

ABSTRACT

Trust and loyalty to the customer (user) are a necessity for the survival of the business. In making a good information system, is not enough to create a quality system. But the system also will be accepted by the user.

In this research, analysis of the PST BPS DI Yogyakarta. The analysis was performed on trust and loyalty in PST, using DeLone and McLean Model and Technology Acceptance Model (TAM). There are seven dimensions were used that system quality, information quality, service quality, perceived ease of use, perceived usefulness, trust (in three subdivisions trust in the system, trust information, and trust in service) and e-loyalty. The study involved 122 respondents and analyzed using SmartPLS Version 3.2.3.

Analyze the result demonstrate that three factors are the quality of the information system have no direct impact significantly on trust. However, three factors are the quality of information systems significantly affect the perception of convenience and usefulness of the PST, and perceptions of the ease and usefulness of positive effect on trust, and so are the trust has a positive influence on e-loyalty. This means, the user must use of system in advance, so that the trust will appear when the user feels the PST has benefits and easy to use.

Keywords: Delone McLean Model, TAM, trust, e-loyalty, Pelayanan Statistik Terpadu

INTISARI

Trust dan loyalitas pada pelanggan (*user*) merupakan keniscayaan bagi kelangsungan bisnis. Dalam membuat sistem informasi yang baik, tidak cukup dengan membuat sistem yang berkualitas, namun juga sistem tersebut nantinya dapat diterima (*accepted*) oleh *user*.

Dalam penelitian ini dilakukan analisis terhadap PST BPS DI Yogyakarta. Analisis dilakukan terhadap *trust* dan *e-loyalty* pada PST, dengan menggunakan Model Delone dan McLean dan *Technology Acceptance Model* (TAM). Terdapat 7 dimensi yang digunakan yaitu kualitas sistem (*system quality*), kualitas informasi (*information quality*), kualitas layanan (*service quality*), persepsi kemudahan dalam penggunaannya (*perceived ease of use*), persepsi kebermanfaatan (*perceived usefulness*), *trust* (dalam tiga subdimensi *trust in system*, *trust in information*, dan *trust in service*) dan loyalitas (*e-loyalty*). Penelitian ini melibatkan 122 responden dan analisis data menggunakan SmartPLS versi 3.2.3.

Dari hasil pembahasan diperoleh bahwa ketiga faktor kualitas sistem informasi tidak berpengaruh langsung secara signifikan terhadap *trust*. Namun ketiga faktor kualitas sistem informasi berpengaruh secara signifikan terhadap persepsi kemudahan dan kebermanfaatan pada PST. Dan persepsi kemudahan dan kebermanfaatan berpengaruh positif terhadap *trust*, dan begitu pula *trust* berpengaruh positif terhadap *e-loyalty*. Hal ini berarti, *user* harus menggunakan sistem terlebih dahulu, sehingga *trust* akan muncul ketika *user* merasa PST mempunyai manfaat dan mudah penggunaannya.

Kata Kunci : Model Delone McLean, TAM, *trust*, *e-loyalty*, Pelayanan Statistik Terpadu