

Analysis of User Attitudes Towards the Attributes of the Simpel Dukcapil Web Application in Bengkalis District

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ABSTRACT

This study aims to analyze the fishbein attitude of users of the Simpel Dukcapil Web Application in Bengkalis District. This study uses a type of quantitative research with a population of all Bengkalis Regency residents who have used the Simpel Dukcapil Web Application in processing population documents. The sampling technique uses the proportionate stratified random sampling method with a sample size of 100 respondents. The data analysis technique is processed using the fishbein multiattribute method. The results showed that the total attitude value (Ao) of the Simpel Dukcapil Web Application users generated was 145.6705 which was included in the interval scale range of 98-146, which is in a fairly good category. Researchers chose to use 10 (ten) attributes of the Simpel Dukcapil Web Application in this study, namely accuracy, completeness, relevance, updates, security, reliability, availability, navigation map, search engine, and browser compatibility. The attribute with the highest value level of importance (ei) is Navigation Map with a value of 4.08. The attribute with the highest value of confidence level (bi) is Accuracy with a value of 4.34. The overall attitude of users towards the Simple Dukcapil Web Application in this study is positive.

Keywords: *User Attitudes, Fishbein, Confidence Level, Level of Importance, Simpel Dukcapil Web Application*

1. INTRODUCTION

Indonesia is ranked 6th as the country with the most internet users in the world. Referring to the results of a survey conducted by APJII (Indonesian Internet Service Providers Association), Indonesia's internet penetration in 2024 touched 79.5%. When compared to the previous year, the penetration of internet usage in Indonesia only reached 77.01% in 2022 and 78.19% for 2023. This figure indicates that the penetration of internet users in Indonesia in 2024 has increased by 1.4%.

In this case, the high number of internet usage in Indonesia illustrates that people will be very easy to access all forms of information from various sources, this convenience brings significant changes for the community to manage this information and use it in terms of acting and making decisions on the information they have in their daily lives. In addition, the existence of the internet supports the advancement of information technology which brings changes in the mindset of society, where people in today's technological era always want everything that is instant and easy to use, one of which is in terms of public services.

Public service is a responsibility that the government must provide to the community [1]. In Indonesia, this has been regulated in Law Number 25 of 2009. In short, in this Law, public services are defined as all forms of activities carried out by government representatives in an effort to meet the needs of the community in accordance with the provisions of applicable laws and regulations, including organizing, advising, directing, providing facilities, services, and others [2]. In line with that, the public also has the right to have their rights protected, their voices heard, and their values and preferences respected. Thus, the public has the right to assess, reject, and sue anyone who is politically responsible for the delivery of public services [3].

At present, the quality of public services provided by government agencies in Indonesia can be said to be still relatively low and not maximized. According to [4], there are three main obstacles in the effort to realize good public services in Indonesia, namely; bureaucracy that is considered slow in providing services, high levels of corruption and inadequate infrastructure. In addition, the manual service flow is also carried out with a tiered mechanism and service users must come directly to the office. This often leads to problems such as long service duration and potential bribery practices [5].

Good public service is a measure of government performance in carrying out its duties in order to realize good governance. Therefore, public organizations in providing good services are required to be able to act quickly and accurately. This is an obligation that must be done because the faster and more accurate the service provided, the better it will be [6].

Along with the times supported by technological advances today requires the government to carry out a reform with public services, namely by improving the quality and performance aspects of public service quality through information technology-based development into aspects of government both at the central and regional levels [7]. Therefore, the government needs to innovate to continuously improve the quality of public services [8]. With innovation, government agencies or institutions can provide good services and in accordance with what is expected by the community.

One form of service provided by the government to the community is services in the field of population, which consists of population registration and civil registration services [9]. In line with this, the Population and Civil Registration Office of Bengkalis Regency initiated a new breakthrough, namely the launch of the Simpel Dukcapil Web Application on March 25, 2021. The purpose of this application is to implement the provisions of Article 7 paragraph (4) of Presidential Regulation Number 89 of 2021 concerning the implementation of the Public Service Mall.

