METODOLOGI UMUM PENYELIDIKAN REKA BENTUK BERTOKOK PENILAIAN DALAMAN DAN LUARAN: KAJIAN KES SISTEM PENDAFTARAN SISWA INDONESIA

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DOKTOR FALSAFAH UNIVERSITI UTARA MALAYSIA MEI 2010

METODOLOGI UMUM PENYELIDIKAN REKA BENTUK BERTOKOK PENILAIAN DALAMAN DAN LUARAN: KAJIAN KES SISTEM PENDAFTARAN SISWA INDONESIA

Tesis Dikemukakan Kepada Kolej Sastera dan Sains, Universiti Utara Malaysia Sebagai Memenuhi Syarat Pengijazahan Ijazah Doktor Falsafah

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(Date) May 17, 2010

Kolej Sastera dan Sains (UUM College of Arts and Sciences) Universiti Utara Malaysia

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ABSTRAK

Motivasi kajian ini didorong oleh industri aplikasi dan kandungan yang masih sangat terhad khususnya dalam domain pendidikan yang mengakibatkan rendahnya penerapan sistem maklumat (SM) yang berkualiti dalam pengurusan pendidikan di Indonesia. Lebih spesifik, adopsi terhadap pendekatan pembangunan sistem yang sempurna masih sangat rendah di Indonesia. Kenyataan ini disokong oleh beberapa rujukan termasuk satu contoh SM pendaftaran siswa (iaitu e-PSB) yang didapati tidak mempraktikkan kitaran pembangunan yang menitikberatkan penilaian pengguna sehingga pelbagai ralat sistem direkodkan. Selain itu, kejayaan pelaksanaan SM tersebut juga didapati rendah kerana tidak memenuhi kehendak pengguna dan gagal memberi servis berkualiti. Tambahan pula, sorotan kajian menunjukkan penilaian SM sedia ada tidak menghubungkaitkan faktor kepuasan pengguna, persepsi pengguna, dan kualiti servis sistem.

Susulan daripada itu, matlamat utama kajian ini ialah mencadangkan model pendekatan pernbangunan SM yang menitikberatkan penilaian kepuasan dan penerimaan pengguna serta kualiti servis sebagai faktor-faktor penilaian pengguna dalaman dan luaran. Matlamat dicapai dengan membentuk tiga objektif iaitu (1) membina satu prototaip sistem pendaftaran siswa sebagai kes kajian di Indonesia, (2) melaksanakan penilaian dalaman dan luaran sistem yang dibina dalam persekitaran yang sebenar, dan (3) mengenal pasti hubungan antara faktor-faktor yang berpengaruh terhadap kepuasan, penerimaan dan kualiti servis sistem tersebut.

Kajian ini melalui pendekatan kuantitatif dan penyelidikan reka bentuk yang menekankan pembangunan artifak. Tiga fasa diikuti iaitu (1) fasa perancangan dan analisis awal, (2) fasa pembangunan model dan artifak, dan (3) fasa pelaksanaan, pengumpulan data, dan penilaian. Pengumpulan data menggunakan instrumen penilaian yang dibahagikan kepada penilaian dalaman dan luaran. Penilaian dalaman diasaskan daripada *Technology Acceptance Model* (TAM) dan *Questionnaire for User Interaction Satisfaction* (QUIS). Manakala penilaian luaran didasarkan daripada *Service Quality* (SERVQUAL). Seramai 471 responden terlibat di mana 462 dari Bandar Banjarmasin Kalimantan Selatan Indonesia dan 9 orang pakar SM. Ujian t, ANOVA, korelasi dan regresi digunakan dalam pengujian sebelas hipotesis yang dibina.

Faktor penilaian dalaman dibahagikan kepada persepsi kebergunaan (PK), persepsi kemudahgunaan (PKG), dan kepuasan antara muka pengguna (KAP). Sementara penilaian luaran terdiri daripada dimensi kualiti servis (KS), persepsi keseluruhan kualiti servis (PKS), dan kepuasan keseluruhan kualiti servis (KKS). Hasil pengujian hipotesis-hipotesis menunjukkan bahawa (i) PKG dengan PK berhubungan secara signifikan, (ii) PK dengan KAP berhubungan secara signifikan, (iii) PKG dengan KAP berhubungan secara signifikan, (iv) PK dan PKG secara bersama-sama mempengaruhi KAP secara signifikan, (v) KS mempengaruhi PKS secara signifikan, (vi) PKS dengan KKS berhubungan secara signifikan, (vii) KS mempengaruhi KKS secara signifikan, (viii) KS dan PKS secara bersama-sama mempengaruhi KKS secara signifikan, dan (ix) KAP mempengaruhi KKS secara signifikan.

