



The Relationship of Information Quality to the Intensity of Website Use According to Madrasah Aliyah Students in Surakarta City

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Abstract

This study aims to determine the relationship between information quality and the intensity of madrasah website use. This study used quantitative research methods with a correlational approach. The study population was all students of MAN Surakarta City as many as 2401 people with a sample of 96 people. Proportional random sampling technique. Data collection techniques using questionnaires. Before the data is analyzed, classical assumption tests are carried out, namely sample randomness tests, data normality tests, regression linearity and meaningfulness tests, and multicollinearity tests. Data analysis techniques use single correlation and regression analysis to test the single correlation hypothesis, and use correlation analysis and multiple regression to test the multiple correlation hypothesis. The results showed that there was a positive and significant relationship between the quality of information and the intensity of website use. The contribution of information quality to the intensity of website use was 19.5%, while the remaining 80.5% was influenced by other variables that were not studied. The regression line equation between information quality and website usage intensity is $Y = 2.885 + 0.174X_2$. The regression line equation between accessibility and website usage intensity is $Y = 4.781 + 0.075X_3$. 4). There is a positive and significant relationship between usability, information quality, and accessibility together with the intensity of website use. The contribution of ease of use, information quality, and accessibility together to the intensity of website use was 51.1%, while the remaining 48.9% was influenced by other variables that were not studied. The regression line equation of the relationship between ease of use, information quality, and accessibility together with the intensity of website use is $Y = -4.107 + 0.109X_1 + 0.151X_2 + 0.072X_3$.

Keywords: *Quality Information; Website; Students; Madrasah Aliyah*

Introduction

The implementation of Educational Information System Management (MSIP) is expected to increase the productivity of educational institutions, to support daily school operations to prepare documents efficiently and effectively in providing information services to school customers (McLeod, 2004). The development of MSIP has allowed schools to reach many users by publishing school outputs through websites.

Digital library, and other information (Prastya, 2017: 132). Websites have an important role in terms of organization as in school management systems (Ooi et al., 2010). Research results, quick references, learning progress indicator reports, and other reports can be published, edited, organized on the web for users to avoid the digital divide and people can access information from schools faster (Al-Otaibi & El-Masri, 2012: 214). This means that the school website is able to reach as many users as possible and allows the dissemination of educational information to the community and all education stakeholders (Wako, 2003: 61).

Madrasa residents should have a high intensity in using the website. At the beginning of the 21st century, the world has entered the era of society 4.0 called the era of the industrial revolution 4.0. The industrial era 4.0 is characterized by increasing connectivity, interaction, and development of information technology (Lase, 2019: 29). The era of the industrial revolution 4.0 requires many professions to change, especially in terms of integrating with the digital world and various kinds of rapidly developing technologies (Krupitzer, et al., 2020: 5). The magnitude of the impact of this era change is even claimed (Lase, 2019) cannot be avoided by anyone, including madrasahs (Tangahu et al., 2021: 1).

The adjustment of the education service system to the development of the era has become a major consideration in every educational institution (Jedaman, et al., 2020: 126). These adjustments also bring benefits to the madrasah itself, such as: (1) increasing the scope and relevance of the curriculum, (2) improving educational management techniques, (3) reducing dependence on dominant single instructional methods (such as lectures or 2-case studies), and ultimately (4) improving the quality of learning itself and reducing costs (Dierdorff, et.al., 2013: 4).

Madrasahs as educational institutions are also no less trying to create websites so that students, teachers, and the public can get information and interact with educational services. However, the intensity of using the website has not been maximized. Munir stated that the school/madrasah website acts as a source of learning and information. Website content that contains unique and specific information will be a strong attraction for users to visit and get the data and information they need (Munir, 2009: 239). The easiest way to get information and also the first impression of an institution is from the appearance of its website. Second, after the display is how the quality of the content on the website can encourage the intensity of students to open and explore the school website.

But in reality, madrasah residents teachers and students, have a low intensity in using the website. Data from the survey conducted shows that only 35.21% of schools have an internet network and only 13.84% of schools have homepage facilities. Based on statistical results from SEMRush, accessed in November 2021, it shows that the average number of monthly visitors from madrasah websites in Surakarta is very diverse. The MAN 1 Surakarta website is the most visited website, 1,792 visitors every month with a domain influence of 19%. The second position is occupied by MAN 2 Surakarta with an average monthly visitor of 1,207 visitors with a domain influence of 19%. The third position is MA Al Islam Jamsaren with an average of 221 visitors per month with a domain influence of 10%. While the bottom position is MA Al Muayad with an average of 0 visitors per month; which means hardly.