Simpel Dukcapil Web Application is an online service application created to facilitate the processing of population documents. This application was made during the Covid-19 Pandemic, where all activities were hampered, especially in the processing of population documents which required the government to change the service model from previously offline to services that were able to accommodate online systems [10]. By using this application, the people of Bengkalis Regency can submit applications, track documents, and view available services online without having to come directly to the Disdukcapil office. In addition, this application also provides certainty of services related to population administration management that are easier, faster, and more precise so as to produce quality services [11].

[12] Explained that in a service community satisfaction is an important aspect that really needs to be taken into account, because the community can assess how the service is provided, good service will make the community satisfied, so the quality of service will increase. In this study, researchers focused on looking at the attitudes and responses of the Bengkalis Regency community to services that get high processing rates on the Simpel Dukcapil Web Application, namely the processing of Family Cards, Birth Certificates, and Moving Letters.

Table 1. Number of Comparisons of Applications for Family Cards, Birth Certificates and Moving Letter 2021-2024

| Using the Simpel Dukcapil Web Application | | | | | | |
|---|--------------|------|------|------|------|--------|
| No | Service Type | 2021 | 2022 | 2023 | 2024 | Amount |
| 1 | Family Card | 0 | 361 | 248 | 12 | 621 |

| | | | | | | |
|---|-------------------|--------|--------|--------|--------|---------|
| 2 | Birth Certificate | 0 | 172 | 146 | 13 | 331 |
| 3 | Moving Letter | 0 | 152 | 145 | 59 | 356 |
| Offline/Come Directly to the Disdukcapil Office | | | | | | |
| No | Service Type | 2021 | 2022 | 2023 | 2024 | Amount |
| 1 | Family Card | 29.862 | 30.543 | 33.212 | 47.621 | 141.238 |
| 2 | Birth Certificate | 9.764 | 11.678 | 10.488 | 12.444 | 44.374 |
| 3 | Moving Letter | 4.134 | 3.694 | 4.492 | 7.564 | 19.884 |

Source: Disdukcapil of Bengkalis District

Based on the comparative data above, it can be seen that there is a large and significant difference between processing using the simple dukcapil web application compared to offline. If we look at the total number of family cards, birth certificates and transfer letters above for the four years running using the Simple Dukcapil Web Application, namely 1,308 arrangements, while offline processing is 205,496 arrangements. This is very interesting to discuss further, considering that the purpose of implementing offline processing is to facilitate and accelerate the processing of population documents, while data in the field shows that the realization of the use of the Simpel Dukcapil Web Application can still be said to be not optimal.

In line with this, [12], [13] and [14] in their research also discuss the application of online services using population applications in disdukcapil, where the results show that there are many problems in its application, such as lack of socialization, procedures that are difficult to understand, lack of application functions and often constrained by the network when using it. however, in the application process it is positively received by the community.

Based on the explanation above, in this study the researcher wants to examine the attitude analysis of users of the Simpel Dukcapil Web Application using the fishbein method in Bengkalis District. Where the research aims to find out what attributes are most important according to users and what attributes are most trusted by users, and to measure the attitudes of users who use this simple dukcapil web application using the fishbein method. This research is expected to support the development of science in the field of management and can be input for Disdukcapil Bengkalis Regency in improving services, especially on the Simpel Dukcapil Web Application. So that later it can improve the quality of service even better in the future, especially for the people of Bengkalis District.

2. LITERATURE REVIEW

2.1 User Attitudes

Attitude has many different meanings depending on the situation and conditions. According to [15] attitude as a relatively consistent picture of a person's evaluations, feelings, and tendencies towards an object or idea. according to [16] attitude is a form of consumer reaction to a stimulus provided by marketers.

