



Implementation of the DeLone and McLean Information System Success Models for Information Systems Based on Social Media

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Abstract: In the new normal situation of the Covid-19 pandemic, the use of the Tourism Information System, in this case Instagram @indtravel, is focused on meeting users' needs for information about tourism that cannot be done offline because social restrictions are still in effect. Optimizing Instagram @indtravel is one of the Tourism Ministry's efforts to rise from the downturn due to the decrease in the number of tourist visits and also the room occupancy rate for almost all of 2020 due to the Covid-19 pandemic by holding a series of virtual activities as well as updating information on destinations and events. This research is explanatory research using a descriptive quantitative analysis approach with data sources obtained of questionnaires distributed online because they are still in a limiting condition due to the Covid-19 pandemic using simple random sampling on 368 samples from a population of active users who access Instagram @indtravel During the new normal period, Covid-19 totaled 4,620 people out of 660,000 followers with an engagement of 0.7% in early January 2021, which was obtained by using the Slovin formula with data analysis techniques using path analysis. The results showed that system quality, information quality and service quality had a positive effect on user satisfaction and net benefits, user satisfaction had a positive effect on net benefits, system quality had no effect on net benefits through user satisfaction, information quality had no effect on net benefits through user satisfaction, and service quality affects the net benefit through user satisfaction.

Key words: System Quality, Information Quality, Service Quality, User Satisfaction And Net Benefit.

1. INTRODUCTION

The tourism sector has become a sector that greatly influences state revenue in recent years. The influence of the tourism sector can be seen from the sequence which always occupies the top position as a country foreign exchange earner, but early 2020 is a period that has had a sufficient impact on income from the tourism sector. Since the spread of the Covid-19 virus in various countries, especially when Indonesia was also affected, travel to Indonesia was reduced from previous years. Cumulatively (January – November 2020), the number of foreign tourists visiting Indonesia reached 3.89 million visits. This number decreased by 73.60% compared to the number of foreign tourist visits in the same period in 2019 which totaled 14.73 million visits, (BPS, 2020). This is because many countries have limited visits to Indonesia which have an impact on decreasing the number of tourist visits. As one of the strategies to get up and avoid suspended animation due to the pandemic, the central government through the Ministry of Tourism and Economy Creative (Kemenparekraf) continues to make slow recovery efforts both in terms of destination readiness and promotion to attract the attention of potential tourists to travel at a time recently.

During the adaptation process to the pandemic situation, especially in the new normal era, Kemenparekraf held virtual activities that could be witnessed and followed through social media accounts. This is to accommodate the needs of each prospective tourist for an updated information system both in terms of content, news and appearance so that potential tourists can easily access information online which will affect tourist satisfaction (Hidayatullah, Khourouh, et al. 2020).

The website and various social media from the Ministry of Tourism and Creative Economy as well as a tourism information system and as a destination marketing tool, are expected to be able to fulfil the dimensions of the information system including the quality of the system that can be easily accessed, the quality of accurate information, the quality of service that matches user expectations and creates satisfaction with its users and can ultimately provide benefits. These dimensions can be found in the DeLone and McLean information system success model which has been widely adopted and conducted empirical research on different objects and fields, in the tourism sector this model can be used to measure the success of the Tourism information system, especially the Ministry of Tourism in the form of websites and social media. The dimensions of this model can be used as a measuring tool for optimizing the use of existing tourism information systems, especially during the Covid-19 pandemic, which made consumption of information systems the main thing and quite important due to limitations in carrying out activities including looking for information offline, so information providers must strive for an information system that can meet all the needs of users in this case as potential tourists.

