Software As A Service.

The perceived importance of the system from a user indicates that there are benefits gained in using the system. If system users consider the system to be important, this indicates that the system is useful in carrying out work. Other indications indicate that system users are satisfied with the existing system and will be disturbed if the system does not work. Perceptions of the importance of the system for users indicate that these users are satisfied with the performance of the system Seddon and Kiew (1996). The results of Darmawan's research (2010) and Seddon and Kiew (1996) show that the importance of the system does not affect user satisfaction. Li (1997) states that the perception of the importance of the system is an important part of measuring the success of information systems. System users' perceptions of the importance of the system indicate a certain level of dependence of users on the system. If system users use the system, it shows that there are benefits that can be taken from the system, which means that the system is important.

Jogiyanto (2007) states that as an information provider, the information technology systems department produces information products to users, while as a service provider the information systems department provides support to end users to build their own systems. DeLone and McLean (2003) state that to measure the success of a single system, information quality and system

quality are probably the most important quality components. Li (1997) states that the perception of the importance of the system indicates that the user has taken certain benefits and satisfaction from the system, so that if the system is not there, performance will be disrupted. Research conducted by Dedy Setiawan And Hasbullah (2020) The results of this research hypothesis show that the importance of the system does not affect user satisfaction. These results are in line with the results of research (Darmawan, 2010) and Seddon and Kiew, (1996). Li (1997) states that the perception of the importance of the system is an important part of measuring the success of information systems. For this reason, the second hypothesis can be formulated as follows:

H2 : The importance of the system has a positive effect on the satisfaction of Software As A Service users.

System quality can be seen from several indicators including, 1) Ease of system access. A quality system is able to provide easy access for its users. 2) Time used to respond to the system. The speed of the system in carrying out user commands will make the user's work increase. 3) Features of the computer language used. This aspect will be greatly influenced by the user's ability and knowledge of computers, but a computer language that is easy to understand and easy to use shows good system quality. 4) Realization of user requests. A quality system is able to bring up output in accordance with the wishes and commands that users give. 5) Correction of errors. A quality system should be able to find errors that occur. It would be great if the system could do autocorrection of errors that occur. But if this has not been able to materialize, at least the system is able to provide a warning if an error occurs. 6) Model and data security. A quality system guarantees protection of the security of the system and the data in it. 7) System and procedure documentation, A good system should have complete documentation. 8) System flexibility and integrated systems. A flexible system will make it easier for users to use the system. If the system in the organization has been integrated, of course, it will greatly facilitate employees when working.

In research by Seddon and Kiew (1996), Livari (2005), Budiyanto (2009), and Imam Mulyono (2009) consistently show that system quality has a significant effect on usefulness. Seddon (1997) says that a successful system is a system that provides benefits after the system is used. To assess the success of a Software As A Service system. then the system must have good quality. The feeling generated by system users in using a system to carry out their tasks is an illustration of the success of information systems and the quality of information systems. No matter how good the information system is implemented, if the information system users do not feel happy, then the information system cannot be said to be successful.

Seddon and Yip (1992) indicate from their research that information quality is an important determinant of user satisfaction. Research in Indonesia by Radityo and Zulaikha (2007) confirms that information quality shows the output of information systems related to the value, benefits and relevance of the information produced for the usefulness of Software As A Service. If the quality of information is good, it is hoped that system users can get more benefits from the system so that it can have an impact on satisfaction with the use of information systems. Based on a paper from Rana And Dwivedi (2018) The strong and significant impact of system quality on perceived usefulness shows that -clicker quality such as user friendliness, ease of use of handling can be a determining factor for improving the student learning experience and its usefulness during college. The results also show a positive and significant relationship between system quality and information quality. This suggests that improving system quality can support easy-to-understand delivery. Based on the explanation above, the third hypothesis is as follows:

H3 : System Quality Has a Positive Effect on System Usability.

