**USER ANALYSIS OF ATTITUDE COMPUTER SOFTWARE**

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***Abstrak***

***Komputer terdiri dari perangkat keras dan perangkat lunak. Untuk mendapatkan informasi tentang bagaimana sikap pemakai terhadap perangkat lunak yang digunakan perlu dianalisis. Tulisan ini membahas tentang perangkat lunak saja, mengukur tingkat kepuasan pemakai antara tingkat kepentingan dengan tingkat kinerja / pelaksanaan perangkat lunak komputer dengan menggunakan diagram Cartesius. Dari hasil yang didapat, kuadran A perioritas utama untuk dikembangkan adalah testability, portability, dan overall satisfaction. Kuadran B dipertahankan sesuai dengan harapan user reliability, maintainability, dan intra-operability. Kuadran C kurang penting oleh user interoperasi dan flexibility. Kuadrat D aplikasi perangkat lunak sangat baik correctness dan userbility. Kuadran B dan D dipertahankan dan sangat baik, sedangkan kuadran A dan C dikembangkan dan di kinerja/pelaksanaan kurang. Dengan tulisan ini diharapkan dapat diaplikasikan untuk produk – produk lainnya, antara lain untuk berbagai produk seperti bidang Teknik Sipil, bahan bangunan pabrikasi, jalan jembatan, sumber daya air (irigasi dan bendungan), infastruktur sarana dan prasarana wilayah dan lainnya.***

***Keywords : Perangkat lunak computer, tingkat kinerja, dan tingkat kepentingan.***

**Chapter I. PREFACE**

* 1. **Backround**

Monitoring customer satisfaction is intended to identify satisfaction gaps that provide product innovation opportunities. The gap is a comparison between consumers’ expectations of a product and its support services supporting the truth. Analysis of consumer satisfaction to find is an opportunity to : 1) The new product, 2) Improvement of existing products, 3) Improvement of production process, and 4) Improving service-support.

Analysis of consumer satisfaction has a frame of reference to the market and includes generic products analyzing, product type and form of the product on the market. Market analysis is usually required specific and competitive opportunities. The goal is to identify consumer expectations and expanding the satisfaction they want.

* 1. **Formulation of the Problem**

From the background above his formulation of the problem is how far the attitude and level of user satisfaction of software applications (software) on : correctness, reliability, useability, maintainability, testability, portability, interoperability, intraoperability, flexibility, and overall satisfaction of the personal computer from the software (PC) review of the Implementation/ performance with the level of intest/expectations.

* 1. **The Objectives and Benefits of**

**Research**

* + 1. **Objectives**
* *To get information and analyze* how far the attitude and level of user satisfaction of the application software device on the computer.
* *To get information* in and though some who supported wisdom.
* A guide to direct the whole organization towards the fulfillment of user needs, so that the user is satisfied, so that the source of productivity.
	+ 1. **Benefits**
* For your consideration, in order to determine the strategic decision’s decree on the application of computer software, especially the leaders should be concerned with the things or whatever attributes were considered important by the user so that they are satisfied.
* Predict or to generalize
* Research Methodology

Study Sites in the Directorate of Mining Exploration and Production Center Building Jakarta Kwarnas floor 4 to floor 13 East Street Medan Merdeka No. 6, Centarl Jakarta. \

* 1. **Population and Sample**

Population is the entire computer acer power 466de used by Pertamina Central Power and sample 466de acer computer that has been used by employess in the Directorate for Exploration and production of Pertamina Central Jakarta.

**Level interest**

**A**

**Top Priority**

**D**

**Overuse**

**B**

**Maintain Achivement**

 Y

**C**

**Low Prority**

 X

**Level Implementation / Performance / Satisfaction**

Figure 1 . Cartesian diagram

* 1. **Data Collection Techniques**

Data collection techniques used to retrieve a reference library, or the questionnaire and the questionnaire method of data analysis techniques.

Data analysis techniques with to linkert scale level of performance / execution andlevel of importance to the attitude of the attitude response marketing kai gave a value of 4 for strongly agree and very importantly, the value 3 to agree and the importance and value of 2 do not agree and less important and value of 1 for strongly disagree and important tick. Of the 10 attributes consisting of 20 factors entered into the Cartesian diagram. A top priority quadrant, quadrant B maintain achievement, quadrant C of low priority, and excessive Quadrant D :

**Chapter II. THEORY GROUNDING**

Within the framework of consumer behavior analysismen (David, 1979) can be divided into :

1. Ekstern factors that influence consumer behavior consists of cultural, social class, social groups and reference as well as families.
2. Individual or internal factors that determine the behavior is motivation perception, personality and self-concept learning and attitude of the individual.

