

# Analysis Of Prabumulih University Student Satisfaction with the Capcut Application Using The End User Computing Satisfaction (EUCS) Method

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## Abstract

Technology is now increasingly developing so that it can make human work easier more quickly and support creativity through various applications. One application that supports creativity is the Capcut application. This research uses the End User Computing Satisfaction (EUCS) method. This research aims to determine the satisfaction of Prabumulih University students in using the Capcut application based on the variables content, accuracy, format, ease of use, timeliness and satisfaction. The research method used is quantitative descriptive. The data collection methods used were interviews, questionnaires and literature studies. The results of this research are that for each variable, students feel very satisfied in using the Capcut application, but for several variables such as accuracy and timeliness, they have been further improved to make it more satisfying to use the Capcut application.

**Keywords:** Capcut, EUCS, Students, Prabumulih University

## 1. Introduction

Technology is currently increasingly developing and is able to help and simplify human work more quickly and support creativity through various applications. In the increasingly advanced digital era, the use of video editing applications has become common among students. Students often use the application to create interesting video content, edit photos and can also be used by students to create video content that introduces the campus environment so that it can make prospective new students interested and can also be used to support learning activities such as making interesting learning videos. As of now, there are several editing applications that can increase student creativity, one of which is Capcut. The increasing number of people using the Capcut application shows the trust of its users. So it is hoped that the ease of use of the Capcut application can become a place to express students' creativity and imagination. By looking at reviews of the Capcut application, we can see how much confidence users have in using the Capcut application. According to a Databoks survey based on the Business of Apps research company, Capcut is the most downloaded application in Indonesia in 2022, with 38.3 million Capcut applications downloaded in Indonesia [1]. Apart from that, the author also looked at the ratings and reviews on the Play Store application, where the Capcut application had more positive reviews given by users. Even though the Capcut application is very popular, quite a lot of users also provide critical reviews and share their complaints by giving the Capcut application one star. This is because there is a problem that occurs when using the Capcut application. Therefore, the author wants to know the satisfaction of Prabumulih University students who use the Capcut application using the End User Computing Satisfaction (EUCS) method.

## 2. Literature Review

### 2.1. Analysis

Analysis is the systematic decomposition of a subject in determining the parts, relationships between parts and their relationships as a whole to obtain proper understanding and understanding [2].

### 2.2. User Satisfaction

User satisfaction is the attitude of consistency of one's expectations with the results achieved, due to participating in using the system [3].

### 2.3. Capcut Application

The Capcut application is an application that can be used as an application for editing video, audio and images. The Capcut application is easy to learn and operate via smartphone [4].

### 2.4. SPSS 24

Statistical Product and Service Solutions (SPSS) is an application program for statistical analysis and data processing that has menus and dialog boxes that are easy for users to understand. Several activities can be carried out easily, namely market research analysis, survey companies, health researchers, government, education, economics, and so on. SPSS can read various types of data and enter data directly into the SPSS data editor [5].

## 3. Research Method

### 3.1. Quantitative Descriptive Research Method

Quantitative descriptive research methods are research that attempts to show the results of quantitative or statistical data collection such as surveys as they are, without calculating or looking at their relationship to treatment or other variables [6].

### 3.2. Data Source

The data sources used in this research are primary data sources in the form of questionnaire answers and interview results with informants. And secondary data sources include e-books, journals and articles.

### 3.3. Method of Collecting Data

- a. Interview  
Interviews are data collection techniques by asking a number of questions related to research to predetermined sources [7]. In this research, the author asked several questions to the sources regarding the research object.
- b. Questionnaire  
A questionnaire is a series of question instruments that are prepared based on measuring instruments for research variables. Data collection using a questionnaire is very efficient, respondents only choose the answers that have been provided by the researcher [7]. In this research, the author created a questionnaire containing questions about the level of student satisfaction with the Capcut application. Create a questionnaire using Google Form, then distribute it online.
- c. Literature Study  
Literature study is part of a scientific paper that contains discussions of previous research and scientific references related to the research described by the author in the paper [8]. In this research the author used books and previous research journals.