The success of information systems in an organization is expected to be able to overcome the failures that have occurred in the organization. This is because the existing system in the organization will affect the decisions made by top management. It is not easy to define the success of information systems. However, the success of the information system will be greatly influenced by the quality of the system. A good system can be seen from several aspects, including: ease of access, use, satisfaction of system users, ease of update and positive impact on the

organization. In terms of the quality of the combination of hardware and software in the information system. Good hardware will facilitate the work of system users. Things that often get attention are the speed of hardware work, the ability of hardware to work optimally and free from fatal damage. This will be combined with the use of sophisticated software that can accelerate system performance. With the combination of optimal hardware and software, it is hoped that system performance can increase and can provide satisfaction for its users.

In research by Seddon and Kiew (1996), Livari (2005), Budiyanto (2009), and Imam Mulyono (2009) consistently show that system quality has a significant effect on user satisfaction. Poon and Wagner (2000) state that the success of information systems in an organization is expected to be able to overcome the failures that have occurred in the organization. This is because the existing system in the organization will affect the decisions made by top management. It is not easy to define the success of information systems. However, the success of the information system will be greatly influenced by the quality of the system. A good system can be seen from several aspects, including: ease of access, use, satisfaction of system users, ease of update and positive impact on the organization. Seddon and Kiew (1996) state that system quality focuses on the absence of interference in the system, consistency of the system form, ease of use of the system, easy documentation and sometimes related to the creation of codes that are easily understood by users. The ease of using hardware and software in the system is expected to improve system performance. The point is that a quality system is expected to be easy to use but also has optimal capabilities when used which leads to the satisfaction of Software As A Service users. Penelitian dari Situmorang, Muda, And Sadaia (2019)

The results of this study indicate that the system quality variable has a significant positive effect on SAP end user satisfaction. This positive effect indicates that the system quality variable is in line with SAP end user satisfaction. This means that the higher the quality of the system, the higher the level of SAP end user satisfaction. Information system quality as a perceived ease of use which is the level of how much computer technology is perceived to be relatively easy to understand and use. This shows that if information system users feel that using the system is easy, they don't need much effort to use it, so they will have more time to do other things that might improve their overall performance. The higher users' perceptions of system quality, the more satisfied they are with the system. This explanation is sufficient to support the fourth hypothesis, namely:

H4 : System quality has a positive effect on the satisfaction of Software As A Service users.

Information systems are very much needed in an organization. if the system produces quality information and then the information is useful for the work of its users, users will promote the system to other colleagues, so that there will be additional new users who try to take advantage of the system. The more quality information and the more users who try and use it shows that the system is very useful. The success of an information system will affect the decision making taken by the executives of the organization. But determining the success of an information system is not easy. Some argue that the success of information systems can be seen from the work output produced, namely a system that is able to produce effective and efficient work output. On the other hand, there is another opinion stating that the success of information systems will be influenced by aspects of system user satisfaction.

Seddon and Kiew (1996) state that if the information available is quality information, the usefulness of Software As A Service will often utilize this information. Li (1997) states that if the system produces quality information and then the information is useful for the user's work, the user will promote the system to other colleagues, so that there will be additional new users who try to utilize the system. The more quality information and the more users who try and use it show that Software As A Service is very useful..

Poon and Wagner (2000) state that the success of an information system will affect decision making by organizational executives. However, determining the success of an information system is not easy. Some argue that the success of information systems can be seen from the work output

produced, namely a system that is able to produce effective and efficient work output. On the other hand, there is another opinion stating that the success of information systems will be influenced by aspects of system user satisfaction. Saarinen (1996) states that the assessment of the success of an information system is influenced by four factors in the organization. These factors include the system development process, the process of using the system, the quality of the products produced by the information system and the impact of the information system on the organization. System user satisfaction will be influenced by the system development process by management and its impact on system user satisfaction related to information, systems and other services. The initial stage is done by building user confidence in the information system. Then proceed with determining the criteria for system success and finally analyzing system success financially. A good system will have an impact on improving performance which of course can increase company profitability.