Decision- making process of consumermen, consisting of five phases :

1. Analyze your wants and needs
2. Search information from existing sources
3. Assessment and screening (selection) against his purchase alternative
4. The decision to buy
5. Behavior after the purchase
	1. **Attitude**

Attitude someone is predisposed (predispotion) to respond to environmental stimuli, which can initiate or guide the person’s behavior. The attitude is the result of genetic factors and the learning process, and is always associated with and object or product.

Someone is predisposed attitude (pre-disposition) to provide a response to environmental stimuli that may initiate or guide behavior. Attitude is the result of genetic factors and the learning process, and is always associated with an object or product.

William G Nickles (1979), gives the definition of attitude as applied to marketing: 18

Attitude is a learned tendency to react to the product offering in matters of good or less good consistent.

User attitudes toward a software application that consists of 10 attributes of 20 factor :

1. Correctness
2. Application software
3. Specification
4. Reliability
5. Completion of high precision
6. Accuracy
7. Useability
8. Output short time
9. Understanding of the output
10. Maintainability
11. Ease of determining where the error to occur
12. Ease of repair
13. Testability
14. Test the application with a short time
15. managed application testing could
16. Portability
17. Ease of transfer
18. Diffculty transferring
19. Interoperability
20. Ease of hooking a system with other
21. Simplicity
22. Intra Operation
23. Ease of communication
24. Ease of users to communicate with software application
25. Flexibility
26. Ease of changing user
27. Ease of application software is changed
28. Overall satisfaction
29. Fun wearer
30. Expectations are met
	1. **Results and Discussion**
		1. **Result**

**Data Respondent :**

1. The sex of the respondents almost three quarters were male 72.5% and nearly 1 /4 22.5% were female.
2. Respondents age < 30 yr 16.67%, 16.67% 30 – 49 years and half aged half aged > 49 years as much 22.22%
3. Level of education completed high school 32.5%, 32.5% S1, D3/Academy 27.5%, 7.5% and S2
4. Field work (operational) Expert madya, principal and assistant experts 37.5%, the operator 18.755 computers, secretaries 12.5%, 9.375% Administration. Head of Sub Office of 9.375%, 6.25% Engineering, and the attorney was 6.25%.
5. Period of work Most employees have a service life < 10 years as much as 40.54%, 10-19 years and > 19 years respectively as much as 29.37%.
6. Location A quarter of users are on the 9th floor as much as 25 %, floor 4, 7, 8, 11, and in Kramat 59 respectively 5% and the rest on various floors.

User attitudes toward 10 attributes consisting of 20 factors which further results as an attachment ditabel a good level of performance / execution and the importance of each of the above.

**Level interest**

**B**

**Maintain Achivement**

**2, 4**

**A**

**Top Priority**

**6, 10, 5**

 Y

**D**

**Overuse**

**2, 4**

**C**

**Low Prority**

**7, 9**

 X

**Level Implementation / Performance / Satisfaction**

Figure 2. The results in the Cartesian Digram

* 1. **Discussion**

Diagrams used in the discussion of the results at Certesian table and put in a Cartesian diagram consisting of four quadrants. From the research result obtained in Quadrant A major priority, : Testability, portability, and satisfaction at the whole. Quadran B maintain achievement : reliability, maintainability, and intraoperability. Quadrant C of low priority : interoperability and flexibility.

Quadrant D excess : Correctness and useability.

**User Additional Comments :**

Over 1/2 users 57.55% did not give his comments, 1/5 or 20% of the users said improved computer software applications, and 5% respectively say Less to support performance/graphics and images, the ability to slow for windows 98/NT and my speed of the war and 2.5% respecticely say there is still need for a PC acer power 466de and software applications to miss. The results put into Certesian diagram as below.

**Chapter III. CONCLUSION**

1. Arrtributes are included in the Top Priority quadrant A very impotant and the performance/execution is lacking is the capacity factor test and test computer applications and managed appropriately an effort required to test software applications for menjamin whether some of the tests did show role of the intended function, (ease of transferring equipment application software easily transfer factors and difficulties that required little effort to transfer the application between the configuration and/or environmental applications, and comprehensive satisfaction user factor is happy and fulfilling expectations, users are very happy and meet the expectations, of users with computer applications.
2. Attributes included in Quadrant B Maintain achievement, very important and the implementation/performance is very good: reliability – factor role in high precision and accuracy just how much application software to finish the ask in question with high precision, the ability to maintain the error factor is easy andimprove fault the effort required to find and correct an error in device applications luson, and the ability intraoperasi whole sale factors and the user can easily to commubicate with the effort required to communicate between components software application.
3. Attributes included in Quadrant C is not important and the low priority low implementation/performance: the ability of intraoperative factors linking easy and simple linking effort it takes “cuple” hooking one system to another and the flexibility of changing factors of business and easy to change effort is needed to change the operational application software.
4. Attributes included in Quadrant D is so important not excessive either implementation/ performance: correction factor job is completed and the application software to meet user specifications and the ability to use output factors can be studied and the output easy to understand business necessary to understand the output the software application.

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