The Ministry of Tourism's Information System which is quite popular at the moment is Social Media Instagram @indtravel, seen from @indtravel who actively posts and instances almost every day, and is also directly connected to social media Facebook Indonesia.Travel and twitter @Indtravel. In early January 2021, the number of followers of the @indtravel account amounted to 660,000 with a number of 2,834 posts and is still growing every day. Based on this, the researcher is interested in examining the influence of variables, namely system quality, information quality, service quality on benefits through Instagram @indtravel user satisfaction. This research refers to several previous studies including Hi(Hidayatullah, Khourouh, et al. 2020) entitled Implementation of the DeLone And McLean Information System Success Model for Learning Systems Based on the Zoom Application During the Covid-19 Pandemic and (Petter, DeLone, & McLean 2017) entitled Evaluation Information System Success: Applied DeLone. andMcLean Information System Success Model in Context Banking System in KSA.

2. LITERATURE REVIEW

Information System

(McLeod, Raymond & Schell 2012) state that the system is a network of interconnected procedures, gathered together to carry out an activity or for a specific purpose. Meanwhile, according to (Kadir 2014) information is data that has been processed into a meaningful form for the recipient and is useful for current and future decision making. Furthermore, according to (James A. O'Brien and Marakas 2010) Information systems are any regular combination of people (people), hardware (hardware), software (software), communication networks (computer networks and data communications) and databases (databases) which collects, modifies and disseminates information within an organization.

DeLone and McLean's Information Systems Success Model

The DeLone and McLean models were created based on theoretical and empirical studies of information systems by previous researchers in the 1970s and 1980s (DeLone and McLean 2003). This model is a model used to measure the success of information systems by DeLone & McLean in 1992 and was updated in 2003. This model is known as D&M IS Success which has related dimensions of measuring the success of information systems.

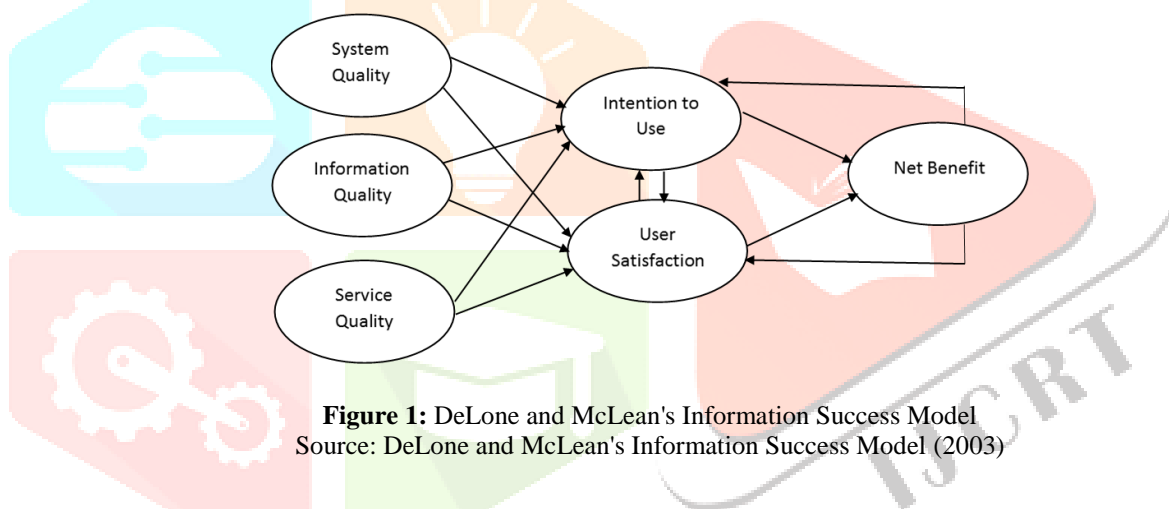


Figure 1: DeLone and McLean's Information Success Model
Source: DeLone and McLean's Information Success Model (2003)

System Quality

System quality is the desired characteristic of an information system. For example: easy to use, flexible, system reliability, easy to learn, and intuitive system features, sophistication, functionality, data quality, portability , integration , importance , and response times (DeLone & McLean, 2016) (Rakhmadian et al. 2017).

Quality of Information

Information quality is the characteristic used from the system output, namely management reports and website pages . For example: relevant, easy to understand, accurate, concise, complete, security, currency, timeliness , and usability (Rachmawati et al. 2019)(DeLone & McLean, 2016).