Sumbangan utama kajian ialah cadangan model pendekatan pembangunan SM yang boleh digunakan oleh para pembangun dan penyelidik dalam membina satu SM yang menekankan penilaian penerimaan, kepuasan dan kualiti servis. Selain itu, sistem prototaip yang dinamakan PSB Terpadu dan faktor-faktor penilaian pengguna dalaman dan luaran SM juga memberi sumbangan kepada industri aplikasi di Indonesia khususnya.

ABSTRACT

This study is motivated by the fact that the software application and content industry advancement in Indonesia especially in the educational domain is rather limited. This has resulted in the deployment of low quality Information System (IS) for education management due to a poorly adopted system development approach. The statement is supported by many references including an example of a student registration IS (i.e. e-PSB) which did not focus on user evaluation; therefore has recorded many errors plus failed to provide a quality service; and was found to not practice a proper system development life cycle. Moreover, literature reviews indicate that studies on the evaluation of IS have yet to determine the correlation between user satisfaction, perception and service quality factors.

In regard to the above, the aim of this study is to propose a IS development approach model that pivots on user satisfaction, perception and service quality as the internal and external evaluation factors. In accomplishing the aim, three objectives are formulated; (1) develop a student registration IS prototype as a case study in Indonesia, (2) implement the internal and external evaluation of the prototype in a real setting, and (3) identify influential relationship between the user satisfaction, perception and service quality factors.

Quantitative and design research are the two main approaches followed through in this study. There are mainly three phases, (1) planning and analysis, (2) model and artefact development, and (3) implementation, data collection and evaluation. Data are collected using internal and external evaluation instruments. The internal evaluation is based on the Technology Acceptance Model (TAM) and Questionnaire for User Interaction Satisfaction (QUIS). The external is rooted on the Service Quality (SERVQUAL). Altogether 471 respondents participated where 462 are from Banjarmasin, South Kalimantan, Indonesia and 9 are experts. T-test, ANOVA, correlation and regression analysis are utilized to prove 11 hypotheses.

The internal evaluation factors are divided into perceived usefulness (PK), perceived ease-of-use (PKG) and user interface satisfaction (KAP). Whereas, the external factors are divided into quality service (KS), overall perception of quality service (PKS), and overall satisfaction of quality service (KKS). The hypotheses testing show that (i) PKG and PK are significantly correlated, (ii) PKG and KAP are significantly correlated, (iii) PKG and KAP are significantly correlated, (iv) PK and PKG together influence KAP significantly, (v) KS influences PKS significantly, (vi) PKS and KKS are significantly correlated, (vii) KS influences KKS significantly, (viii) KS and PKS together influence KKS significantly, and (ix) KAP influences KKS significantly.

The proposed IS development approach model, which can be utilized by fellow developers and researchers to develop an IS that focuses on the internal and external evaluation factors, is the main contribution of this study. Furthermore, the prototype, that is named as *PSB Terpadu* and the identified relationships between the internal and external factors contribute to the software application industry, specifically in Indonesia.

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SENARAI KEPENDEKAN

% : Peratus

ADO : ActiveX Data Object

ANOVA : One Way Analisis of Variance

ASEAN : The Association of Southeast Asian Nations
ASPILUKI : Asosiasi Piranti Lunak Telematika Indonesia

ATM : Automatic Teller Machine

BAPPENAS : Badan Perencanaan Pembangunan Nasional

BCM : Brady and Cronin Model

BSD : Berkeley Software Distribution

DAO : Data Acces Objects

DB1 : Database 1
DB2 : Database 2

df : Degree of freedom (darjah kebebasan)

DFD : Data Flow Diagram

DHTML : Dynamic Hyper Text Markup Language

Disdik : Dinas Pendidikan

EMP : Empati

e-PSB : Pendaftaran Siswa Baru secara elektronik

f : Frekuensi

GMDR : General Method of Design Research

GOM : Gronroos Model H₀ : Hipotesis Nol

H_a : Hipotesis Alternatif

HTML : Hyper Text Markup Language

ICT : Information Communication and Technology

Iptek : Ilmu Pengetahuan dan Teknologi ISV : Independent Software Vendor IPTA : Institut Pengajian Tinggi Awam