Research conducted by Al-Mamary Et Al. (2018) This study argues that the quality of information provided has a direct and positive effect on perceived benefits, and information quality as an important indicator of successful adoption of information systems. Information quality is highlighted by DeLone & McLean (1992) as an important indicator of information system success. The relationship between information quality and perceived usefulness has been supported by Seddon's (1997) success model, in which they replace Delone & Mclean's (1992) "usage" success model with perceived usefulness. Seddon (1997) shows that perceived usefulness is directly influenced by beliefs about information quality Dwivedi et al., (2013). According to Pai & Huang (2011) information quality is positively related to the perceived benefits of information system users. If the quality of the system information is good, the output will be correct, the output will be useful and can be reused, thus, users believe the system is capable of providing correct information. In addition, the user's behavioral intention to use will be influenced by the perceived usefulness and attitude of each individual towards the system. The more positive the user's attitude towards information quality, the higher the perceived usefulness of the information. Therefore the fifth hypothesis is as follows:

H5 : Information quality has a positive effect on the usefulness of Software As A Service.

The quality of information can be seen from several measures, namely timeliness, accuracy, completeness, relevance between information and decision making and consistency. Information quality can have a significant impact on individuals. The expected positive impacts include increased decision-making ability, work effectiveness and improved work quality. Seddon and Yip (1992) indicate from their research that information quality is an important determinant of user satisfaction. Research in Indonesia by Radityo and Zulaikha (2007) confirms that information quality shows the output of information systems related to the value, benefits and relevance of the information produced for the usefulness of Software As A Service. If the quality of information is good, it is hoped that system users can get more benefits from the system so that it can have an impact on satisfaction with the use of information systems. Poon and Wagner (2000) state that in addition to the quality of the existing system, the success of information systems is also determined by several other factors that support the running of the system. These factors include support from the executive and support capabilities from information technology staff.

Research also conducted (Al-Mamary Et Al. 2018) confirms that this study argues that the quality of information provided has a direct and positive influence on user satisfaction. Several previous studies on the success of information systems have shown support for the argument that higher levels of information quality lead to increased user satisfaction. Petter & Fruhling (2011) support that information quality has a positive impact on user satisfaction. Wu & Wang (2006) support that information quality has a significant positive effect on user satisfaction. Seddon and Kiew (1994) support that information quality has a positive and significant effect on customer satisfaction. In addition, Park et al. (2011) confirmed that information quality has a positive influence on user satisfaction. Based on the previous descriptions, the sixth hypothesis is as follows:

H6 : Information quality has a positive effect on Software As A Service user satisfaction.

The impact of using information systems on individual performance compared to the level of user satisfaction has a reciprocal relationship. Perceived benefits can be said to trust users of an information system because they get benefits or uses that can help performance. The usefulness of information system users can be seen from the trust of information system users. If they feel the system is useful, they will use it. Thus, the more users feel the benefits of an information system, the more they will be satisfied in using it. User satisfaction shows liking or annoyance in interactions with the system. If the benefits obtained from the system are greater than expected, user satisfaction occurs, and vice versa. Each system user certainly has a different opinion of the system. Some feel dissatisfied, some feel satisfied and some feel very satisfied with the system. This happens because of differences in expectations and inspiration obtained from interactions with the system. What can be seen is the perception of usefulness or usefulness of the system for users. If users feel that the system is useful, of course, if there are additional benefits obtained in using the system, user satisfaction with the system will also increase, Seddon and Kiew (1996).