[17] explains that attitude is a combination of a person's thoughts and feelings in performing certain actions or behaviors. In this case, the most important characteristic of attitude is the existence of beliefs, because the stronger the belief in an attitude, the more it will affect individual behavior [18].

Attitudes are an important part of life, according to [19] a person's attitude forms a pattern and to change it requires many difficult adjustments in other attitudes. In

addition, attitudes are directed and have a certain intensity, attitudes are said to be directed because attitudes cause people to have a negative or positive view of the object of attitude [20].

2.2 *Multiattribute Fishbein*

The fishbein multiattribute model is one of the analytical methods used to measure user attitudes towards a product. In this method, user trust in a product will strengthen if it is based on direct use of the product, besides that trust based on direct knowledge also has a big influence on the attitude of the user [21].

In Fishbein's multiattribute model, there are three main factors in predicting attitudes; 1) the beliefs that a person has about the salient attributes of an object, 2) the strength of belief in objects that have distinctive attributes or questionable attributes, 3) evaluation of each main/ salient attribute that can be evaluated by giving a good or bad rating of an attribute [22].

According to consumer perceptions, the attributes of a product have different levels of importance [23]. Therefore, this fishbein model plays a role in calculating and considering the results of the average assessment of each attribute in its overall structure [21]. As for the fishbein multiattribute formula, namely :

$$Ao = \sum_{i=1}^N bi. ei$$

Ao : Total attitude of the individual towards a particular object.

bi : Level of user trust in attribute I of the Simpel Dukcapil Web Application

ei : Evaluation of user confidence in the attributes of the Simpel Dukcapil Web Application.

Σ : The sum of a number of attributes.

N : Total attributes.

2.3 *Web*

World Wide Web (WWW) or often referred to as "Web" is a system that allows access and dissemination of information on the internet through interconnected pages [24]. According to [25] the web is considered the ability of a website to meet the expectations of its users and owners which can be determined by a series of measurable attributes.

Based on some of the above definitions, it can be concluded that the web is a network of interconnected information pages on the internet that can be accessed with the help of an internet network via a browser, providing various content including text, images, and videos that allow users to easily search, read, and interact with the information.

The development of the web is currently progressing rapidly, various innovations continue to be made to facilitate users. In the context of services, user happiness depends on how well a website is designed when used to obtain information [26]. Therefore, it is very important for service providers to ensure that the web created has benefits for users.

In measuring web quality, it is important to know and understand its dimensions to create an effective, attractive and secure website for users. [27] divides web quality into three main dimensions, namely: 1) content quality; it contains several attributes,

namely: accuracy, completeness, relevance, opportunity, consistency, coherence, updates, orthography, and syntax. 2) service quality; it contains several attributes, namely: security, reliability, privacy, performance, efficiency, accuracy, opportunity, availability, response time, time saving, empathy, reputation, and personalisation. 3) technical quality; it contains several attributes, namely: navigation map, path, search engine, download time of pages, browser compatibility, broken links, and accessibility.

2.4 Product Attributes

According to [28] the attributes are the special features and characteristics of a product that distinguish it from other products. In general, each product certainly has its own attributes which are the advantages of the product. [23] explains that when a product has the same attributes as the user's wishes, then the product is called a successful product.

[29] Explains that user trust is based on the formation of objects, attributes, and benefits of the cognitive learning process. A person's belief in product attributes is divided into three types, namely: 1) object-attribute trust, which is the object-attribute trust that connects objects. 2) benefit-attribute trust, which is the user's belief to what extent the attributes contained in a product provide certain benefits. 3) benefit object trust, which is the user's belief about how far the product, person or service provides certain benefits.

