

## User Satisfaction on The Efficacy of The Integrated Online Single Submission Management Information Systems

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### ABSTRACT

**Purpose** – This research was conducted with the primary objective of examining the influence of user satisfaction on the efficacy of the Integrated Online Single Submission Management Information Systems in Indonesia

**Methodology/approach** – This study employs a quantitative methodology, wherein data is gathered in numerical format, and hypothesis testing is carried out through statistical analysis. A survey that included information on user satisfaction was used to collect data from 44 members the association of business actors and licensing in Indonesia. The research was conducted online using a Google Form questionnaire, which was distributed to the Association of Business Actors and Licensing in Indonesia. In this research, the chosen data analysis method is simple linear regression analysis, designed to ascertain the correlation between a dependent variable and one independent variables. The quality of the data was evaluated through validity and reliability tests, ensuring the questionnaire instrument's soundness. The statistical analysis was conducted using the IBM Statistical Package for the Social Sciences (SPSS) version 26.

**Findings** –The findings suggest that the effectiveness of the integrated licensing management information system is contingent upon user satisfaction. The results underscore the system's notable efficacy in terms of user satisfaction.

**Keywords:** user satisfaction, OSS, Management Information Systems

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### INTRODUCTION

Management information systems, encompassing both hardware and software components, play a pivotal role in supporting the operational functions of organizations (Dalle, Karim, and Baharuddin, 2020). Advances in technology have facilitated the development of efficient information processing.

The implementation of e-government in the public sector has not only elevated the quality of public services but also led to cost reductions, overcoming bureaucratic barriers within organizations (DeLone and McLean, 2016);(Wirawan,2020).

Effectiveness serves as a crucial metric for gauging the success of public services. In the context of this study, effectiveness pertains to the extent to which government information systems contribute to facilitating business licensing procedures. DeLone & McLean underscore the importance of effectiveness in determining the success of an information system (Wirawan,2020). Moreover, effectiveness is closely tied to the subjective assessment responses garnered from utilizing the system (Rizkiani and Sudjana , 2020). The evaluation of user responses to the information system is imperative for assessing its effectiveness, as user satisfaction plays a pivotal role in determining their continued utilization of the system (Al-Mamary, 2022).

Enhancing service quality, particularly in the realm of business licensing, has been a governmental priority. The Integrated Online Single Submission (OSS) represents an innovative technological solution aimed at streamlining business licensing services. This system has expedited the licensing process and facilitated integration. Nevertheless, persistent challenges indicate user dissatisfaction with the system. Enhancing service quality, particularly in the realm of business licensing, has been a governmental priority. The Integrated Online Single Submission (OSS) System represents an innovative technological solution aimed at streamlining business licensing services. This system has expedited the licensing process and facilitated integration. Nevertheless, persistent challenges indicate user dissatisfaction with the system.

Ronald Walla, who serves as the Chair of the Indonesian Association (Apindo) in the SME Sector, brought attention to system inaccuracies that led to the suspension of numerous business permits in specific regions (Agustinus,2022). The Secretary General of the Association of Indonesian Aromatic, Olefin, and Plastic Industries (Inaplas) additionally underscored concerns, including delayed data updates in the OSS system and the abrupt disappearance of submitted company expansion plans (Emeria, 2022).

In light of the challenges identified within the system, it is imperative to undertake additional research to assess the efficacy of the implementation of the OSS system in Indonesia. The outcomes of this investigation are anticipated to provide insights that will contribute to the enhancement of a more streamlined and effective OSS management information system in the future.

## **LITERATURE REVIEW**

### **Management Information System**

The Management Information System (MIS) is an extensive system consisting of both hardware and software components designed to furnish information for the purpose of supporting organizational decision-making and management (Purnama, 2016). The Management Information System (MIS) assumes a pivotal role in generating information of high quality for effective system management. In Organization, the crucial role of management information systems is to generate high-quality management information or achieve the effectiveness of the management information system (Alfian, 2016). Concequetly, the management information systems are an integrated system comprising hardware and software components with the aim of producing quality to attain effectiveness.

