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QUALITY ANALYSIS OF SIINas INFORMATION SYSTEM IN JAKARTA USING TECHNOLOGY ACCEPTENCE MODEL METHOD

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Abstract

The National Industrial Information System (SIINas) serves as a crucial source of sectoral statistical data for the government in industrial policymaking. Therefore, evaluating the system's service quality is crucial to ensure it can perform its functions optimally. This study aims to evaluate the service quality of the SIINas application as a reporting medium for industrial companies to the Ministry of Industry of the Republic of Indonesia. The evaluation was conducted using the Technology Acceptance Model (TAM) approach analyzed through the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) using SmartPLS. This model tests the relationship between four main constructs, namely Perceived Ease of Use, Perceived Usefulness, Behavioral Intention, and Use Behavior. Data were collected from 188 companies in the DKI Jakarta area that use the SIINas application through a Likert-based questionnaire. The test results show that Perceived Ease of Use has a significant effect on Perceived Usefulness (β = 0.902; p = 0.000) and Behavioral Intention (β = 0.383; p = 0.018), while Perceived Usefulness also has a significant effect on Behavioral Intention (β = 0.487; p = 0.02). Furthermore, Behavioral Intention has a positive influence on Use Behavior (β = 0.189; p = 0.003). However, the R^2 value for the Use Behavior construct is only 0.036, indicating a low level of variation explained by the model. This finding suggests that perceived usefulness and ease of use contribute to user intention, but do not fully impact actual usage behavior.

Keywords: SIINas; SEM; TAM

Abstrak

Sistem Informasi Industri Nasional (SIINas) berfungsi sebagai sumber data statistik sektoral yang krusial bagi pemerintah dalam pengambilan kebijakan di bidang perindustrian. Oleh sebab itu, evaluasi kualitas layanan sistem tersebut adalah hal yang sangat mendesak dan penting untuk memastikan sistem ini dapat menjalankan fungsinya secara optimal. Penelitian ini bertujuan untuk mengevaluasi kualitas layanan aplikasi SIINas sebagai media pelaporan perusahaan yang bergerak di bidang industri kepada pemerintah dalam hal ini Kementerian Perindustrian Republik Indonesia. Evaluasi dilakukan menggunakan pendekatan Technology Acceptance Model (TAM) yang dianalisis dengan metode Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) menggunakan SmartPLS. Model ini menguji hubungan antara empat variabel utama, yaitu Perceived Ease of Use, Perceived Usefulness, Behavioral Intention, dan Use Behavior. Data dikumpulkan dari 188 perusahaan di wilayah DKI Jakarta yang menggunakan aplikasi SIINas melalui kuesioner berbasis skala Likert. Hasil pengujian menunjukkan bahwa Perceived Ease of Use berpengaruh signifikan terhadap Perceived Usefulness (β = 0,902; p = 0,000) dan Behavioral Intention (β = 0,383; p = 0,018), sedangkan Perceived Usefulness juga berpengaruh signifikan terhadap Behavioral Intention (β = 0,487; p = 0,02). Selain itu, Behavioral Intention memiliki pengaruh positif terhadap Use Behavior (β = 0,189; p = 0,003). Adapun nilai R^2 *untuk variabel Use Behavior hanya sebesar 0,036, yang menunjukkan tingkat variasi rendah yang dijelaskan oleh model. Temuan ini menunjukkan bahwa persepsi kegunaan dan kemudahan penggunaan berkontribusi pada niat pengguna, tetapi belum sepenuhnya berdampak pada perilaku penggunaan aktual.*

Kata kunci: Model Penerimaan Teknologi; Model Persamaan Struktural, SIINas

INTRODUCTION

The National Industrial Information System or SIINas is one of the applications used in making company data reports to the government, especially to the Ministry of Industry. This system will be used by companies, industry associations, industrial area managers, local governments (provinces, districts, and cities), related ministries/institutions, the community, and internal circles of the Ministry of Industry.

SIINas encompasses activities related to data collection, data processing, and the presentation of industrial information. One of the methods used for gathering data involves the online submission of production reports by industrial companies and managers of industrial zones. In exchange, these companies are granted access to various types of industrial information made available by the Ministry of Industry, including data on market opportunities, regulatory updates, export-import trends, and other relevant insights. (Naufal et al., 2022). SIINas has prepared facilities in the form of online submission of import recommendations so that companies no longer need to come to the Ministry of Industry to submit documents. All required documents are uploaded via SIINas. Applicants can also monitor the progress of the issuance of recommendation letters online through the tracking facility. This will certainly save costs, time, and energy for applicants (Naufal et al., 2022; Prihantono & S, 2025).