The test results of Setiawan and Hasbullah (2018) on the effect of system usability on system user satisfaction provide influential results, so it can be concluded that system usability affects system user satisfaction. These results support the results of research by DeLone and McLean (1992) and Seddon and Kiew (1996) which state that perceptions of system usability affect user satisfaction. This research is also consistent with the results of Li's research, (1997) which states that if the system produces quality information and then the information is useful for the user's work, the user will promote the system to other fellow students. So that there will be additional new users who try to utilize the system. The more quality information and the more users who try and use it, shows that the system is very useful. If there are system users who benefit from the information generated, there will be a tendency for other users to follow suit, so that information system users will increase which indicates that there is system user satisfaction.

Research conducted by Dedy Setiawan And Hasbullah (2020) also reinforces that the results of testing the hypothesis of the effect of system benefits on system user satisfaction provide influential results, so it can be concluded that system usability affects system user satisfaction. These results support the results of research by DeLone and McLean, (1992) and Seddon and Kiew, (1998) which state that perceptions of system usability affect user satisfaction. This research is also consistent with the results of Li's research, (1997) which states that if the system produces quality information and then the information is useful for the user's work, the user will promote the system to other fellow students. Thus the last hypothesis is as follows:

H7 : The usefulness of Software As A Service has a positive effect on user satisfaction with Software As A Service.

RESEARCH METHOD

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics (Sugiyono 2012). According to Margono (2010) population is all data that concerns us in a scope and time that we determine. Based on this definition, it can be concluded that the population is the whole or large group of objects or research subjects. The population in this study are MSMEs that have been identified using software as a service in the city of Bengkulu.

Table 1 Variable Definition and Measurement

No	Variable	Dimension	Indicator	Scale
1	<i>Importance of System</i>	1) Timeliness. 2) Conciseness. 3) Easy to understand. 4) Relevance.	a. Software as a service system is able to help complete transactions quickly b. Software as a service system can produce reports in a timely manner in various forms and accurately.	Interval
2	<i>Quality of System</i>	1) System availability 2) Response speed 3) System flexibility 4) User Ease 5) User Completeness 6) System Reliability 7) System Consistency	a. The software as a service system used is easy to learn. b. The software as a service system is easy to use. c. This software as a service system does not require much effort.	Interval
3	<i>Information quality</i>	1) Accuracy 2) Timeliness 3) Completeness 4) Relevance 5) Consistency.	a. The software as a service system is able to provide the information needed on time. b. The software as a service system provides accurate information. c. The software as a service system is able to provide the latest information.	Interval
4	<i>Benefits of Software As A Service</i>	1) Time of use. 2) Frequency of use. 3) Length of connection time. 4) Repetition of use.	Sistem <i>software as a service</i> ini dapat digunakan secara terus menerus.	Interval
5	<i>Software As A Service User Satisfaction</i>	1) System user satisfaction assessment. 2) Difficulty using the system. 3) Convenience of using the system. 4) System usage satisfaction requirements. 5) Pleasure with system usage satisfaction.	a. Software as a service system is very effective. b. The software as a service system can increase satisfaction at work.	Interval

This study uses primary data obtained by filling out a questionnaire. Primary data is data obtained directly from research subjects, in this study researchers will obtain data or information directly using predetermined instruments. Primary data is collected by researchers to answer research questions Measurement of this research variable using instruments. The research instrument is a number of statement items in order to obtain data on the variables used in the study. This study uses a Likert scale as a scale for measuring respondents' perceptions of the statements in the questionnaire.

Data analysis was carried out using the Partial Least Square (PLS) method using Smart PLS software. PLS is one of the methods of solving Structural Equation Modeling (SEM) which in this case is more compared to other SEM techniques. SEM has a higher level of flexibility in research that connects between data, and is able to perform path analysis with variables so that it is often used by researchers who focus on social sciences. Partial Least Square (PLS) is a fairly powerful analysis method because it is not based on many assumptions. Data also does not have to be multivariate normally distributed (indicators with categorical, ordinal, interval to ratio scales can be used in the same model), the sample does not have to be large Ghozali & Latan, (2012).