According to Susanto, the components of management information systems consist of (Sidh, 2013:24):

- a. Hardware, which refers to physical devices used in collecting, inputting, processing, storing, and outputting processed data into information.
- b. Software, which comprises a collection of programs used in the operation of a computer.
- c. Brain ware, representing human resources, is the most crucial part of the management information system components.
- d. Procedures, which are a series of recurring activities or tasks performed in the same manner.
- e. Database, which is an organization of a collection of interrelated data to facilitate the process of information retrieval.
- f. Computer networks and data communication.

### **Effectiveness**

Effectiveness is a measure that evaluates the success of an activity and the alignment of outputs with the intended objectives (Riyanto, 2014:11). Effectiveness can also be defined as a measure that produces high-quality outputs aligned with organizational goals (Suartika and Widhiyani, 2017:1487). In the context of information systems, effectiveness is a measure of the system's success in achieving its goals (Alfian, 2016). Effectiveness is closely related to the objectives that an organization aims to achieve.

Syam (2020:129) states that effectiveness is a condition that indicates the extent to which a target set by management has been achieved, where this target has been predetermined. Additionally, DeLone & McLean (2016:2) express that effectiveness is the key to the success of information systems.

The definition of effectiveness in this study pertains to the level of success of the government information system in achieving a specific goal, namely, facilitating the business licensing process. The researcher uses public value as an indicator of measurement. Public value is a component of net benefit, which represents the ultimate outcome of the application and use of a system, thus linked to the system's goals (DeLone & McLean, 2016:63). According to Scott et al. (2015:3), the measurement of net benefit in a system, particularly in e-government, takes the form of public value or the perceived benefits by the user community of the government system itself.

The indicators for measuring public value include:

- a. **Cost**  
Cost represents time savings in using the online system. In this study, costs are evaluated based on whether the OSS system can reduce user expenses in obtaining business licenses in Indonesia (Scott, DeLone, & Golden, 2015:5).
- b. **Time**  
Time is interpreted as time savings in using the online system. This aspect is measured by whether the OSS system accelerates the business licensing process in Indonesia (Scott, DeLone, & Golden, 2015:5).
- c. **Convenience**  
Convenience is the ability to receive services when and how an individual desires (tailored to the individual). In this study, convenience is measured by whether the OSS system provides user-friendly services tailored to users' needs (Scott, DeLone, & Golden, 2015, p. 5).
- d. **Personalization**  
Personalization is the ability to tailor services to individuals. This aspect is measured by whether the OSS system allows for service personalization (Scott, DeLone, & Golden, 2015, p. 5).
- e. **Communication**  
Communication is an efficient way of communicating with local and central governments. In this study, communication is measured by whether the OSS system is an effective means to implement government policies in the business licensing process (Scott, DeLone, & Golden, 2015, p. 5).
- f. **Ease of information retrieval**  
Ease of information retrieval is defined as the usefulness of helping users understand the provided services. This aspect is measured by whether the OSS system provides valuable information about government policies in the business licensing process (Scott, DeLone, & Golden, 2015:5).
- g. **Trust**  
Trust is interpreted as an increase in confidence and belief in the government. In this study, trust is measured by whether business actors believe that the OSS system makes them comfortable to use because it is efficient in business licensing (Scott, DeLone, & Golden, 2015:5).
- h. **Well-Informed ness**

Well-Informed ness relates to better and broader knowledge and information about government policies. In this study, well-informed ness is measured by whether the OSS system enables users to obtain better information about business licensing (Scott, DeLone, & Golden, 2015:5).

i. Participation in decision-making

Participation in decision-making is defined as the involvement or influence given to users in the implementation of government policies. In this study, participation in decision-making is measured by whether the OSS system provides users with access to express their complaints in the business licensing process (Scott, DeLone, & Golden, 2015:5).