However, there are several user complaints about the SIINas application. One of the complaints about the SIINas application is related to the difficulty of the application to access, and application error constraints. This complaint has the potential to reduce the quality of the application. Therefore, it is necessary to know about the quality of the SIINas application service. One of the things that affects user satisfaction is the quality of service. Unlike the quality of e-government services, the quality of application services can be measured by the Technology Acceptance Model dimension because this model explicitly focuses on psychological factors and user perceptions that influence user intentions to use a technology. In the context of SIINas, compliance and adoption by industrial companies are highly dependent on their perceptions of the system, making TAM an ideal analytical tool (Tikaromah et al., 2025). The purpose of this study was to determine the effect of the quality of SIINas application services on the presentation of applications for SIINas application users.

Technology Acceptance Model known as TAM is a model adapted from the Theory of Reasoned Action discovered by Davis in 1989 (Adeyemi & Issa, 2020). The approach of TAM could identify and study user attitudes in interacting with an information technology. TAM describes the variables that influence user intentions, desires, and attitudes toward an information technology.

TAM is based on the premise that an individual's reactions and perceptions toward something shape their attitudes and behaviors (Oktavendi & Arisanti, 2021). In the context of information technology, users' responses and perceptions play a key role in influencing their acceptance of technological systems. One of the primary factors affecting this acceptance is the user's perception of the usefulness and ease of use of the technology. When users believe that a system is beneficial and easy to operate, this rational evaluation becomes a basis for their decision to adopt the technology. As a result, their behavior serves as an indicator of how well the technology is accepted.

According to the foundational TAM introduced by Davis (F.D., 1986), user acceptance of information technology is influenced by six key components: external variables, perceive usefulness, attitude toward using the technology, perceived ease of use, behavioral intention to use it, and actual system usage (Utami & Fatrianto, 2022). These factors collectively determine how likely a user is to adopt and utilize a given technological system (Adeyemi & Issa, 2020; Andy et al., 2021; Harsanto et al., 2023; Permatasari et al., 2018; Venkatesh et al., 2003). This research determines the quality of the SIINas application service used by companies in providing reports on industrial company activities to the government by using four factors, they are Perceive Usefulness (PU), Perceive of Ease Of Use (PEOU), Behavioral Intention (BI), and Use Behavioral (USE). These four constructs are the main pillars of the TAM model. Perceived Usefulness and Perceived Ease of Use are the main predictor variables that explain why someone is willing to use technology. Both directly influence Behavioral Intention, which is a crucial mediating variable. This intention will ultimately translate into Use Behavior, which is the final result of adoption. This is in line with research conducted by (Febrianti et al., 2019; Nanda Senja Rachmadini et al., 2025; Perwitasari, 2022) where the study simplified the model by connecting PU and PEOU directly to BI for efficiency and focus.

RESEARCH METHODS

This study will test Behavioral Intention, Perceived Usefulness, Use Behavioral, and Perceived Ease of Use variables to assess the relationship of variables with the level of user satisfaction. The instrumen used in this study is a questionnaire derived from the respondents of companies that use the SIINas application.

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Types of research

This research uses the approach of quantitative explanatory research method.

Time and Place of Research

Data collection was carried out in DKI Jakarta Province, Indonesia on year 2022.

Research Target / Subject

The population of users specifically in the DKI Jakarta provincial area currently consists of 355 companies. The sample in this study refers to the population of 355 companies is calculated using the Slovin formula and selected by simple random sampling. Those who are selected filled out the survey data shared in google form.

$$n = \frac{N}{1+Ne^2} \quad (1)$$

Where n is the number of samples, N is the total population, and e is the margin of error 5%. The Slovin formula is often used in social, economic, and educational research because of its ease of application (Antoro, 2024). The population and the sample companies in the DKI Jakarta area as in Table 1.