Table 2. List of Product Attributes of the Simpel Dukcapil Web Application

| No | Attribute Name |
|----|-----------------------|
| 1 | Accuracy |
| 2 | Completeness |
| 3 | Relevance |
| 4 | Updates |
| 5 | Security |
| 6 | Reliability |
| 7 | Availibility |
| 8 | Navigation Map |
| 9 | Search Engine |
| 10 | Browser Compatibility |

Source: Author's Processed Data from [27]

2.5 Research Framework

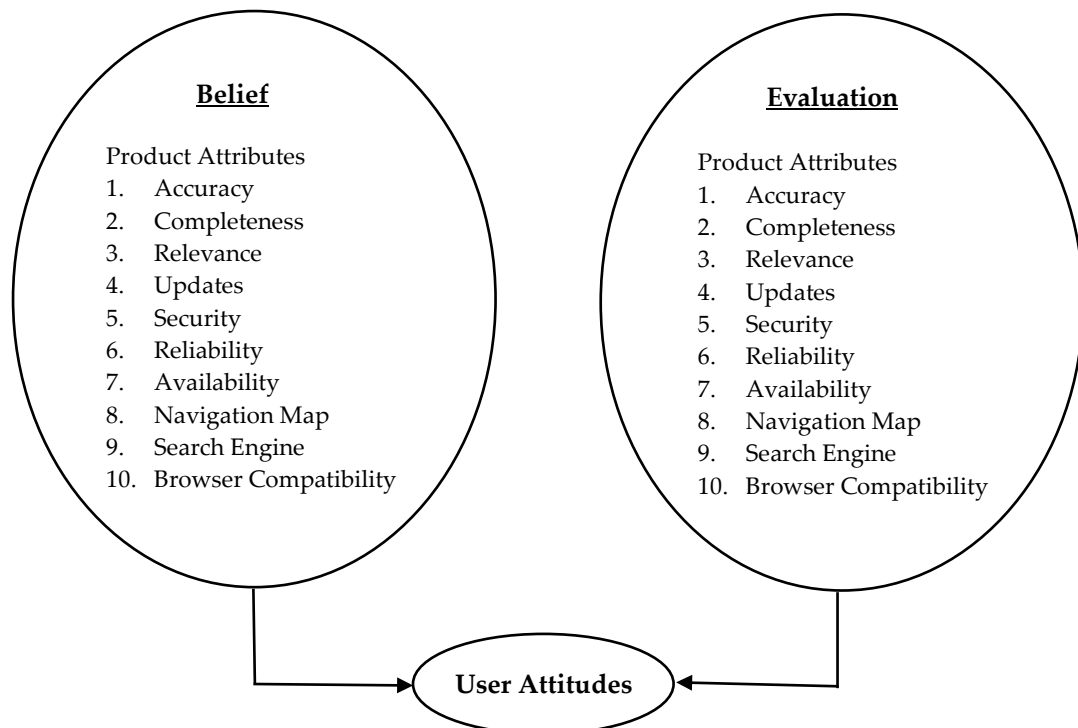


Figure 1. Research Framework

Source: [20] [18]

2.6 Research Hypothesis

The hypothesis in this study is: It is suspected that users have a positive attitude towards the attributes of the Simpel Dukcapil Web Application in Bengkalis District.

3. METHODS

3.1 Location and Time of Research

This research was conducted at Disducapil Bengkalis District, the research time was February 18 to April 14, 2025.

3.2 Population and Sampels

The population in this study includes all Bengkalis Regency residents who live in Bengkalis Regency and have accessed and used the Simpel Dukcapil Web Application in the process of processing family cards, birth certificates and moving papers. while the total population is 1,308 people.

Sampling in this study using probability sampling method with proportionate stratified random sampling technique. as for the sample criteria, namely: respondents aged ≥ 17 years, respondents have accessed and used the Simpel Dukcapil Web Application for processing population documents and respondents are people who live in Bengkalis Regency. Determination of the number of samples in this study was carried out using the Slovin formula with a 10% margin of error, based on the calculation, the sample in this study was 92.89 people, for sample adequacy requirements, the researchers set the sample size to 100 people.