### **Delone and McLean's Information System Success Theory**

The Effectiveness of an Information Systems can be measured among other ways, through Delone and McLean Information System Success Theory. Delone and McLean first introduced this theory in 1992. The Delone and McLean Model Reveals that the measurement of Information Systems success is categorized into 6 dimensions: system quality, information quality use, user satisfaction, individual impact and organizational impact (Delone & McLean, 1992:13). In 2003, Delone and McLean refined their information system success theory. As a result, the measurement of information system success is categorized into 6 dimensions: System quality, information quality, service quality use, user satisfaction, and net benefit, The refinement of Delone and McLean success theory (2003) comprises three components: a) system development is assessed based on system quality, information quality and service quality. B) system usage is evaluated through use and user satisfaction. C) The impact of system usage is assessed through net benefit.

The Delone and McLean Information system success theory (2003:24) explain that system quality, information quality and service quality will impact system usage and user satisfaction, subsequently influencing the net benefit received. Usage must precede user satisfaction, but positive usage will lead to higher user satisfaction. Simultaneously, increased user satisfaction will enhance the intention to use and consequently, the actual usage of information system. Net benefit reinforces the intention to use and the level of user satisfaction. The following is an overview of the Delone and McLean information system success model:

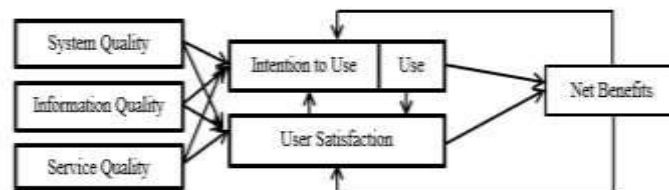


Figure 1. the Delone and McLean information system success model

Source: DeLone & McLean (2003)

The variable of "use" is not utilized due to difficulties in serving as a measurement tool for the success of the information system implemented in a mandatory environment (DeLone & McLean, 2016). This OSS system is mandatory in nature, guided by the provisions of Presidential Regulation No. 5 of 2021 Article 4, which mandates business actors to fulfill the basic requirements for Business Licensing and/or Risk-Based Business Licensing to initiate and conduct business activities. Furthermore, in Article 2, Paragraph C of Presidential Regulation No. 5 of 2021, it is stipulated that the implementation of Risk-Based Business Licensing is facilitated through the OSS system. Therefore, the "use" variable is not employed in measuring the effectiveness of this system. The variables selected for this study to measure the effectiveness of the OSS system is user satisfaction.

User satisfaction is characterized by the feedback provided by users following the utilization of a system, encapsulating the perceptions and impressions formed by users regarding the system (DeLone and McLean, 2003). The assessment of user satisfaction involves an examination of the comprehensive satisfaction levels expressed by users with the system.

### **Integrated Electronic Business Licensing**

Based on Government Regulation No. 5 of 2021, Business Licensing is the legality granted to Business Actors to initiate and conduct their business and/or activities. Meanwhile, risk is the potential occurrence of injury or loss from a danger or a combination of the likelihood and consequences of a

hazard. Therefore, Risk-Based Business Licensing is Business Licensing designed to support business activities based on the risk level associated with those activities.

The Integrated Electronic Business Licensing System (Online Single Submission), hereinafter referred to as the OSS System, is an integrated electronic system managed and organized by the OSS Agency for the implementation of Risk-Based Business Licensing. The OSS Agency, hereinafter referred to as the OSS Agency, is a government institution overseeing administrative matters in the coordination of capital investment. Based on Presidential Regulation Number 5 of 2021 (which replaces Presidential Regulation Number 24 of 2018), the OSS 1.1 system has been further developed into a risk-based business licensing system, known as the Online Single Submission Risk-Based Approach (OSS-RBA). This system is managed and organized by the OSS Agency, a government institution overseeing administrative matters in the field of Investment Coordination (BKPM). Risk-based business licensing is a business licensing system based on the level of risk associated with business activities, and this risk level determines the type of business license required. The government has mapped the risk levels according to the business sector or the Indonesian Standard Industrial Classification (KBLI). The current applicable KBLI is the 2020 version, which utilizes a 5-digit code to represent the business sector.