Table 1. Respondent Description

Company Domicile	Company Population	Company Sample	Proportion
North Jakarta	47	25	13,3%
Central Jakarta	20	10	5,3%
West Jakarta	108	57	30,3%
East Jakarta	143	76	40,4%
South Jakarta	37	20	10,7%
Total	355	188	100%

Procedure

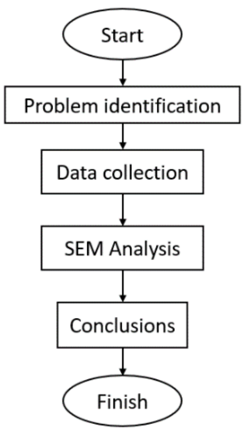

Figure 1. Research Diagram

Figure 1 illustrates the overall research process. The initial stage involved identifying the core issue specifically, evaluating how users from industrial companies perceive the quality of the SIINas application's services. Data were collected by distributing questionnaires to companies located in the DKI Jakarta region that actively use the SIINas system. The selection of research variables was based on categorizing the identified problems and aligning them with constructs outlined in the TAM. During the model analysis phase, two primary assessments were conducted: measurement model evaluation and structural model evaluation. The measurement model was tested to determine the reliability and validity of the indicators defining both the exogenous and endogenous constructs. This involved two key types of validity checks convergent validity and discriminant validity. Convergent validity assesses how well a group of indicators captures the essence of the intended latent variable. A higher Average Variance Extracted (AVE) value indicates that the manifest variables strongly represent their latent construct (Tyana et al., 2023), with an AVE score of 0.5 or greater considered acceptable (Rohmatulloh & Nugraha, 2022). On the other hand, discriminant validity often measured using the Fornell-Larcker criterion examines whether a latent construct shares more variance with its associated indicators than with those of other constructs (Rahadi, 2023).

In contrast, structural model testing aims to evaluate the causal pathways between latent variables within the model. This is done by examining the coefficient of determination (R^2), which quantifies how much of the variance in the endogenous constructs can be explained by the exogenous variables included (Agustina & Sugiarti, 2024; Hair et al., 2023).

Data, Instruments, and Data Collection Techniques

In the context of a survey of companies as users of the SIINas application for the purpose of evaluating the system using TAM, the data collected is primary quantitative data. This data is obtained directly from respondents through the distribution of questionnaires. The instrument used is a closed-ended questionnaire designed with statements that measure constructs in the TAM model (such as Perceived Usefulness, Perceived Ease of Use, and Behavioral Intention). Respondents will be asked to provide responses based on a Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). The Likert scale was employed to evaluate the attitudes, beliefs, and perceptions of individuals or groups. (Santika et al., 2023). The likert scale of 1 to 5 is used to measure data obtained from the questionnaire quantitatively, so as to produce data that is accurate and has been tested for its truth. The data collection technique can be done through an online survey by sending questionnaires through the Google Forms platform to a sample of companies tasked with reporting in SIINas.

The success rate was measured by calculating the average (mean) value of all respondents' answers (188 companies) for each TAM model construct: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Behavioral Intention (BI). This average value was then converted into a success rate percentage as formula (2).

$$success\ rate = \frac{(Average\ Likert\ Scale - 1)}{Interval\ Likert\ Scale} \times 100\% \quad (2)$$

Where score of 1 is the lowest score on the Likert scale and interval scale is the range from 1 to 5 (5-1=4).

Data analysis technique

This study employs a data analysis technique using SEM approach based on PLS with the support of SmartPLS software. SEM is applied to explore the relationships among latent variables structured within the TAM framework (Annas et al., 2022; Harsanto et al., 2023; Hutomo, 2023; Suleiman et al., 2023). The analysis process consists of two main stages: the measurement model assessment and the structural model evaluation. The measurement model is tested to examine convergent validity, construct reliability, and discriminant validity score, using statistical indicators such as loading factors, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). On the other hand, the structural model is analyzed to evaluate causal relationships between constructs by examining p-values, t-statistics, and the strength of those relationships through R-square values. The data in this study were collected using a five-point Likert scale, which is commonly used to measure individuals' attitudes, perceptions, and opinions (Santika et al., 2023). The results of hypothesis testing confirm significant relationships among key constructs, including PU, PEOU, BI, and USE. Overall, this analytical approach provides an in-depth understanding of how users perceive and accept the quality of the SIINas application.