ITU : International Telecomunication Union

JMN : Jaminan

KAP : Kepuasan Antara Muka Pengguna

KBL : Kebolehpercayaan Kbps : Kilobit per second

KDNK : Keluaran Dalam Negeri Kasar

KKS : Kepuasan Keseluruhan Kualiti Servis

KMO : Kaiser Meyer Olkin

KS : Kualiti Servis KUP : Keupayaan

MID : Modul Input Data

MPD : Modul Pangkalan Data
MPrD : Modul Proses Data
MPW : Modul Penerbitan Web

MSA : Measure of Sampling Adequacy

MUPR Bertokok: Metodologi Umum Penyelidikan Reka Bentuk Bertokok

MUPR : Metodologi Umum Penyelidikan Reka Bentuk

MyICMS : Malaysian Information Communication and Multimedia NIST : The National Institute of Standards and Technology

NUASD : Nilai Ujian Akhir Sekolah Dasar

OS : Operating System

PBB : Persatuan Bangsa-Bangsa

PBL: Pembelajaran

PHP : Hypertext Preprocessor
PK : Persepsi Kebergunaan
PKG : Persepsi Kemudahgunaan

PKS : Persepsi Keseluruhan Kualiti Servis

PPR : Paparan (skrin)

PPSB : Panitia Pendaftaran Siswa Baru PSB Terpadu : Pendaftaran Siswa Baru Terpadu

PSB : Pendaftaran Siswa Baru R : Koefisien Korelasi Berganda r : Koefisien Korelasi Linear

R² : Koefisien Determinasi Regresi Berganda r² : Koefisien Determinasi Regresi Linear

RAD : Rapid Application Development

RAM : Reka Bentuk Antara Muka

RDO : Remote Data Objects

RICE : Regional IT Center of Excellence

ROM : Rust and Oliver Model

RSF : Responsif

RSQS : Retail Service Quality Scale Model

SD : Sekolah Dasar SERVQUAL : Service Quality

Sig. : Signifikan

SM : Sistem Maklumat

SMA : Sekolah Menengah Atas

SMAN : Sekolah Menengah Atas Negeri SMK : Sekolah Menengah Kejuruan

SMKN : Sekolah Menengah Kejuruan Negeri SMP Terbuka : Sekolah Menengah Pertama Terbuka

SMP : Sekolah Menengah Pertama

SMPN : Sekolah Menengah Pertama Negeri

TAM : Technologi Acceptance Model
TAM2 : Technologi Acceptance Model 2
TAM3 : Technologi Acceptance Model 3

TBS : Tindak Balas Sistem

TIMSS : Trends in International Mathematics and Science Study

TKS : Teori Kognitif Sosial TM : Teknologi Maklumat

TRA: Theory Reasoned Action: TRM: Terminologi dan Maklumat

UK : United Kingdon

UNCED : United Nations Conference on Environment and Development

UNDP : United Nation Development Program

UNESCO : The United Nations Educational, Scientific and Cultural

Organization

US : United States

USA : United States of America

UTAUT : Unified Theory of Acceptance and Use of Technology

VB : Visual Basic

WSIS : World Summit on the Information Society

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BAB 1

PENDAHULUAN

1.0 Motivasi Kajian

Kepesatan pembangunan di Indonesia dalam abad ini menitikberatkan aspek-aspek pemanfaatan Teknologi Maklumat (TM). Dalam rangka mengikuti perkembangan TM yang pantas dan pelaksanaan otonomi daerah yang sudah bermula hingga hari ini maka Negara Indonesia sebagai salah satu negara yang berpotensi besar untuk maju, tentunya tidak ingin ketinggalan dengan negara-negara yang ada di rantau Asia Tenggara.

Namun, teledensiti, sebuah angka untuk mengukur taburan infrastruktur Teknologi Maklumat dan Komunikasi (ICT) misalnya masih menunjukkan angka 11 – 25% untuk bandar besar, dan di pinggir pedalaman 0.2%. Masih terdapat lebih kurang 43,022 desa tanpa kemudahan telefon (64.4% dari 66,778 desa). Taburan infrastruktur telekomunikasi pula ialah

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