Service quality

Service quality is the result of a comparison between service expectations and what has been received, so service quality is an important strategy for success in a competitive environment (Adinegara et al, 2017).

User Satisfaction

User satisfaction is the level of user satisfaction after using an information system (DeLone and McLean 1992) . Meanwhile (Rachmawati et al. 2020) states that: "User satisfaction is the user's response to the use of information system output." To what extent are users of information systems satisfied and trusting in the information systems provided to meet their needs.

Net Benefit

(Shodiq, Hidayatullah, and Ardianto 2018) states that net benefits are the impact of the existence and use of information systems on the quality of user performance both individually and in an organization including productivity, increasing knowledge and reducing the time to search for information.

Research Concept Framework

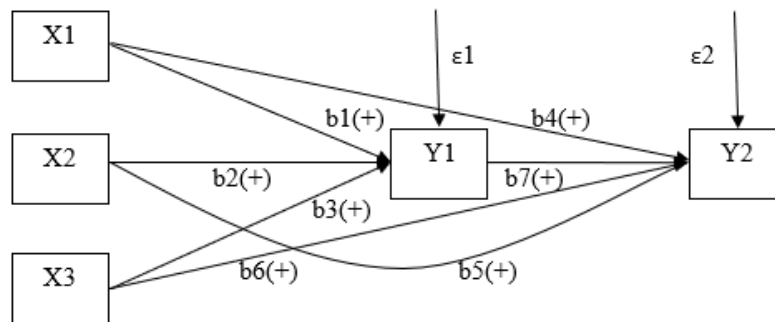


Figure 2: Research Conceptual Framework
Source: DeLone and McLean's IS Model, compiled (2021)

3. RESEARCH METHODOLOGY

This study is to analyze the effect of system quality, information quality and service quality on net benefits through user satisfaction using descriptive quantitative analysis methods and approaches with data sources from various literatures and primary data obtained from instruments in the form of questionnaires distributed online because they are still in restricted conditions. because the Covid-19 pandemic was developed from variables or indicators with a Likert scale of 1 to 4 and using interval data types. The sampling technique used probability sampling, namely simple random sampling with 368 samples from the population of active Instagram users who accessed Instagram @indtravel during the new Covid-19 normal period totaling 4,620 populations out of 660,000 followers with an engagement of 0.7% in early January 2021 which was obtained by the help of the Slovin formula and this research is explanatory research (Sugiyono, 2013: 6) . The data analysis technique used Path Analysis and Hypothesis Testing . The operational definition of this research can be seen in table 1 below:

Table 1: Variables and indicators in the study

No.	Variable	No.	Indicator
1	System Quality The performance of the system (Instagram), which refers to how well the capabilities of the hardware, software, policies, procedures of the system (Instagram) can provide information on user needs, in this case Instagram @indtravel is easy to learn, easy to use, reliable and process load / fast loading .	1	Easy to learn
		2	Easy to access
		3	Response Time
		4	System Reliability
2	Information quality The process, continuity and results of the information submitted can meet the standard user needs both in terms of readiness and completeness of information (completeness), delivery of information is easy to understand (easy understanding) timeliness of information according to existing conditions, accuracy of information (accuracy) and relevance information (relevance) .	5	Completeness
		6	Easy Understanding
		7	Accuracy
		8	Relevance
3	Service quality Service quality as an assessment that is perceived from the results of comparing user expectations of the system manager services it receives.	9	Assurance
		10	Responsiveness
		11	Empathy
4	User Satisfaction Is the response and feedback that the user appears after using the information system (Instagram).	13	Overall Satisfaction
		14	Enjoyment
		15	Content
5	Net Benefit Is the effect of using the Instagram @indtravel information system on Indonesian tourism through visits to destinations or events after making a decision because of the content obtained from the Instagram @indtravel information system.	16	Cost Reduction
		17	Usefulness
		18	Decision Effectiveness