RESULT AND DISCUSSION

The data used in this research is primary data obtained by distributing questionnaires to users of the Software As a Service Application who work in Bengkulu City MSMEs. This research was conducted for 20 days, distributing questionnaires starting on August 1, 2022 until August 20, 2022. The retrieval of the questionnaire is carried out in accordance with the agreement or at most one week after distributing the questionnaires. The number of questionnaires distributed was 45 questionnaires.

Table 2. List of Questionnaire Distribution and Returns

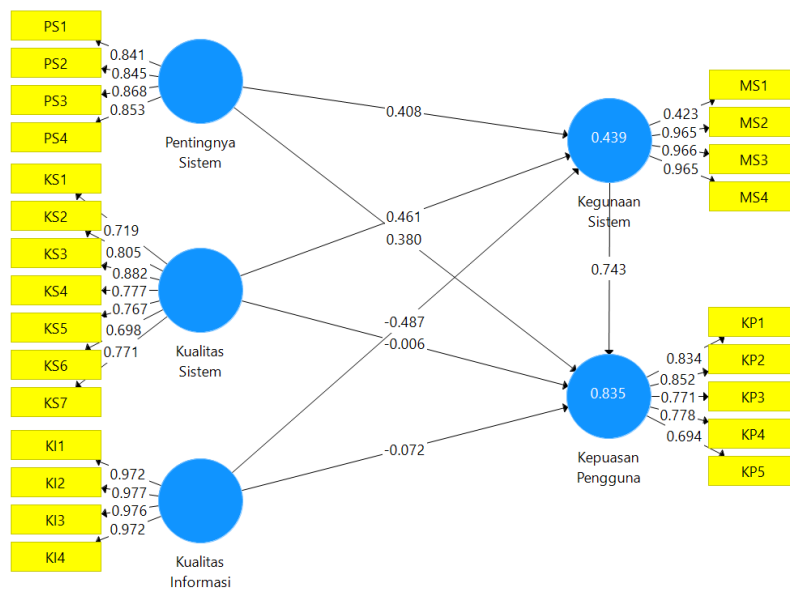
	Total	Percentage
Questionnaires distributed	45	100%
Returned questionnaires	40	88,9%
Questionnaires that were not returned	5	11,1%

Source: Data Processed, 2022

Of the 45 questionnaires distributed in Bengkulu City MSMEs that use software as a service, there were 40 responses related to the questionnaire with a respondent rate of 88.9% and 5 others did not respond to the questionnaire that had been distributed with a percentage of 11.1%. The reason for not returning the questionnaire is because the respondent is not in place and there is a possibility that the respondent did not have time to fill out the distributed questionnaire. The questionnaires that can be processed are 40 with a respondent rate of 88.9%.

This study uses a structural equation model analyzed using the SmartPLS program, then an outer model evaluation is carried out using the PLS Algorithm.

Figure 1. PLS Algorithm Results.



Source: Data Processed, 2022

After the estimated model meets the discriminant validity criteria, the next step is to test the structural model (inner model). Assessing the inner model is to see the relationship between latent constructs by looking at the results of the estimated path parameter coefficient and its significance level Ghozali, (2013).