The data above shows that the low intensity of website use shows that students are less interested in the website so they do not linger to access the madrasah website. The intensity of website use is a description of how long and often respondents use the website with various goals or motivations. The intensity of use is based on the frequency of use and the length of access both to communicate and find information. According to the concept of instant acolytes, user enthusiasm using the internet will shape the future of the internet (Horrigan, 2002). This can be caused in part by the quality of information. An attractive website is the extent to which information can consistently meet the requirements, needs (Wang & Strong, 1996: 12) and the expectations of everyone who needs that information. Information quality relates to the quality of existing content on a site such as content suitability to what users need, content format and content relevance (Barnes & Vidgen, 2003: 3). Generally, users want to get information

quickly and precisely, if a website fails to provide information clearly, then the user will immediately leave the website and switch to another website (Andiputra & Tanamal, 2020: 9).

The first relevant research was conducted by (DeLone & McLean, 2003) under the title *The DeLone and McLean Model of Information Systems Success: A Ten-Year Update Management Information System*. Conclude that the quality of information affects intensity use of the website. The better the quality of service of a website, the higher the intensity of users using the service. The second research was conducted by Wahyuni (2011) regarding the *Empirical Test of the DeLone and McLean Model on the Success of Regional Management Information Systems (SIMDA)*. The results explained that the quality of information measured by completeness, accuracy, accuracy, consistency, currentness, and form of output, proved to affect the intensity of 12 uses. Next is (Imlawi, 2017) regarding *Health Website Success: User Engagement in Health-Related Websites*. Concluding that the perception of higher quality information can motivate users' positive feelings which in turn can lead to an increase in time spent on the website.

Evaluation of the quality of website content information is an activity to review the extent to which the information on the website is able to meet user expectations and needs. Evaluation is carried out on website content with the aim of knowing the quality of information served on the website. Quality information is information that can be appropriate in meeting the expectations and needs of its users. The quality of information on a website is the user's perception after using the website whether it is in accordance with expectations or not. If it is in accordance with expectations, the user will feel satisfied and will use it again on a different occasion.

This shows that the higher the quality of information provided by a website, the higher the intensity of using the website. Conversely, low quality information causes users to be reluctant to return to visit the website. Good quality information is information that is complete, timely, accurate, consistent, and well presented. If the information presented on the website is always timely, up to date and meets user expectations, then users will feel satisfied, so the higher the possibility of users to visit the website. The better user perception of the quality of information from a website will encourage the emergence of positive feelings so that users visit the website more intensively. The better the quality of the information presented on the website will cause users not to feel reluctant to reuse; Thus the intensity of the use of information systems will increase. The quality of information positively affects the intensity of service use of an information system. The better the quality of information on a website, the more satisfied users are and the more often they use the service.

Research Methods

This type of research is quantitative research. Research data in the form of numbers and analysis using statistics. Quantitative research according to (Creswell, 2009) aims to test the theory objectively through examination or research on the relationship between variables that can be measured, so that the data produced is numerical and can be analyzed based on statistical procedures. The approach used is a correlational approach. According to (Sugiyono, 2012) correlational research aims to see the extent to which variations in one variable are related to variations in other variables based on correlation coefficients, and get information about the level of relationship that occurs. The setting of the study took place in Madrasah Aliyah Negeri in Surakarta, which is the secondary education level in formal education in Indonesia and its management under the Ministry of Religious Affairs. The population in this study is all students of Madrasah Aliyah Negeri (MAN) 1 in Surakarta who already have a website with a total of 1249 students. The sampling technique uses proportional random sampling, which is random sampling where each member of 79 populations has the opportunity to be sampled.

Results and Discussion

The relationship between the quality of information on the intensity of website use in MAN Students in Surakarta City The regression coefficient of the information quality variable on the intensity of website use of 0.174 means that the quality of information has a positive relationship with the intensity of website use. If the quality of information increases, then the intensity of website use will also increase. Every addition of one point (positive or +) to the variable 168 information quality is predicted to increase the value of website usage intensity by 0.174. Conversely, if the value of the variable coefficient of information quality drops by one point, the intensity of website use will decrease by 0.174. So the + (positive) sign expresses a unidirectional or linear direction of the prediction. An increase or decrease in variable X2 will result in an increase or decrease in the independent variable (Y).