4. RESULTS AND DISCUSSION

A total of 368 respondents have participated in answering the online questionnaire for this study. The results and discussion of this research are described as follows:

Table 2. Characteristics of Respondents

Item	Optional	Frequency	Percentage (%)
Gender	Male	130	35.3
	Women	238	64.7
Profession	Government employees	19	5.2
	entrepreneur	51	13.9
	College student	92	25
	Student	102	27.7
	General employees	42	11.4
	Freelance	38	10.3
	Etc	24	6.5
Income	< 1 million	203	55.2
	1- 3 million	83	22.6
	3.5 - 5 million	55	14.9
	> 5 million	27	7.3
Age	<17 Years	105	28.5
	17-23 Years	155	42.1
	24- 30 Years	92	25
	> 30 Years	16	4.3

Source: Primary data, processed (2021)

Path Analysis

Path analysis is the development of regression models were used to test the suitability (fit) of the correlation matrix of two or more models were compared by researchers (Ghozali 2016). Path analysis is used in this study to calculate the direct and indirect effects as well as the total effect of the independent variables on the dependent variable. Determining this value can use the standardized regression coefficient value . The test results can be seen in the output path analysis as in Table 3

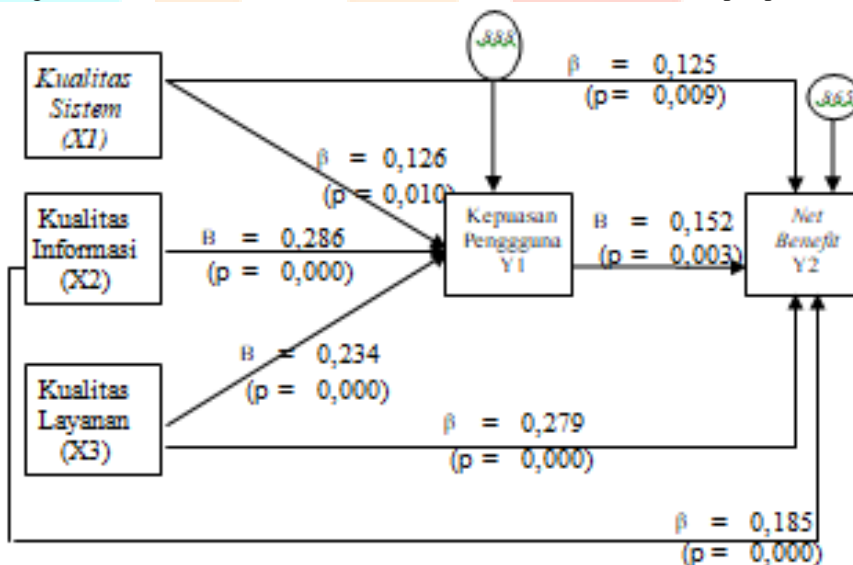


Figure 3. Output Path Analysis using SPSS

Source: Primary Data, processed (2021)

Table 3: Output Path Analysis using SPSS

Variable	R ²	P Values	Direct Influence	Indirect Influence	Total Effect	SIG.
X1 → Y1	0.212	0.010	0.126	-	-	Significant
X2 → Y1		0.000	0.286	-	-	Significant
X3 → Y1		0.000	0.234	-	-	Significant
X1 → Y2	0.252	0.009	0.125	-	-	Significant
X2 → Y2		0,000	0.185	-	-	Significant
X3 → Y2		0,000	0.279	-	-	Significant
X1 → Y2		0.003	0.152	-	-	Significant
X1 → Y1 → Y2	-	-	-	0.126 * 0.152 = 0.019	0.125 + 0.019 = 0.144	No Sig .
X2 → Y2 → Y1	-	-	-	0.286 * 0.152 = 0.043	0.185 + 0.043 = 0.228	No Sig .
X3 → Y2 → Y1	-	-	-	0.234 * 0.152 = 0.336	0.279 + 0.336 = 0.615	Significant

Source: Primary data, processed (2020)