Table 3. R-Square

Variable	R-Square
System usability	0,439
User Satisfaction	0,835

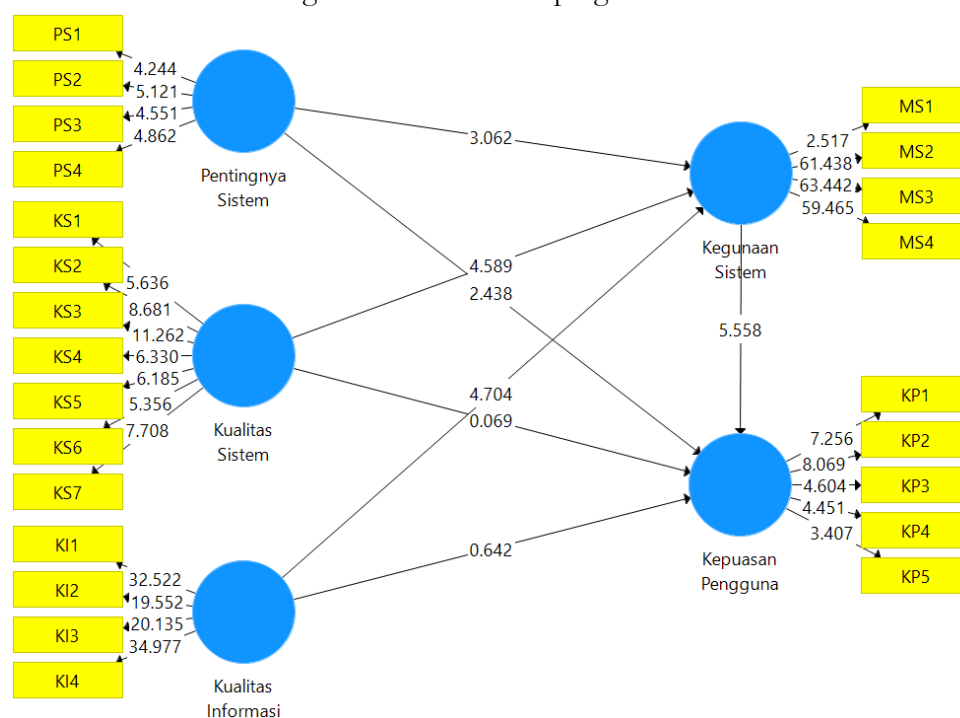
Source: Data Processed, 2022

Table 3 shows that the R-square value for System Usability, user satisfaction, this shows that changes in the R-square value can be used to assess the effect of the independent latent variable on the dependent latent variable whether it has a substantive effect Ghozali (2013). The different R-Square values are because there are many factors from the dependent that influence, the more factors that influence the dependent, the greater the R-square value.

The R-Square value of the System Utilization Variable of (0.439) indicates that the variables of System Importance, System Quality, Information Quality have an influence of 39.3% on the System Utilization variable and the other 60.7% is explained by other factors not included in this equation. The R-Square value of the User Satisfaction variable of 0.835 indicates that the influence of the variables of System Importance, System Quality, Information Quality has an influence of 81.6% on the User Satisfaction variable and the other 28.4% is explained by other factors not contained in this equation.

In PLS, statistical testing of each hypothesized relationship is carried out using simulation, namely comparing the t-statistic value with the t-table of significance $\alpha = 5\%$ (1.96). If the t-statistic value > t-table then the hypothesis is accepted and if the t-statistic value < t-table then the hypothesis is rejected. In this case, the bootstrap method is carried out on the data as shown in Figure 2. Bootstrap testing is also intended to minimize the problem of abnormalities in research data.

Figure 2 PLS Bootstrapping Results.



Source: Data Processed, 2022

Figure 2 is the result of bootstrapping which is intended to minimize the problem of abnormal research data, the figure shows that the effect of the importance of the system on system usability is 3.062, system quality on system usability is 4.589, and information quality on system usability is 4.704, while the effect of the importance of the system on user satisfaction is 2.438, system quality on user satisfaction is 0.069, and information quality on user satisfaction is 0.642, then for the effect of system usability on user satisfaction is 5.558. For more details can be seen in Table 4, the significance of the model in testing the structural model can be seen from the t-statistic value in the path coefficient table.