### Previous Research

This research is based on and reinforced by previous studies conducted by other researchers on related variables that influence the effectiveness of information systems. It builds upon earlier research that has been carried out, namely: Rizkiani and Sudjana (2022): The OSS system has been effective in terms of information quality, service quality, and user satisfaction. However, in terms of system quality, the OSS system is assessed as not yet effective. The Finding of researchers Al Hendawi and Baharudin (2017) are System quality, information quality, and service quality influence the effectiveness of the information system. Quang Bon LE, Minh Dat NGUYEN, Van Can BUI, Thi Mai Huong DANG (2020) findings are quality of information significantly influences the effectiveness of management information systems. Research conducted by Ajay Purohit, Gaurav Chopra dan Parshuram G. Dangwal (2022), was found System quality, information quality, and service quality significantly influence the effectiveness of management information systems, and Shamsudeen Ladan Shagari, Akilah Abdullah, Rafeah Mat Saat (2017) also found that System quality and information quality significantly influence the effectiveness of information systems, while service quality does not significantly affect the effectiveness of information systems.

### Hypotheses

Based on several previous studies, research findings on factors influencing effectiveness encompass all dimensions in the DeLone & McLean success model. However, in this study, the researcher focuses only on specific factors, namely user satisfaction. The researcher constructed a research model in the figure below:

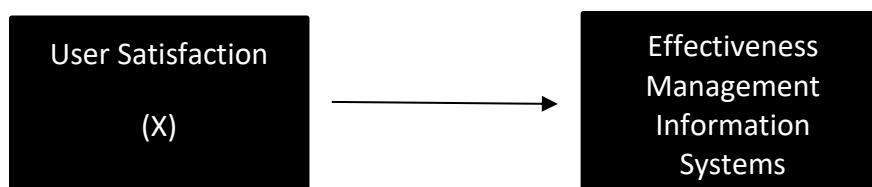


Figure 2. Research Model

Source : Data Processed By Researchers (2024)

H: User satisfaction influences the effectiveness of management information systems.

## **METHOD**

### **Research Scope**

This study concentrates on investigating the influence of User Satisfaction on the Effectiveness of the Management Information System. More specifically, the research is confined to assessing the Effectiveness of the Integrated Online Single Submission (OSS) Management Information System in Indonesia, particularly from the viewpoint of business actors.

### **Research Design**

This study employs a quantitative methodology, wherein data is gathered in numerical format, and hypothesis testing is carried out through statistical analysis.

### **3.3. Research Venue**

The research was conducted online using a Google Form questionnaire, which was distributed to the Association of Business Actors and Licensing in Indonesia.

### **Population and Sample**

The target population for this research consists of members of the Association of Business Actors and Licensing in Indonesia. The sampling technique employed was probability sampling, utilizing a simple random sampling approach. A sample size of 44 members was obtained from the Association of Business Actors and Licensing.

### **3.5. Data Analysis**

In this research, the chosen data analysis method is simple linear regression analysis, designed to ascertain the correlation between a dependent variable and one independent variables. The quality of the data was evaluated through validity and reliability tests, ensuring the questionnaire instrument's soundness. The statistical analysis was conducted using the IBM Statistical Package for the Social Sciences (SPSS) version 26.

## **Variables and Operational Definitions of Variables**

This study involves two variables: one independent variable and one dependent variable. The independent variable is user satisfaction, while the dependent variable is the effectiveness of the integrated Online Single Submission (OSS) management information system. The variables in this study are operationally defined as follows:

**Table 1.** Operational Definitions of Variables

<b>Variable</b>	<b>Operational Definitions of Variables</b>	<b>Indicator</b>	<b>Scale of Measurement</b>	<b>References</b>
User Satisfaction (X)	User satisfaction is the response that the user gets after using the system.	<ul style="list-style-type: none"> <li>- system satisfaction,</li> <li>- informatio</li> <li>n</li> <li>satisfactio</li> <li>n,</li> <li>- service satisfaction,</li> <li>- overall satisfaction</li> </ul>	Ratio	DeLone & McLean (2016)