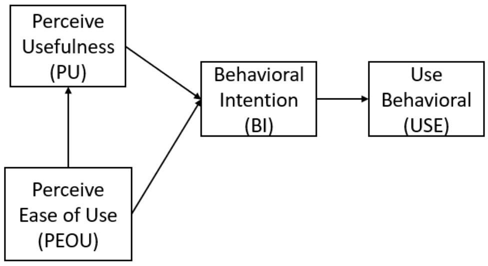

Figure 2. SIINas Acceptance Model

Referring to conceptual model on Figure 2, the hypotheses used are as follows:

- Hypothesis 1, H0: PU does not significantly affect BI. H1: PU significantly affects BI.
- Hypothesis 2, H0: PEOU does not significantly affect BI. H1: PEOU significantly affects BI.
- Hypothesis 3, H0: PEOU does not significantly affect PU. H1: PEOU significantly affects PU.
- Hypothesis 4, H0: BI does not significantly affect USE. H1: BI has a significant effect on USE.

The structural model was analyzed through descriptive testing, along with regression and correlation analysis among the dependent variables defined in the TAM framework, using the SEM approach. SEM is a comprehensive statistical technique that accommodates cross-sectional, linear, and generalized modeling structures. It encompasses various analytical methods, including factor analysis, path analysis, and regression. In this research, the software SmartPLS was employed as the primary tool for conducting the SEM analysis.

RESULTS AND DISCUSSION

The first phase in the analysis involves evaluating the measurement model's validity and reliability. Before doing so, data collected from the survey must undergo examination through various statistical measures. A key criterion in assessing indicator validity is the loading factor, where a value greater than 0.50 signifies that the indicator appropriately represents its latent construct. A higher loading factor reflects a stronger relationship between the observed variable and its corresponding construct, which implies better validity. When an indicator's loading factor falls below the accepted threshold of 0.50, it should be excluded from the model, and the assessment must be re-conducted. Within this study, the outcomes of the PLS algorithm related to loading factor values are comprehensively displayed in Table 2.

Table 2. Loading Factor

Correlation With Variables	Score
PU1	0,832
PU2	0,924
PU3	0,828
PU4	0,916
PEOU1	0,865
PEOU2	0,911
PEOU3	0,794
PEOU4	0,899
BI1	0,916
BI2	0,902
BI3	0,857
USE	1,000

All indicators listed in the table, namely PU1, PU2, PU3, PU4, PEOU1, PEOU2, PEOU3, PEOU4, BI1, BI2, BI3, and USE, have loading factor values that are above the set threshold, which is 0.50. The loading factor value for the Perceived Usefulness (PU) construct ranges from 0.828 (PU3) to 0.924 (PU2). The loading factor value for the Perceived Ease of Use (PEOU) construct ranges from 0.794 (PEOU3) to 0.911 (PEOU2). The loading factor value for the Behavioral Intention (BI) construct ranges from 0.857 (BI3) to 0.916 (BI1). The loading factor value for the Use Behavior (USE) construct is 1.000. Since all loading factor values for each indicator are well above 0.50, it can be concluded that all indicators (PU1-PU4, PEOU1-PEOU4, BI1-BI3, and USE) have met the indicator validity criteria and that each indicator accurately and significantly represents its respective latent construct. Therefore, all these indicators can be retained and used for the next stage of model analysis.

Reliability testing is performed to confirm that the instruments applied in the research can measure each construct with both consistency and precision. Essentially, reliability represents the degree to which a measurement tool can produce stable and repeatable results across different instances of testing. In this study, two primary methods were utilized to evaluate the reliability of the constructs. The first is Cronbach's Alpha, which assesses internal consistency; a construct is deemed reliable if its alpha coefficient exceeds 0.70. The second is Composite Reliability (CR), which also requires a threshold above 0.70 to be considered satisfactory. Additionally, Average Variance Extracted (AVE) is used to support the evaluation of convergent validity, while R-square (R^2) is employed to determine how well the exogenous constructs account for the variance in the endogenous constructs within the model. The full set of CR, Cronbach's Alpha, AVE, and R^2 values for each construct is detailed in Table 2, offering a clear and thorough representation of the measurement model's reliability and validity in the context of this research..