### 3.4. Population and Sample

The population in this study were Prabumulih University students who used the Capcut application. To determine the number of samples in this study, the author used the Slovin formula, with the following formula:

$$\text{Formula: } n = \frac{N}{1+Ne^2} \quad (1)$$

Information:

- N = Number of Population
- n = Number of Samples
- e = Percentage error tolerance limit (5% = 0.05)

Sample Calculation:

$$n = \frac{N}{1+Ne^2} = \frac{205}{1+205(0,05)^2} = \frac{205}{1+205(0,0025)} = \frac{205}{1+0,5125} = \frac{205}{1,5125} = 135,53$$

Based on the calculations above, it can be seen that the sample results in this study were 135.53 people, so round up to 136 people.

### 3.5. Likert Scale

Respondents answered the questionnaire questions which had been distributed into categories, namely if the answer was very satisfied then the score was 4, if the answer was satisfied then the score was 3, if the answer was dissatisfied then the score was 2, if the answer was very dissatisfied then the score was 1.

**Table 1:** Likert Scale

Category	Score
Very Satisfied	4
Satisfied	3
Dissatisfied	2
Very Dissatisfied	1

### 3.6. End User Computing Satisfaction

The analysis method used in this method is the End User Computing Satisfaction (EUCS) method. End User Computing Satisfaction (EUCS) is a method used to evaluate the overall information system used by users which is related to the user experience of the information system [9]. The EUCS variable has several variables, namely content to measure the content displayed by the application, accuracy variable to determine the level of accuracy of the application, format variable to measure the appearance of the application, ease of use variable to measuring the ease of system operation, timeliness variables for the speed of an application [10]. In this study the author used EUCS variables, namely content, accuracy, format, ease of use, timeliness and satisfaction variables. The formulation of questions according to variables is as follows:

**Table 2:** Questionnaire Statement

Variable	Code	Statement
Content	C1	The contents of the Capcut application are very useful
	C2	Fill out the capcut application according to your needs
	C3	The contents of the Capcut application are presented in a variety of ways
	C4	The contents of the Capcut application are of good quality
	C5	The contents of the capcut application are provided clearly
Accuracy	A1	Capcut application displays accurate information
	A2	The Capcut application displays the output as instructed
	A3	Capcut application provides reliable information
	A4	The capcut application runs as instructed
	A5	There is an email address and password for each user in the Capcut application to ensure security
Format	F1	The Capcut application has an attractive appearance
	F2	The Capcut application has a display form that is easy to understand
	F3	The Capcut application has an interface that makes the editing process easier
	F4	The capcut application has a clear system display
	F5	The Capcut application has an attractive color display design
Ease Of Use	E1	Capcut application is easy to use
	E2	The Capcut application has many features that make the editing process easier
	E3	The caput application is easy to understand
	E4	The Capcut application can be used anytime and anywhere
	E5	The Capcut application makes it easy to search for information
Timeliness	T1	Capcut application provides the latest information (up to date)
	T2	Capcut application displays information in a timely manner
	T3	The Capcut application displays fast information searches
	T4	The Capcut application provides a fast response as instructed
	T5	Capcut application is fast in the editing process
Satisfaction	S1	The Capcut application meets user needs
	S2	The Capcut application makes work easier
	S3	The Capcut application is effective in its use
	S4	The Capcut application is efficient to use
	S5	Capcut application is satisfactory overall

## 4. Result and Discussion

### 4.1. Validity and Reliability Test

**Table 3:** Validity Test

Variable	Code	R Table	R Count	Information
Content	C1	0.1684	0.851	Valid
	C2	0.1684	0.865	Valid
	C3	0.1684	0.823	Valid
	C4	0.1684	0.775	Valid
	C5	0.1684	0.848	Valid
Accuracy	A1	0.1684	0.719	Valid
	A2	0.1684	0.735	Valid
	A3	0.1684	0.838	Valid
	A4	0.1684	0.817	Valid
	A5	0.1684	0.819	Valid
Format	F1	0.1684	0.832	Valid
	F2	0.1684	0.874	Valid
	F3	0.1684	0.821	Valid
	F4	0.1684	0.873	Valid
	F5	0.1684	0.857	Valid
Ease Of Use	E1	0.1684	0.820	Valid
	E2	0.1684	0.807	Valid