Management Information System Effectiveness(Y)	The effectiveness of the management information system is a measure that assesses whether an activity is good or not and the output is aligned with the goals to be achieved.	- cost, - time, - convenience, - personalization, - communication, - ease of information retrieval, - trust, - well-informedness, - participation in decision-making.	Ratio	Scott et al (2015)
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Source: Data processed by researchers (2024)

## RESULT

### Respondent Characteristics

The data collected from the questionnaires were analyzed to determine the characteristics of the respondents, including their names, positions, ages, genders, highest education level, and business categories. However, some respondents did not provide their names, resulting in the researcher categorizing the data based on five criteria: position, age, gender, education level, and business category.

#### 4.1.1 Respondent Characteristics Based on Position.

The respondents' characteristics were categorized based on their positions in the study, which included Business Actors, Notaries, Legal Consultants, Banking professionals, and Other Parties.

**Table 2.** Respondent Characteristics Based on Position

No.	Position	Total	Percentage (%)
1	Business Actors	21	47,7
2	Notaries	2	4,5
3	Legal Consultant	1	2,3
4	Banking	2	4,5
5	Others	18	40,9
Total		44	100

Source: Data processed by researchers (2023)

Based on the table 2, it is evident that the respondents in this study were composed of 21 individuals (47.7%) classified as Business Actors, 18 individuals (40.9%) falling into other category, 2 individuals (4.5%) identified as Notaries, 2 individuals (4.5%) as Banking professionals, and 1 individual (2.3%) categorized as a Legal Consultant. These findings indicate that the majority respondents in this study are engaged as business actors.

**Respondent Characteristics Based on Age.**

The respondents' characteristics were further analyzed based on age, categorized into four ranges: 20 to 30 years, 31 to 40 years, 41 to 50 years, and equal to or above 51 years.

**Table 3.** Respondent Characteristics Based on Age

No.	Age	Total	Percentage (%)
1	20 – 30 years	8	18,2
2	31 – 40 years	13	29,5
3	41 – 50 years	20	45,5
4	>= 51 years	3	6,8
Total		44	100

Source: Data processed by researchers, (2024)

According to the table 3, the respondents in this study consisted of 20 individuals (45.5%) in the age range of 41-50 years, 13 individuals (29.5%) in the age range of 31-40 years, 8 individuals (18.2%) in the age range of 20-30 years, and 3 individuals (6.8%) aged equal to or above 51 years. These findings suggest that majority of respondents in this study fall within the age range of 41 to 50 years.

**Respondent Characteristics Based on Gender.**

The characteristics of respondents were also examined based on gender, classifying them as either male or female.

**Table 4.** Respondent Characteristics Based on Gender

No.	Gender	Total	Percentage (%)
1	Male	26	59,1
2	Female	18	40,9
Total		44	100

Source: Data processed by researchers, (2024)

As shown in the table 4, the study comprised 26 male respondents, accounting for 59.1%, while there were 18 female respondents, representing 40.9%. These results indicate that majority of respondents in this study were male.

**Respondent Characteristics Based on Education.**

The respondents' characteristics based on their highest education level were categorized into several levels, including junior high school, high school, Diploma, Bachelor, Master, Doctorate

**Table 5.** Respondent Characteristics Based on Education

No.	Education	Total	Percentage (%)
1	junior high school	1	2,3
2	high school	4	9,1
3	Diploma	1	2,3
4	Bachelor	31	70,5
5	Master	6	13,6
6	Doctorate	1	2,3
Total		44	100

Source: Data processed by researchers, (2024)



According to the table 5, the respondents' last education level revealed that 31 individuals (70.5%) held a bachelor's degree, 6 individuals (13.6%) possessed Master's degree, 4 individuals (9.1%) attained a high school education level, 1 individual (2.3%) completed junior high school, 1 individual (2.3%) possessed Doctoral Degree. These findings indicate majority of respondents in this study obtained bachelor's degree as their highest educational qualification.