Table 4. Path Coefficient (Mean, STDEV, t-Values)

	Original Sampel (O)	Sampel Mean (M)	Standar Deviation (STDEV)	T-Statistics (O/STERR)	T-Tabel	P-Value	Ket
PS -> MS	0,408	0,408	0,133	3,062	1,96	0,002	Acceptable
PS -> KP	0,380	0,369	0,156	2,438	1,96	0,015	Acceptable
KS -> MS	0,461	0,470	0,100	4,589	1,96	0,000	Acceptable
KS -> KP	-0,006	0,004	0,092	0,069	1,96	0,945	Rejected
KI -> MS	-0,487	-0,481	0,107	4,704	1,96	0,000	Acceptable
KI -> KP	-0,068	-0,072	0,106	0,642	1,96	0,521	Rejected
MS -> KP	0,743	0,737	0,134	5,558	1,96	0,000	Acceptable

Source: Data Processed, 2022

Based on the results of testing the first hypothesis, it shows that, the importance of the system has a positive influence on the usefulness of software as a service, this is also reinforced by the answers of software as a service users with questionnaires that have been distributed in MSMEs in Bengkulu City related to the importance of the system and the usefulness of software as a service, where the average use of software as a service has a tendency to state that the system they use at work can help them interact well, and the use of Accounting Information Systems as software as a service in companies can help in processing a number of transactions quickly and integrated. Thus the first hypothesis is accepted. These results provide results that are consistent with the Seddon and Kiew (1996) model which provides positive results.

Seddon and Kiew (1996) state that the higher the perception of the importance of the system, the higher the satisfaction of information system users. Perceptions of the importance of the system as a predictor of usefulness and user satisfaction are based on the thought of aspects of user empowerment and involvement in the system. If a user feels that the task done with the system is important, the user will use the system. This shows that the perception of the importance of the system is related to the quality of information obtained as part of a system that is relevant for decision making.

The second hypothesis proposed in this study is that the Importance of the System has a positive effect on User Satisfaction of Software As a Service. The test results show that the Importance of the System has a positive effect on User Satisfaction of Software As a Service, this is also reinforced by the descriptive analysis generated from the answers of software as a service users in answering questionnaires related to the Importance of the System and User Satisfaction of Software As a Service, which based on user answers, on average, software as a service users who work in Bengkulu City MSMEs state that the Importance of the system used has high quality, the software as a service used also without much need for knowledge of the system from the world of work. this is because the information produced has precise accuracy and is integrated, with the accounting information system as software as a service that exists can have high accuracy and is integrated. This is because the information produced has the right accuracy and is integrated, with the accounting information system as software as a service that exists can help them interact well, the Software As a Service they use has advantages over other applications so that it also encourages users to continue using Software As a Service in facilitating their work.

This research is not in line with Seddon and Kiew's (1996) research and says that tests that do not provide significant results are due to low satisfaction with the system or lack of understanding of the use of the system itself. For example, the ability to use computers owned by each employee is not the same. This causes employees' perceptions of the importance of the system to be different because of the ability to use different computers. Of course this is very contrary to the research conducted by Seddon and Kiew (1996) because as the years go by, some systems have changed, especially in the mechanism sector, some respondents said that the Software as a service used now is a system that does not require much knowledge about systems from the world of work. The utilization of accounting information systems as software as a service in companies can also assist them in processing a number of transactions quickly and integrated.

The third hypothesis shows that system quality has a positive effect on the usefulness of Software As a Service, this is also reinforced by the descriptive analysis generated from the answers of software as a service users in answering questionnaires related to system quality, which based on user answers, on average, software as a service users who work in MSMEs in Bengkulu City state that using an accounting information system as software as a service does not require a lot of effort, and also the software as a service that I use is easy to learn. These results support research and Seddon and Kiew (1996) which state that system quality has a positive effect on the usefulness of Software As a Service. The higher the quality of the system will be followed by the higher the perceived usefulness. The quality of the system as measured by seven measurement scales, namely ease and practicality and form, which indicates that according to the perception of system users, good system quality, which is reflected, for example, in ease of use, ease of learning, actually reflects perceptions of usability, so that the higher the quality of the system used is followed by perceptions of its usefulness.