Table 3. CR, CA, and AVE Scores

Variables	CR	CA	AVE
BI	0,914	0,858	0,780
PEOU	0,912	0,881	0,739
PU	0,922	0,887	0,739
Use	0,911	0,851	0,780

Table 3 summarizes the outcomes of the reliability and convergent validity assessment for each latent construct by utilizing three statistical indicators namely CR, CA, and AVE. The constructs PU, PEOU, BI and USE all exhibit CR values between 0.911 and 0.922, along with CA values ranging from 0.851 to 0.887. These figures surpass the standard reliability threshold of 0.70, indicating strong internal consistency and a high degree of measurement reliability. Additionally, the AVE values for all constructs exceed 0.73, well above the minimum acceptable level of 0.50, demonstrating that the indicators effectively represent the underlying latent variables—thus ensuring solid convergent validity. Notably, the highest CR value is observed in PU (0.922), and the lowest in BI (0.914), both of which fall within excellent reliability standards. Altogether, these results confirm that the instrument employed in the study is both valid and reliable, with each indicator accurately measuring its respective construct. This reliability and validity strongly support the integrity of the measurement model in capturing user perceptions and behaviors related to the SIINas system.

Following this, the structural model is assessed to examine the causal relationships between constructs. Using SmartPLS, this evaluation relies on the p-value to determine statistical significance, with an alpha level set at 0.05. Additionally, the t-statistic is employed to assess the strength of relationships between variables and their indicators. A path is considered statistically significant when its t-value exceeds the critical threshold defined in the t-distribution table.

Table 4. P-value and t-statistic

Path Variable	Path Coefficients (β)	p-value	t-statistic
PU – BI	0,487	0,002	3,059

PEOU – BI	0,383	0,018	2,375
PEOU – PU	0,902	0,000	42,170
BI – USE	0,189	0,003	3,007

Table 4 outlines the structural model assessment results, highlighting the strength and significance of the relationships between the latent constructs through path coefficients (β), p-values, and t-statistics. The analysis reveals that Perceived Usefulness (PU) has a positive and significant impact on Behavioral Intention (BI), as indicated by a β value of 0.487, p = 0.002, and t = 3.059. This implies that when users perceive the system as useful, their intention to use it increases substantially. Likewise, the path from Perceived PEOU to BI also shows a significant association, with β = 0.383, p = 0.018, and t = 2.375, suggesting that ease of use plays a meaningful role in shaping user intentions.

The influence of PEOU on PU is found to be the most dominant among all paths, with a β coefficient of 0.902, a p-value of 0.000, and an exceptionally high t-statistic of 42.170. This strong result reinforces the idea that when users find the system easy to operate, they are more likely to perceive it as beneficial. Additionally, the relationship between BI and Actual USE is statistically significant, with β = 0.189, p = 0.003, and t = 3.007, though the magnitude of the effect is relatively smaller. These findings confirm that all hypothesized paths in the model are supported, meeting the thresholds for statistical significance ($p < 0.05$ and $t > 1.96$), and validate the TAM-based framework applied to assess user interaction with the SIINas system.

Table 5. Success Rate

Variable	Average Likert Scale	Success Rate
BI	4.3	82.5%
PU	4.2	80.0%
PEOU	4.2	80.0%
USE	4.5	87.5%

The success rate for each TAM model construct is shown in Table 5. The user perception of the benefits of SIINas in the PU, PEOU, BI, and USE variables ranged from 80.0% to 87.5%. This value is high and statistically supports the argument that users consider SIINas beneficial.

Table 6. R square

Variable	R square
BI	0,719
PU	0,813
USE	0,036

Table 6 displays the R-square (R^2) values associated with the endogenous variables in the structural model, indicating how much variance in each dependent construct is explained by its predictors. The R^2 for BI score stands at 0.719, signifying that approximately 71.9% of the variance in BI is accounted for collectively by PU and PEOU. For PU, the R^2 is 0.813, which implies that 81.3% of its variation is explained solely by PEOU, highlighting a strong direct effect of perceived ease of use on perceived usefulness. In contrast, the R^2 value for USE is only 0.036, indicating that Behavioral Intention explains just 3.6% of the variation in actual system usage. This low value suggests that although users may express an intention to use the SIINas application, additional unobserved variables outside of the current model may play a more substantial role in driving actual usage behavior. Overall, the R-square analysis provides insights into the explanatory power of the model while also identifying areas that warrant further investigation to improve its completeness and accuracy.