#### Respondent Characteristics Based on Business Categories.

The characteristics of respondents were also analyzed based on their business categories, which encompassed Micro, Small, Medium, and Large.

**Table 6.** Respondent Characteristics Based on Business Categories

No.	Business Categories	Total	Percentage (%)
1	Micro	2	4,5
2	Small	4	9,1
3	Medium	9	20,5
4	Large	29	65,9
Total		44	100

Source: Data processed by researchers, (2024)

Based on the table 6, it is evident that the respondents in this study had businesses belonging to various categories. Specifically, 29 individuals (65.9%) were categorized as being in the large business category, 9 individuals (20.5%) were in the medium business category, 4 individuals (9.1%) belonged to the small business category, and 2 individuals (4.5%) fell into the micro business category. These findings indicate the majority respondents in this study were associated with businesses in the large category.

#### Descriptive Statistical Analysis

**Table 7.** Variable Descriptive Statistics

Variable	N	Minimum	Maksimum	Mean	Std. Deviation
User Satisfaction (X)	44	6	16	10,84	2,787
Management Information System Effectiveness (Y)	44	13	36	25,55	5,896

Source: Results of Output SPSS 26, (2024)

table 7 ShowThe total number of respondents in this study was 44, comprising individuals from various professional backgrounds, including Business Actors, Notaries, Legal Consultants, Banking professionals, and Other Parties who are members of the Business World Association and Licensing. The variable of User Satisfaction ranged from a minimum value of 6 to a maximum value of 16. On the other hand, the Information System Effectiveness variable (Y) had a minimum value of 13 and a maximum value of 36. The User Satisfaction variable consisted of 4 statement items, while the Information System Effectiveness variable had 9 statement items.

## Validity Test

**Table 8.** User Satisfaction Validity Test Results

Statement	r count	r table	Result
1	0,729	0,297	Valid
2	0,696	0,297	Valid
3	0,681	0,297	Valid
4	0,743	0,297	Valid

Source: Results of Output SPSS 26, (2024)

**Table 9.** Management Information System Effectiveness Validity Test Results

Statement	r count	r table	Result
1	0,731	0,297	Valid
2	0,704	0,297	Valid
3	0,849	0,297	Valid
4	0,592	0,297	Valid
5	0,853	0,297	Valid
6	0,636	0,297	Valid
7	0,812	0,297	Valid
8	0,786	0,297	Valid
9	0,475	0,297	Valid

Source: Results of Output SPSS 26, (2024)

The validity test results, as depicted in the table 9, indicate that all statement items related to user satisfaction and the effectiveness of information systems are deemed valid. This is evident from the calculated correlation coefficients (r count) being greater than the tabled correlation coefficients (r table).

## Reliability Test

**Table 10.** Reliability Test Results

Variable	Cronbach Alpha	Result
X : User Satisfaction	0,866	Reliable
Y : Information System Effectiveness	0,920	Reliable

Source: Results of Output SPSS 26, (2024)

The reliability test results demonstrate that both the user satisfaction and information system effectiveness variables exhibit satisfactory reliability. This is inferred from the Cronbach's Alpha values surpassing 0.70, indicating acceptable internal consistency.

## The Effect of User Satisfaction on the Effectiveness of the Management Information System

To ensure the validity of the regression analysis, several tests were conducted to evaluate the classical assumptions, including multicollinearity, heteroscedasticity, and autocorrelation. The multicollinearity test revealed that all research variables have tolerances greater than one and VIF (Variance Inflation Factor) values below ten, suggesting no issues of multicollinearity. The heteroscedasticity test indicated that the significance value of the independent variable is larger

than 0.05 ( $\text{sig} > 0.05$ ).