Hypothesis Result:**1. The Effect of System Quality on User Satisfaction**

The first hypothesis (H1) of this study which states that there is an effect of system quality on user satisfaction is supported and statistically proven, this can be seen in the positive effect value (0.126) and the p-value 0.010, meaning that if the system quality increases, the system user satisfaction will increase too. This shows that if the quality of the system in the Instagram @indtravel application is good, it will have an impact on the satisfaction of application users (followers) will also be good. The implication of this hypothesis is that @indtravel's Instagram Followers feel that the system on Instagram @indtravel is very simple and easy for followers to learn and operate, besides that Instagram @indtravel is also easily accessible, fast loading and reliable for information search activities so that every Instagram user does not require special skills to use it. The results of this study are in accordance with previous research. (DeLone and McLean 2004) (Jaafreh 2017) (Bernroider 2008) (Urbach and Müller 2012).

2. The Effect of Information Quality on User Satisfaction

The second hypothesis (H2) of this study which states that there is an effect of information quality on user satisfaction is supported and statistically proven, this can be seen in the positive influence value (0.286) and from the p-value 0.000, meaning that the use of Instagram @indtravel by respondents has been easy, understood, and the information in the account is accurate and complete in accordance with that at the destination and according to the respondent's needs. The results of this study inform the more complete information available, the ease in understanding features, and the relevance or accuracy of Instagram, the higher the satisfaction of @indtravel Instagram users. The results of this study are in accordance with previous studies (Wang 2008) (Ratnaningrum and Muhammad 2015) (DeLone and McLean 2003).

3. The Effect of Service Quality on User Satisfaction

The third hypothesis (H3) of this study which states that there is an effect of information quality on user satisfaction is supported and statistically proven, this can be seen in the positive influence value (0.234) and from the p-value 0.000, meaning that there are no obstacles when using Instagram and there is a guarantee. User security and problems are usually resolved quickly by a responsive admin. The results of this study inform the good service that exists in the use of Instagram @indtravel, the higher the satisfaction of Instagram @indtravel users. The results of this study are consistent with the research conducted by (Fathirah, Puteri, and Arnesia 2020) (Jaafreh 2017) (Molla and Licker 2001)

4. The Effect of System Quality on Net Benefit

The fourth hypothesis (H4) of this study states that there is an effect of system quality on Net Benefit supported and proven statistically, this can be seen in the positive influence value (0.125) and from the p-value 0.009, meaning the ease of the system to be accessed and studied, the connection that is the speed and reliability of the existing Instagram @indtravel system has provided more benefits for respondents. The results of this study inform that the existing system in using Instagram @indtravel is good, the higher the benefits that can be felt by Instagram @indtravel users. The results of this study are consistent with research conducted by Bradley et al (2006) and Petter et al (2008).

5. The Effect of Information Quality on Net Benefit

The fifth hypothesis (H5) of this study states that there is an effect of information quality on Net Benefit supported and proven statistically, this can be seen in the positive effect value (0.185) and from the p-value 0.000, meaning that information is easy to understand, complete information, accurate as the reality in destinations and information in accordance with the existing Instagram @indtravel needs has provided more benefits for respondents. The results of this study inform the information in the use of Instagram @indtravel, the higher the benefits that Instagram @indtravel users can experience. The results of this study are consistent with research conducted by Bradley et al (2006); Kutlu & Alkaya (2015) and Petter et al (2008).

6. The Effect of Service Quality on Net Benefit

The sixth hypothesis (H6) of this study states that there is an effect of service quality on Net Benefit supported and proven statistically, this can be seen in the positive influence value (0.279) and from the p-value 0.000, meaning that the use of Instagram @indtravel has no obstacles and there are guarantee of user account security as well as problems in the Instagram @indtravel account can be quickly served by a responsive admin so that it can provide more benefits for respondents. The results of this study inform the existing services in the use of Instagram @indtravel, the higher the benefits that Instagram @indtravel users can experience. The results of this study are consistent with research conducted by Kutlu & Alkaya (2015) and Petter et al (2008).

