

ABSTRAK

Website Sadaya (<https://sadaya.network/>) merupakan *platform* komunitas yang mendukung jejaring relawan ahli (RAISA) dan kolaborasi penguatan kapasitas Organisasi Masyarakat Sipil (OMS). Penelitian ini bertujuan, mengukur efektivitas dan efisiensi penggunaan *website* Sadaya serta menganalisis pengaruh keduanya terhadap evaluasi pengguna mengenai kualitas *website* Sadaya. Penelitian ini menggunakan pendekatan kuantitatif deskriptif-eksplanatori dengan survei kuesioner skala Likert 1-5. Pengukuran efektivitas dan efisiensi mengacu pada ISO 9241-11:2018, sedangkan evaluasi pengguna mengacu pada konsep *user evaluation* dalam *DeLone & McLean IS Success Model*. Data dari 150 responden dianalisis menggunakan IBM SPSS melalui EDA, uji validitas, uji reliabilitas, analisis deskriptif, uji asumsi klasik, dan regresi linier berganda.

Hasil menunjukkan efektivitas berada pada kategori cukup ($X1Mean = 3,1144$), efisiensi berada pada kategori cukup mendekati rendah ($X2Mean = 2,6133$), dan evaluasi pengguna berada pada kategori cukup ($YMean = 3,0947$). Item terendah terdapat pada indikator kecepatan menemukan informasi ($X2_3$; $mean = 2,51$). Hasil regresi menunjukkan efektivitas dan efisiensi berpengaruh positif dan signifikan terhadap evaluasi pengguna dengan persamaan $Y = 1,792 + 0,288X_1 + 0,156X_2$. ($F = 20,715$; $p < 0,001$; $R^2 = 0,220$), dengan pengaruh efektivitas lebih dominan ($\beta = 0,371$) dibanding efisiensi ($\beta = 0,199$). Oleh karena itu, perbaikan pencarian informasi, kejelasan alur layanan, dan fitur filter direktori perlu diprioritaskan.

Kata kunci: *usability*, ISO 9241-11, efektivitas, efisiensi, evaluasi pengguna.

ABSTRACT

The Sadaya website (<https://sadaya.network/>) is a community platform supporting a network of expert volunteers (RAISA) and collaboration for the capacity building of Civil Society Organizations (CSOs). This study aims to measure the effectiveness and efficiency of the Sadaya website's usage and to analyze their influence on user evaluation regarding the website's quality. A descriptive-explanatory quantitative approach was employed, utilizing a survey with a 1–5 Likert scale. Measurements of effectiveness and efficiency were based on ISO 9241-11:2018, while user evaluation was based on the user evaluation concept within the DeLone & McLean IS Success Model. Data from 150 respondents were analyzed using IBM SPSS through Exploratory Data Analysis (EDA), validity and reliability tests, descriptive analysis, classical assumption tests, and multiple linear regression.

The results indicate that effectiveness falls into the "moderate" category (X_1 Mean = 3.1144), efficiency falls into the category bordering on "low" (X_2 Mean = 2.6133), and user evaluation falls into the "moderate" category (Y Mean = 3.0947). The lowest-scoring item was the indicator for the speed of finding information (X_{2_3} ; mean = 2.51). Regression results show that effectiveness and efficiency have a positive and significant influence on user evaluation, expressed by the equation $Y = 1.792 + 0.288X_1 + 0.156X_2$ ($F = 20.715$; $p < 0.001$; $R^2 = 0.220$), with the influence of effectiveness ($\beta = 0.371$) being more dominant than that of efficiency ($\beta = 0.199$). Therefore, improvements to information retrieval, service flow clarity, and directory filtering features should be prioritized.

Keywords: *usability, ISO 9241-11, effectiveness, efficiency, user evaluation.*