Furthermore, the Durbin-Watson test for autocorrelation demonstrated that the Durbin-Watson value ( $d$ ) exceeds the upper limit ( $du$ ), which is less than  $4 - du$ . According to the decision criteria of the Durbin-Watson test, where  $du < d < 4 - du$ , there are no indications or concerns regarding autocorrelation.

Based on these results, it can be concluded that the classical assumptions are not violated, allowing for the continuation of the simple linear regression analysis. Overall, the test outcomes indicate that the necessary conditions for further analysis have been met.

**Table 11.** Statistical t Test Result

Variable	t count	t table	Sig.	Result
User Satisfaction	3,744	2,023	0,001	Accepted

Source: Results of Output SPSS 26, (2024)

Table 11 showed Testing the hypothesis of the user satisfaction variable ( $X$ ) on the effectiveness of the integrated online single submission management information system shows a significance value of 0.001, which is less than 0.05 ( $0.001 < 0.05$ ), and a calculated t-value of 3.744, indicating it is greater than the critical t-value of 2.023 ( $3,744 > 2,023$ ). This means that hypotese is accepted. Therefore, it can be concluded that user satisfaction influences the effectiveness of the electronically integrated business licensing management information system. The findings of this study reveal that the variable of user satisfaction significantly influences the effectiveness of the integrated electronic business licensing management information system at a 99.9% significance level. This implies that user satisfaction plays a crucial role in determining the effectiveness of the system.

The correlation between user satisfaction and the effectiveness of information systems is elucidated by DeLone and McLean's theory on information system effectiveness. According to this theoretical framework, user satisfaction serves as a crucial indicator of an information system's effectiveness. To ensure the optimal functionality of the integrated Online Single Submissions (OSS) management information system, it is imperative to maintain high levels of user satisfaction. Conversely, a lack of user satisfaction may impede the overall effectiveness of the system.

Analysis of questionnaire responses from participants in the study, who are users of the integrated Online Single Submissions (OSS) management information system, reveals that a majority of them express satisfaction with the system despite its inherent limitations. This satisfaction is evident through respondents' agreement with statements in the questionnaire. These findings underscore that, notwithstanding the system's shortcomings, users are content and perceive the system as valuable in streamlining their business licensing processes. Consequently, in this study, the variable of satisfaction emerges as a significant factor influencing the effectiveness of the integrated Online Single Submissions (OSS) management information system.

These study outcomes align with research conducted by Rizkiani and Sudjana (2022); Ajay Purohit, Gaurav Chopra dan Parshuram G. Dangwal (2022); Quang Bon LE, Minh Dat NGUYEN, Van Can BUI, Thi Mai Huong DANG (2020) ; Al-Mamary (2019); Al Hendawi and Baharudin (2017) ; Shamsudeen Ladan Shagari, Akilah Abdullah, Rafeah Mat Saat (2017). which similarly establishes that user satisfaction plays a pivotal role in influencing the effectiveness of information systems.

## CONCLUSION

In conclusion, this investigation focused on examining the influence of user satisfaction on the integrated Online Single Submission (OSS) management information system. The study engaged 44 participants who are members of the Association of Business Actors and Licensing through the distribution of questionnaires. The results reveal a significant correlation between user satisfaction and the effectiveness of the integrated electronic business licensing management information system, reaching a significance level of 99.9%. Consequently, the hypothesis asserting that user satisfaction affects the system's effectiveness is substantiated.

The findings suggest that the integrated Online Single Submission (OSS) management information system is functioning effectively when compared to its predecessor. Despite certain shortcomings, users expressed contentment with the system, indicating its success in streamlining business licensing processes. Therefore, user satisfaction emerges as a pivotal determinant in gauging the effectiveness of the integrated electronic Online Single Submission (OSS) management information system.

To summarize, this study underscores the critical role of user satisfaction in ensuring the efficacy of the integrated Online Single Submission (OSS) management information system. The results highlight the system's positive impact on users, notwithstanding its limitations. These findings contribute to the comprehension and enhancement of information systems within the realm of Online Single Submission (OSS) management.

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