3.3 Data Collection Technique

Data collection in this study will be carried out through two methods. first, through distributing questionnaires to respondents involved in the study. the questionnaire used in this study is in the form of open questions which use a Likert scale of 1 to 5, According to [30] the scale is : strongly agree (score 5), agree (score 4), moderately agree (score 3), disagree (score 2), strongly

disagree (score 1). And secondly, by conducting interviews to obtain in-depth information from employees of disdukcapil kabupaten bengkalis and respondents related to the research topic.

4. RESULTS AND DISCUSSION

4.1 Description of Respondent Profile

Respondents in this study are people of bengkalis district who live in bengkalis district and have used the Simpel Dukcapil Web Application for processing family cards, birth certificates and moving letters. the number of respondents is 100 people, 53 men (53%) and 47 women (47%). The characteristics of respondents are known to range from 17 years to > 45 years. The last education of the highest respondents was dominated by high school education, namely 44 people (44%). Based on the occupation of respondents with the highest number dominated by self-employed, namely 46 people (46%). Based on the sub-district, the highest number of respondents came from Bengkalis District as many as 46 people (46%). And based on the length of time using the service, namely respondents with a length of time using the service < 1 year as many as 14 people (14%), >1-2 years as many as 64 people (64%), > 2-3 years as many as 21 people (21%) and > 3-4 years as many as 1 person (1%).

4.2 Validity and Reliability Test Results

The results of the respondents' answers that have been obtained will be tested for validity before the data is further analyzed, the aim is that the data analyzed can ensure that the measuring instrument used can actually measure what is being measured. In this study, the validity test was carried out twice, namely for the question items of the level of trust (bi) and the evaluation of the level of importance (ei). Based on the results of the validity test carried out, the results show that at a significant level ($\alpha = 0.05$) with r table 0.196 all items show a valid correlation because all questions $r_{count} > r_{table}$. This means that all question items used in this study are valid.

While the results of the reliability test with the Cronbach Alpha (α) technique > 0.70 [31]. for the question items used for the level of trust (bi) and evaluation of the level of importance (ei) in the study are declared reliable.

4.3 Level of Importance (ei)

In fishbein analysis, the level of importance is symbolized by ei , which functions as a measuring tool for how important a product attribute is according to user perceptions. In this study, the level of importance is obtained from the results of a questionnaire about the attributes contained in the Simpel Dukcapil Web Application, the value of this level of confidence ranges from 1 to 5 using a Likert scale. as for the results can be seen in the table below:

Table 3. Level of Importance (ei) of the Simpel Dukcapil Web Application Attributes

| No | Attribute | Score |
|----|-----------------------|-------|
| 1 | Accuracy | 3,70 |
| 2 | Completeness | 3,84 |
| 3 | Relevance | 3,79 |
| 4 | Updates | 3,07 |
| 5 | Security | 3,95 |
| 6 | Reliability | 3,25 |
| 7 | Availability | 3,44 |
| 8 | Navigation Map | 4,08 |
| 9 | Search Engine | 2,6 |
| 10 | Browser Compatibility | 3,95 |

Source: Author's Processed Data (2025)

Based on table 3, it can be seen that the attribute that occupies the first position in the level of importance according to users on the Simpel Dukcapil Web Application is the Navigation Map with a value score of 4.08. This means that here users of the Simple Dukcapil Web Application of Bengkalis Regency consider that the Navigation Map is an important attribute. This is understandable, because an application must provide convenience for users when accessed, one of which is the availability of instructions for use. So that later users do not feel confused anymore when they want to access it, especially in the process of processing population documents. In this case, the simple dukcapil web application already has a Navigation Map. This indicates that the score above which states that the Navigation Map is an important attribute according to users has been proven.