7. The Effect of User Satisfaction on Net Benefit

The seventh hypothesis (H7) of this study states that there is an effect of user satisfaction on Net Benefit which is supported and proven statistically, this can be seen in the positive influence value (0.279) and from the p-value 0.003, meaning that the existing Instagram @indtravel service has provided benefits. more for respondents, Instagram @indtravel content is considered attractive and neat, respondents who use the application also intend to use

the Instagram @indtravel application again if they need information about destinations and overall Instagram @indtravel can meet the needs of the respondent's information system. The results of this study inform the perceived user satisfaction in using Instagram @indtravel, the higher the benefits that users get from Instagram @indtravel. The results of this study are in accordance with research conducted by Admaja (2014); Hidayatullah et al (2020); Isfahani & Rizki (2020); Kholis et al (2020); Kutlu & Alkaya (2015); and Mardiana et al (2015).

8. Effect of System Quality on Net Benefit through User Satisfaction

The eighth hypothesis (H8) of this study which states that there is an effect of system quality on Net Benefit through user satisfaction, it can be seen in the direct effect value of 0.125. When compared with the indirect effect (0.019) the value is smaller than the value of the direct effect, it can be said that the eighth hypothesis cannot be accepted and statistically tested. This means that user satisfaction cannot mediate system quality towards net benefits, this can occur because user satisfaction with the quality of the system in the form of the ease with which Instagram is learned and accessed, reliable and can be connected quickly has not been able to create benefits for users. This can happen because Instagram @indtravel is an informative and non-commercial information system so it uses a system which is a template platform (an application with built-in features that cannot be modified) that exists and only develops based on the provisions of the Instagram platform itself, the account owner only can operate the application in accordance with the provisions of the default application. The results of this study inform user satisfaction with the perceived quality of the system in using Instagram @indtravel but cannot provide more benefits to Instagram @indtravel users. The results of this study are inconsistent with research conducted by Wahyudi et al (2017) which shows that a good quality system can create user satisfaction and indirectly increase net benefits.

9. The Effect of Information Quality on Net Benefit through User Satisfaction

The ninth hypothesis (H9) of this study states that there is an effect of information quality on Net Benefit through user satisfaction, it can be seen in the direct effect value of 0.185. When compared with the indirect effect (0.043) the value is smaller than the value of the direct effect, it can be said that the ninth hypothesis cannot be accepted and is statistically tested. This means that user satisfaction cannot mediate the quality of information on net benefits, this can occur because user satisfaction with the quality of information in the form of ease of understanding, accuracy and completeness of information on Instagram @indtravel has not been able to create benefits for users. This can happen because Instagram @indtravel is an informative and non-commercial information system so that the information submitted comes from several sources both from the @indtravel team and from repost information from posts on personal accounts that tag the Instagram @indtravel account whose content is not erratic and not in general so as a whole it cannot benefit all Instagram @indtravel users. The results of this study inform user satisfaction with the perceived quality of information in using Instagram @indtravel but it cannot provide more benefits to Instagram @indtravel users. The results of this study are not in accordance with the research conducted by Wahyudi et al (2017) which shows that good quality information can create user satisfaction and indirectly increase net benefits. Another research conducted by (Zharfaningrum et al. 2020), the quality of information also greatly influences a person's decision to carry out an activity.