The dimension of information quality that provides a dominant relationship to the intensity of website use is the dimension of information presentation format indicated by a regression coefficient of 0.612. The results of the t-test calculation of the relationship of information quality to the intensity of website use obtained t-count results of 4.770 with a significance value of $0.000 < 0.05$, meaning that the quality of information is positively and significantly related to the intensity of website use. The results of this study can prove the second hypothesis which reads: there is a relationship between the quality of information and the intensity of website use in MAN students in Surakarta City in 2021/2022. The r^2 (r square) test obtained results of 19.5%, which means the contribution of the relationship between information quality to the intensity of website use is 19.5% while the remaining 80.5% is influenced by other variables.

There is a significant positive relationship between the quality of information and the intensity of website use in students, because the quality of information is the user's perception after using website 169 whether it is in accordance with expectations or not. If it is in accordance with expectations, the user will feel satisfied and will use it again on a different occasion. This means that the higher the quality of information provided by a website, the higher the intensity of using the website. Conversely, low quality information causes users to be reluctant to return to visit the website. The indicators used in measuring information quality include: 1) accurate, 2) reliable, 3) up to date, 4) relevant, 5) reliable, 6) detailed, and 6) presentation format The information provided on the website must always be timely, up to date and meet user expectations. The presentation of information must be considered in the right format and as needed so that information can be received by users easily. Good quality information causes users to be satisfied with the website and more often users visit the website.

It can be stated that the better the user's perception of the quality of information from a website will encourage the emergence of positive feelings so that users visit the website more intensively. The quality of website information is an important factor that affects the intensity of website use. Quality information refers to how useful, accurate, and reliable the information provided by a website is. 170 Field practice shows that websites that provide quality information will have a higher level of usage than websites that provide less useful or inaccurate information. This can be seen from the bounce rate (percentage of visitors who leave the website after only visiting one page), the rate of returning to the website, and the time spent by users on the website. All these indicators show that websites that provide quality information will be more visited and used by users. Strengthening the theory put forward by DeLone & McLean (1992) that the higher the quality of information produced from information systems, the higher the intensity of use of information systems. DeLone and McLean (2003: 48) added that the quality of information affects the intensity of website use. The better the quality of information from a website, the higher the intensity of users using the website's services.

Wahyuni (2011) explained that the quality of information measured by completeness, accuracy, accuracy, consistency, currentness, and form of output, proved to affect the intensity of use. Literature review also shows that the quality of website information has a strong relationship with the intensity of

website use. Referring to the results of a study entitled "The impact of website quality 171 on student satisfaction and performance in online courses" by J.D. Ford and others (2014) which shows that the quality of website information has a significant relationship with student satisfaction and performance when using the website in online classes. This article also shows that websites that provide useful and accurate information will have a higher usage rate than websites that provide less useful or inaccurate information.

This is because users will find it helpful and trust the information provided by the website, so they will be more likely to continue using it. In addition, websites that provide less useful or inaccurate information will make users feel hampered and may not want to continue using it. In the context of marketplaces in social networks, according to Choi, Choi, & Jeong (2014: 18) in, The effect of website quality and image on customer satisfaction and intention to use C2C websites: An empirical study provides several implications, one of which is that the research shows that website quality and customer satisfaction are important factors for success in the C2C electronic market. The importance of customer satisfaction as a factor influencing consumer behavioral intentions to use a website turns out to be very important in the context of C2C emarketplaces.

This is consistent with the results of other research in the field. The effect of website quality seems to vary depending on which 172 constructs are associated with it. However, customer satisfaction and the intensity of their use are most influenced by the quality of information. The presentation format dimension of the information quality variable is considered to contribute the most ideal to the intensity of website use in MAN throughout Surakarta City. According to Barnes & Vidgen (2003: 7) and Cheng (2011), good information quality, among others, is shown by the presentation of information in an appropriate format. O'Brien and Caracas (2011: 393) presentation is a form of presentation, namely how the information can be represented in interesting forms or make it easier for users to understand the information. Swapna & Francais (2013: 87) a website must pay more attention to the interface presented to better attract user interest.

Overall, the quality of website information has a strong relationship to the intensity of website use. Websites that provide quality information will be more visited and used by users, while websites that provide less useful or inaccurate information will have a lower usage rate. Therefore, it is important to pay attention to the quality of information provided by a website to increase the intensity of its use.

Conclusion

There is a positive relationship between the quality of information and the intensity of website use with a calculation of 0.441 higher than the rtable of 0.202. The results of the r2 (r square) test were obtained at 0.195 which means the contribution of information quality to the intensity of website use is 19.5%, while the remaining 80.5% is influenced by other variables that are not studied. The regression line equation between information quality and website usage intensity is $Y = 2.885 + 0.174X$.

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