4.4 Level of Confidence (bi)

In fishbein analysis, the level of trust is symbolized by bi which functions as a measuring tool for how much users believe in a product attribute. In this study, the level of trust was obtained from the results of a questionnaire about the attributes contained in the Simple Dukcapil Web Application, the value of this level of trust ranges from 1 to 5 using a Likert scale. The results can be seen in the table below:

Table 4. Level of Confidence (bi) of the Simpel Dukcapil Web Application

| No | Attribute | Score |
|----|-----------------------|-------|
| 1 | Accuracy | 4,34 |
| 2 | Completeness | 4,32 |
| 3 | Relevance | 3,59 |
| 4 | Updates | 4,02 |
| 5 | Security | 4,25 |
| 6 | Reliability | 4,10 |
| 7 | Availibility | 3,89 |
| 8 | Navigation Map | 4,27 |
| 9 | Search Engine | 4,00 |
| 10 | Browser Compatibility | 3,99 |

Source: Author's Processed Data (2025)

Based on table 4, it can be seen that the attribute that occupies the first position in the level of trust according to users of the Simpel Dukcapil Web Application is Accuracy with a value score of 4.34. This means that here users of the Simpel Dukcapil Web Application of Bengkalis Regency believe and believe and consider that all information provided by the Bengkalis Regency Disdukcapil contained in the Simpel Dukcapil Web Application is accurate, has a low error rate and can be trusted.

4.5 Results of Level of Confidence (bi), Level of Importance (ei) and Difference

The calculation of the difference between the confidence level score (bi) and the level of importance (ei) is carried out to find out how much the difference value is between the attributes contained in the Simpel Dukcapil Web Application. As for the calculation, namely:

Table 5. Calculation of the Difference Between the Scores of the level of Confidence (bi) and the Level of Importance (ei)

| No | Attribute | Confidence Level (bi) | Level of Importance (ei) | Difference |
|----|-----------------------|-----------------------|--------------------------|------------|
| 1 | Accuracy | 4,34 | 3,70 | 0,64 |
| 2 | Completeness | 4,32 | 3,84 | 0,48 |
| 3 | Relevance | 3,59 | 3,79 | - 0,2 |
| 4 | Updates | 4,02 | 3,07 | 0,95 |
| 5 | Security | 4,25 | 3,95 | 0,3 |
| 6 | Reliability | 4,10 | 3,25 | 0,85 |
| 7 | Availibility | 3,89 | 3,44 | 0,45 |
| 8 | Navigation Map | 4,27 | 4,08 | 0,19 |
| 9 | Search Engine | 4,00 | 2,6 | 1,4 |
| 10 | Browser Compatibility | 3,99 | 3,95 | 0,04 |

Source: Author's Processed Data (2025)

Based on table 5, it can be seen that the smallest difference result is Relevance with a score of -0.2, meaning that Relevance is an attribute that is in accordance with the wishes of the Dukcapil Simple Web Application users, where the evaluation results exceed the results of beliefs, so that the Relevance attribute becomes an attribute that meets user expectations. While the attribute that has the biggest difference is Search Engine with a score of 1.4, where the results of belief are very far compared to the evaluation results. This needs to be considered again so that in the future the difference is not too large, in the sense that the Search Engine attribute can meet the expectations of users of the Simpel Dukcapil Web Application for Bengkalis District.

4.6 User Attitudes Analysis

User attitudes analysis is used to determine the attitude of users formed towards an object. The user attitude value for the Simpel Dukcapil Web Application is obtained from the calculation of the level of importance (ei) and the level of confidence (bi). User attitude (Ao) will be known by multiplying the value of the level of importance (ei) and the level of confidence (bi) for each attribute on the Simpel Dukcapil Web Application. The overall attitude value will be obtained by summing the attitude values of all attributes using the formula: **Ao (ei x bi)**.