10. Effect of Service Quality on Net Benefit through User Satisfaction

Hypotheses to ten (H 10) of this study that states there are significant quality of service on the Net Benefit through user satisfaction, can be seen in the value of the direct effect of 0,279. When compared with indirect influence (0,336) value is more substantial than the value of direct influence, it can be said to be hypotheses to ten can be accepted and proven statistically. This means, user satisfaction can mediate service quality to net benefits, this can happen because user satisfaction with services in the form of account security guarantees, fast problem solving by a responsive admin from Instagram @indtravel is able to provide benefits to users. The more user satisfaction increases with the services implemented by Instagram @indtravel, the more benefits that users can experience. This can be reflected in the attractive interactions provided by the @indtravel admin on Instagram either through posts or stories, as well as reposts from other user accounts and providing selected questions that ask for user opinions on the Instagram story, that users can feel closeness to the admin and feel satisfied with the benefits of the service. The results of this study inform user satisfaction with the perceived service quality in using Instagram @indtravel so that users also feel more benefit from using the Instagram @indtravel service. The results of this study are not in accordance with the research conducted by Khairunnisa & Yunanto (2017) which shows that user satisfaction with service quality can not increase net benefits. Similar research results were also presented by (Sopalatu, Hidayatullah, and Respati 2021), (Pratama 2021)(Alvianna, Earlike, et al. 2020)

From the results, in the new normal situation of the Covid-19 pandemic, the use of the Tourism Information System, in this case Instagram @indtravel, is focused on meeting users' needs for information about tourism that cannot be done offline because social restrictions are still in effect. Optimizing Instagram @indtravel is one of the Kemenparekraf's efforts to rise from the downturn due to the decrease in the number of tourist visits and also the room occupancy rate for almost all of 2020 due to the Covid-19 pandemic by holding a series of virtual activities as well as updating information on destinations and events. Based on the results of the research, users assess that the quality of information, as the ease of information to understand, the information that is accurate, complete and according to user needs is the most dominant thing in increasing user satisfaction, while the most dominant thing that provides benefits to users is the quality of service Instagram @indtravel. namely a responsive admin, handling problems in the application is quickly resolved and there is a guarantee of user account security when accessing Instagram @indtravel. Based on the responses of respondents, things such as system reliability, ease of access and learning

and system connectivity must be further improved so that in the future it can meet user satisfaction and can provide more benefits to Instagram @indtravel users.

The relationship between dimensions in Social Media-Based Information Systems Instagram @indtravel that adapt the model's success DeLone & McLean information system in this study, it can be stated that research result supporting the model developed by (DeLone & McLean, 2003). As this model is described by $R^2(\text{model}) = 1 - (\sqrt{1 - 0.252})^2 = 0.232$ or 23.2% Variation data can be described in this research model. While 76.8% data can explained by other variables (which has not been on the model).

5. CONCLUSIONS AND SUGGESTIONS

From the analysis and discussion, it is concluded that system quality has a positive effect on user satisfaction, information quality has a positive effect on user satisfaction, service quality has a positive effect on user satisfaction, system quality has an effect on net benefits, information quality has an effect on net benefits, service quality has an effect on net benefits. benefits, user satisfaction has no effect on net benefits, system quality has no effect on net benefits through user satisfaction, information quality has no effect on net benefits through user satisfaction and service quality has no effect on net benefits through user satisfaction.

The results of this research can be used as a reference in improving the quality of the Instagram @indtravel information system and services aimed at followers who are also the target of potential tourists. This research can be used as a reference for conducting further research related to the assessment of the success of information systems. However, there needs to be a consideration of the limitations of this study which may affect future research results. The limitations of this study include: first, limitations on the data obtained through questionnaires, due to online distribution making it difficult to limit appropriate or inaccurate respondents as respondents and also differences in the perceptions of researchers and research respondents. Second, the limited time and scope of the study, so that it cannot adopt the entire research dimension based on the DeLone and McLean (2003) model. Further research can be carried out by maximizing research time and expanding the scope of the information system under study, so that it can use all the dimensions of research that exist in the information system success model DeLone and McLean (2003).

In addition to the variables carried out in this study, there are still many that affect visitor satisfaction such as images of tourist attractions (Sandrio et al. 2020)(Hidayatullah, Windhyastiti, et al. 2020), accessibility (Alvianna, Patalo, et al. 2020), (Ningtiyas et al. 2021), other social media such as YouTube, websites (Eman et al. 2021) and the perspective of existing tourist destinations which also greatly affect visits and satisfaction (Anibal MJ N'dami et al. 2021).

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