	E3	0.1684	0.844	Valid
	E4	0.1684	0.850	Valid
	E5	0.1684	0.858	Valid
Timeliness	T1	0.1684	0.891	Valid
	T2	0.1684	0.893	Valid
	T3	0.1684	0.914	Valid
	T4	0.1684	0.892	Valid
	T5	0.1684	0.782	Valid
Satisfaction	S1	0.1684	0.876	Valid
	S2	0.1684	0.855	Valid
	S3	0.1684	0.896	Valid
	S4	0.1684	0.893	Valid
	S5	0.1684	0.842	Valid

Based on table 3, the validity test results for each variable are declared valid, where all calculated R values > R Table, so that all these statements can be used in research because the results of all the statements above are valid.

**Table 4: Reliability Test**

Variable	Provision	Cronbach's Alpha	Information
Content	0.60	0.889	Reliable
Accuracy	0.60	0.842	Reliable
Format	0.60	0.905	Reliable
Ease Of Use	0.60	0.892	Reliable
Timeliness	0.60	0.923	Reliable
Satisfaction	0.60	0.921	Reliable

Based on table 4, the Cronbach's alpha value for all variables is >0.60, so all variables are declared reliable.

#### 4.2. Results of Satisfaction Analysis for Each Variable

To determine the satisfaction results of students who use the Capcut application, the mean value is calculated for each variable question item with a predetermined scale range.

Formula for determining scale:

$$Rs = \frac{m-n}{b} \quad (2)$$

Information:

- Rs = The scale range sought
- m = Highest number in filling out the questionnaire
- n = The lowest number in measuring the questionnaire
- b = Number of options available

So:

$$Rs = \frac{4-1}{4} = \frac{3}{4} = 0,75 \quad (3)$$

So the following scale range is obtained:

**Table 5: Scale Range**

No.	Rentang Skala	Keterangan
1.	$3,25 < x \leq 4$	Very Satisfied
2.	$2,5 < x \leq 3,25$	Satisfied
3.	$1,75 < x \leq 2,5$	Dissatisfied
4.	$1 < x \leq 1,75$	Very Dissatisfied

##### a. Content Variable Analysis Results

**Table 6: Content Variable Results**

Descriptive Statistics			
	N	Mean	Information
The contents of the Capcut application are very useful	136	3.35	Very Satisfied
Fill out the capcut application according to your needs	136	3.36	Very Satisfied
The contents of the Capcut application are presented in a variety of ways	136	3.43	Very Satisfied
The contents of the Capcut application are of good quality	136	3.37	Very Satisfied
The contents of the capcut application are provided clearly	136	3.37	Very Satisfied

Total Mean	3.37	Very Satisfied
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Based on table 6, the calculation results of the total mean for the content variable obtained a value of 3.37, which can be seen from the scale range which falls into the very satisfied category, so that students feel very satisfied with the use of the Capcut application in terms of content.

b. Accuracy Variable Analysis Results

**Table 7: Results Variable Accuracy**

Descriptive Statistics			
	N	Mean	Information
Capcut application displays accurate information	136	3.15	Satisfied
The Capcut application displays the output as instructed	136	3.36	Very Satisfied
Capcut application provides reliable information	136	3.21	Satisfied
The capcut application runs as instructed	136	3.38	Very Satisfied
There is an email address and password for each user in the Capcut application to ensure security	136	3.29	Very Satisfied
Total Mean		3.27	Very Satisfied

Based on table 7, the calculation results of the total mean for the accuracy variable obtained a value of 3.27, it can be seen from the scale range that it falls into the very satisfied category, so that students feel very satisfied with the use of the Capcut application in terms of accuracy.