With regard to hypothesis testing, the analysis refers to the p-values presented in Table 4. A hypothesis is considered supported if it satisfies two statistical conditions: the p-value must be below 0.05, indicating a meaningful relationship, and the t-statistic must exceed 4.4, signifying a strong degree of significance. Both criteria must be met concurrently for a hypothesis to be deemed valid and accepted in the context of the structural model evaluation.

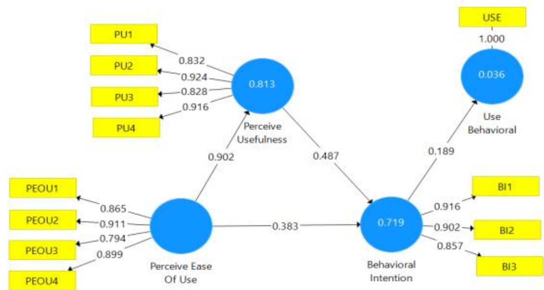

Figure 3. SEM Model

Figure 3 illustrates the SEM based on the TAM framework. The model comprises four primary latent constructs: Perceived Ease of Use, Perceived Usefulness, Behavioral Intention, and Use Behavior. Each construct is measured through several indicators, most of which show loading factor values exceeding 0.80, indicating strong convergent validity. The construct Perceived Ease of Use exerts a positive influence on both Perceived Usefulness (path coefficient = 0.902) and Behavioral Intention (0.383), while Perceived Usefulness further contributes to Behavioral Intention with a coefficient of 0.487. In turn, Behavioral Intention positively affects Use Behavior with a coefficient of 0.189. However, the R-square (R^2) value for Use Behavior is only 0.036, suggesting that this construct is not well explained by the model and may be influenced by other unmeasured factors such as corporate law, which is not a variable in the TAM model, because the SIINas application is intended for mandatory reporting, the primary driver of its use is regulatory compliance, not employee perceptions of usefulness or ease of use. It is also important to note that Use Behavior is represented by only a single indicator with a loading factor of 1.000, and is therefore treated as a manifest variable rather than a latent one during interpretation.

The findings of the hypothesis testing are summarized as follows: Hypothesis 1: PU significantly affects BI. As indicated in Table 4, this relationship is supported by a p-value of 0.002 (below 0.05) and a t-statistic of 3.059, confirming the hypothesis. Hypothesis 2: PEOU has a significant impact on BI. This is validated by a p-value of 0.018 and a t-statistic of 2.375, both meeting the criteria for statistical significance, supporting the hypothesis. Hypothesis 3: PEOU significantly influences PU. The data show a p-value of 0.000 and an exceptionally high t-statistic of 42.170, indicating a strong and significant relationship. Hypothesis 4: BI positively influences USE. The evaluation shows a p-value of 0.003 and a t-statistic of 3.007, thereby validating the final hypothesis.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the findings from a study involving 188 companies utilizing the SIINas application within the DKI Jakarta area, it can be inferred that the overall service quality of the SIINas system is positively perceived by its users. This conclusion is supported by the results of statistical analyses aligned with the Technology Acceptance Model (TAM) framework, showing that Perceived Usefulness and Perceived Ease of Use both have significant effects on Behavioral Intention, which in turn influences Actual Use Behavior. Notably, Perceived Ease of Use was found to significantly impact Perceived Usefulness, suggesting that user-friendly features are a key determinant in how beneficial users perceive the system to be.

Nevertheless, the R-square value for Use Behavior was relatively low at 0.036, indicating that Behavioral Intention alone does not sufficiently account for actual usage behavior. This finding implies that factors beyond those captured by the TAM model likely play a substantial role in influencing whether users actively engage with the SIINas platform. Consequently, despite the application being viewed as both useful and easy to navigate, enhancements in other areas—such as system stability, technical support responsiveness, or the introduction of more relevant service features—may be necessary to foster more frequent and sustained usage among industrial users.

Suggestion

In response to the findings of this study, it is advisable for the administrators of the SIINas application to enhance both the technical and functional performance of the system especially in terms of access reliability such as performing regular audits of server infrastructure to minimize downtime and ensure applications are accessible at all times, especially during peak reporting periods. Additionally, developing new features that are closely aligned with the specific needs of industrial users by adding basic data visualization features that allow companies to see their own reporting trends.

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