Table 6. Results of User Attitude Analysis with Multiattribute Fishbein

| No | Attribute | Level of Importance (ei) | Confidence Level (bi) | Ao (ei x bi) |
|---------------------|-----------------------|--------------------------|-----------------------|--------------|
| 1 | Accuracy | 3,70 | 4,34 | 16,058 |
| 2 | Completeness | 3,84 | 4,32 | 16,5888 |
| 3 | Relevance | 3,79 | 3,59 | 13,6061 |
| 4 | Updates | 3,07 | 4,02 | 12,3414 |
| 5 | Security | 3,95 | 4,25 | 16,7875 |
| 6 | Reliability | 3,25 | 4,10 | 13,325 |
| 7 | Availibility | 3,44 | 3,89 | 13,3816 |
| 8 | Navigation Map | 4,08 | 4,27 | 17,4216 |
| 9 | Search Engine | 2,6 | 2,6 | 10,4 |
| 10 | Browser Compatibility | 3,95 | 3,95 | 15,7605 |
| $\sum ei \times bi$ | | | | 145,6705 |

Source: Author's Processed Data (2025)

Based on the calculation results using the fishbein formula, the user attitude value (Ao) is obtained, which is 145.6705. After obtaining the value, the next step is to determine the rating scale. Determination of the rating scale is obtained from an interval class with a calculation that refers to the formula from [6] :

$$\text{Interval} = \frac{\text{highest value} - \text{lowest value}}{5}$$

$$\text{Interval} = \frac{250 - 10}{5} = 48$$

The interval calculation above is obtained from the maximum score of the attitude minus the minimum score of the attitude. The maximum score is obtained from multiplying the maximum Likert score of the evaluation level by the level of confidence and the total number of attributes, resulting in a value of 250 (5x5x10). While the minimum score is obtained from multiplying the minimum Likert value of the evaluation level by the level of confidence and the total number of attributes, resulting in a value of 10 (1x1x10). The value of 5 on the dividing factor is the Likert scale used. The user attitude categories formed from the resulting interval scale are as follows:

Table 7. Interval Class Category User Attitudes

| No | Interval Value | Category |
|----|----------------|---------------|
| 1 | 10 - 57 | Not Very Good |
| 2 | 58 - 105 | Not Good |
| 3 | 106 - 153 | Good Enough |
| 4 | 154 - 201 | Good |
| 5 | 202 - 250 | Very Good |

Source: Author's Processed Data (2025)

Based on the attitude category above, it can be seen that the user's attitude towards the Simpel Dukcapil Web Application which has a value of 145.6705 is between the 106-153 category which is included in the good enough category. This shows that users' beliefs and evaluations of the attributes contained in the Simpel Dukcapil Web Application are considered quite good, because the beliefs that users believe in the Simpel Dukcapil Web Application have been felt after evaluating the attributes contained in the Simpel Dukcapil Web Application. By comparing the fishbein value which states the user's attitude in using the Simpel Dukcapil Web Application, which is 145.6705, it can be concluded that the user's attitude in using the Simpel Dukcapil Web Application is positive, meaning that the user's view of the attributes contained in the Simpel Dukcapil Web Application is positive. Because the higher the value, the better the attitude [22].

The results of this study are in accordance with research by [32] which shows that customer attitudes towards the overall Mobile Banking attribute are positive, then research by [22] which shows that people's attitudes towards the PeduliLindungi application using the fishbein multi-attribute are positive because the higher the value, the better the attitude. And research by [33] which also states that people's attitudes and behavior towards Go-pay usability in the process of e-wallet based financial transactions are positive.

CONCLUSION

Based on the attitude category above, it can be seen that the user's attitude towards the Simpel Dukcapil Web Application which has a value of 145.6705 is between the 106-153 category which is included in the good enough category. This shows that users' beliefs and evaluations of the attributes contained in the Simpel Dukcapil Web Application are considered quite good, because the beliefs that users believe in the Simpel Dukcapil Web Application have been felt after evaluating the

attributes contained in the Simpel Dukcapil Web Application. By comparing the fishbein value which states the user's attitude in using the Simpel Dukcapil Web Application, which is 145.6705, it can be concluded that the user's attitude in using the Simpel Dukcapil Web Application is positive, meaning that the user's view of the attributes contained in the Simpel Dukcapil Web Application is positive. Because the higher the value, the better the attitude [22].

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