c. Format Variable Analysis Results

**Table 8: Format Variable Results**

Descriptive Statistics			
	N	Mean	Information
The Capcut application has an attractive appearance	136	3.39	Very Satisfied
The Capcut application has a display form that is easy to understand	136	3.34	Very Satisfied
The Capcut application has an interface that makes the editing process easier	136	3.38	Very Satisfied
The capcut application has a clear system display	136	3.39	Very Satisfied
The Capcut application has an attractive color display design	136	3.38	Very Satisfied
Total Mean		3.37	Very Satisfied

Based on table 8, the calculation results of the total mean number of the form (format) variable obtained a value of 3.37 which can be seen from the scale range which falls into the very satisfied category, so that students feel very satisfied with the use of the Capcut application in terms of form (format).

d. Ease of Use Variable Analysis Results

**Table 9: Ease Of Use Variable Results**

Descriptive Statistics			
	N	Mean	Information
Capcut application is easy to use	136	3.44	Very Satisfied
The Capcut application has many features that make the editing process easier	136	3.38	Very Satisfied
The capcut application is easy to understand	136	3.45	Very Satisfied
The Capcut application can be used anytime and anywhere	136	3.44	Very Satisfied
The Capcut application makes it easy to search for information	136	3.48	Very Satisfied
Total Mean		3.43	Very Satisfied

Based on table 9, the calculation results of the total mean for the ease of use variable obtained a value of 3.43 which can be seen from the scale range which falls into the very satisfied category, so that students feel very satisfied with the use of the Capcut application in terms of ease of use.

e. Timeliness Variable Analysis Results

**Table 10: Timeliness Variable Results**

Descriptive Statistics			
	N	Mean	Information
Capcut application provides the latest information (up to date)	136	3.31	Very Satisfied
Capcut application displays information in a timely manner	136	3.21	Satisfied
The Capcut application displays fast information searches	136	3.39	Very Satisfied
The Capcut application provides a fast response as instructed	136	3.38	Very Satisfied
Capcut application is fast in the editing process	136	3.42	Very Satisfied
Total Mean		3.34	Very Satisfied

Based on table 10, the calculation results of the total mean for the timeliness variable obtained a value of 3.34, which can be seen from the scale range into the very satisfied category, so that students feel very satisfied with the use of the Capcut application in terms of timeliness.

## f. Results of Satisfaction Variable Analysis

Table 11: Satisfaction Variable Results

Descriptive Statistics			
	N	Mean	Information
The Capcut application meets user needs	136	3.32	Very Satisfied
The Capcut application makes work easier	136	3.35	Very Satisfied
The Capcut application is effective in its use	136	3.36	Very Satisfied
The Capcut application is efficient to use	136	3.41	Very Satisfied
Capcut application is satisfactory overall	136	3.40	Very Satisfied
Total Mean		3.36	Very Satisfied

Based on table 11, the calculation results of the total mean for the satisfaction variable obtained a value of 3.36. It can be seen from the scale range that it falls into the very satisfied category, so that students feel very satisfied with the use of the Capcut application in terms of satisfaction.

## 5. Conclusion

The overall conclusion from the research that has been carried out to analyze Prabumulih University student satisfaction with the Capcut application using the End User Computing Satisfaction (EUCS) method, distributing questionnaires, and calculating with SPSS 24 can be concluded as follows:

1. From the content variable there are 5 statement items where the total mean produced is 3.37 which falls into the very satisfied scale range. From the accuracy variable there are 5 statement items where the total mean produced is 3.27 which falls into the very satisfied scale range. From the format variable there are 5 statement items where the total mean produced is 3.37 which falls into the very satisfied scale range. From the ease of use variable, there are 5 statement items where the resulting total mean is 3.43, which falls into the very satisfied scale range. From the timeliness variable, there are 5 statement items where the total mean produced is 3.34 which falls into the very satisfied scale range. From the satisfaction variable there are 5 statement items where the total mean produced is 3.36 which falls into the very satisfied scale range.
2. Overall, for each variable, students feel very satisfied in using the Capcut application, however, for several variables such as accuracy, they are still less than satisfied with the statement showing accurate and trustworthy information. And the timeliness variable is still not satisfactory in the statement of displaying information in a timely manner.

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