The fourth hypothesis states that the quality of the accounting software as a service system has a positive effect on user satisfaction, empirically showing proven results that are rejected. System quality does not have a positive effect on user satisfaction can be caused because the system is mandatory or mandatory. Whether or not the system is implemented, the system is still used to achieve company goals. The results showed that the indicators that assess system quality on the satisfaction of Software As a Service users were not good enough according to the perceptions of system users. As well as quality accounting software is considered capable of providing a series of functions system availability response speed, system flexibility, user convenience, user completeness system reliability. These results are not in accordance with the research of Seddon and Kiew (1994) but in accordance with the research of Radityo and Zulaikha (2007) which states that system quality has no effect on user satisfaction. User satisfaction is a response to the feedback that users give after using the information system. User attitude towards information systems is a subjective criterion for how much users like the system used (Radityo and Zulaikha). This can be used as a basis for rejecting this fourth hypothesis which is due to the mandatory nature of the system so that system quality does not really affect user satisfaction.

The fifth hypothesis states that the quality of accounting information has a positive effect on the usefulness of Software As A Service empirically shows results that are proven to be supported. This shows that if the accounting information generated from accounting software has quality, it will provide benefits to its users. The higher the quality of accounting information, the higher the usefulness that will be felt by usage. The results of this fifth hypothesis are in line with the research of Seddon and Kiew (1994). The acceptance of this fifth hypothesis is possible because most respondents understand the quality of information generated by the accounting information system that has been used in MSMEs in Bengkulu city due to direction from superiors regarding the information generated by the information system. Because most system users can use the information generated by the system and the information generated by the system really helps users in working..

The sixth hypothesis states that information quality has a positive effect on user satisfaction of Software As a Service. empirically, shows the results that are rejected. This shows that the

information produced is not in accordance with what is expected, so a user feels less satisfied with what has been done. The quality of information used does not encourage information system users to provide complete and clear information to the leadership and the reliability of information has an unfavorable impact on users and ultimately does not provide satisfaction for users. The quality of the information produced must also be relevant so that the information provides a good picture of the company's performance. Information must be understood by users and be detailed and correct so that it can increase user satisfaction. These results do not support the research results of Seddon and Kiew (1996) that the higher the quality of information, the higher the satisfaction of information system users. The quality of information measured in terms of timeliness, accuracy, relevance and format of information does not reflect perceptions of satisfaction, so that the higher the quality of information used is not followed by the perception of user satisfaction. Mandatory information quality is not necessarily appropriate as a measure of real usefulness. These results are consistent with the research of Roldan and Leal (2003), Purwanto (2007), Radityo and Zulaikha (2007).

The seventh hypothesis states that system usefulness has a positive effect on user satisfaction empirically shows results that are proven to be supported. This shows that if the system usefulness used by Bengkulu City MSMEs has a high enough intensity. The results of this seventh hypothesis support the results of Seddon and Kiew's (1998) research which states that perceptions of system usefulness affect user satisfaction with Software As a Service. This research is also consistent with the results of Li's research (1997) which states that if the system produces quality information and then the information is useful for the user's work, the user will promote the system to other coworkers. So that there will be additional new users who try to utilize the system. The more quality information and the more users who try and use it, it shows that the system is very useful. Davis's (1989) research also provides support for this finding that an increase in system quality will lead to increased usefulness. As a result, if a system user benefits from the information produced, there will be a tendency for other users to follow suit, so that information system users will increase, which indicates that there is system user satisfaction.

Conclusion

This study aims to examine and test the implementation of the Seddon and Kiew (1996) success model on the utilization of Software As a Service in Bengkulu City MSMEs. Based on the data obtained and the results of research conducted in this study, it can be concluded:

- 1) The importance of the system has a positive effect on the usefulness of the system.
- 2) System importance affects user satisfaction.
- 3) System quality has a positive effect on system usability.
- 4) System quality does not have a positive effect on user satisfaction.
- 5) Information quality has a positive effect on system usefulness.
- 6) Information quality does not have a positive effect on user satisfaction.
- 7) System usability has a positive effect on user satisfaction.

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