Communicare: Journal of Communication Studies
Volume 10 No. 2, December 2023, p 87 - 97
P-ISSN: 2089-5739, E-ISSN: 2502-2091
DOI : https://doi.org/10.37535/101010220232
http://journal.lspr.edu/index.php/communicare

Unlocking User Satisfaction: An Investigation into the Effect of Perception of Ease of Use on the Peduli Lindungi Application in Jabodetabek as a Covid Digital Tracking Media

Lamria Raya Fitriyani[1], Dewi Rachmawati[2],
[1,2] Institut Komunikasi dan Bisnis LSPR, Jakarta, Indonesia

ABSTRACT

The emergency condition of the COVID-19 pandemic which is currently being faced by various countries, including Indonesia, has made the government continue to design and evaluate various efforts that are expected to reduce the rate of spread of COVID-19. in the community, distributing vaccines to every region in Indonesia, and also continuing to carry out digital tracking through the Peduli Lindungi application. The Peduli Lindungi application provides various useful features for its users. According to data from the Ministry of Communication and Informatics, this application has been used by 32.8 million users, with an average daily addition of 500,000 users (Covid 19, 2021). However, along with the large number of users of the application, it also raises obstacles, namely because the application users care to protect is not evenly distributed. This study aims to see if there is an effect of perceived convenience on user satisfaction of Peduli Lindungi application. This research methodology uses quantitative, with the population used in this study are users of the Peduli Lindungi application in Indonesia, amounting to 32.8 million as of August 31, 2021. Data collection techniques, through the distribution of online questionnaires. The results of the study show that the perception of convenience has a strong positive effect on user satisfaction of the Peduli Lindungi application.

KEYWORDS
Perception Easy of use, user satisfaction, Peduli Lindungi

INTRODUCTION

The COVID-19 pandemic, which is still an emergency in various countries, including Indonesia, has forced the government to continue to design and evaluate multiple efforts that are expected to reduce the rate of the spread of COVID-19. Distributing vaccines to every region in Indonesia and also continuing to carry out digital tracking through the Peduli Lindungi application. Along with the implementation of the new normal, the government has intensively promoted the use of applications for COVID-19 tracking media, such as Peduli Lindungi, 10 Safe Houses, United Against Covid, M-Health, and Telemedicine (Berita Satu, 2020). One of the most widely used COVID-19 tracking media has become a regulation in public transportation and access to office buildings, shopping malls, and other places.

The Peduli Lindungi application provides various useful features for its users; it warns them if they are in a crowd or a red zone. User location information is also shared, allowing the government to monitor and detect the movement and mobility of people exposed to covid 19. This application also stores vaccine certificates for users,

Corresponding Author: Lamria Raya Fitriyani, M.Si. *Institut Komunikasi dan Bisnis LSPR*
Jl.KH. Mas Mansyur Kav. 35, Jakarta Pusat 10220. Email: lamria.rf@lspr.edu
Article History: *Submitted December 2023, Accepted December 2023, Published January 2023*

information on COVID-19 test results sent by laboratories registered with the Indonesian Ministry of Health, and requirements and evidence to access public services (COVID-19, 2021). The features provided in the Peduli Lindungi application are intended for the government to create integrated public health data so that they can be used for public facilities or independently.

According to data from the Ministry of Communication and Informatics, this application has been used by 32.8 million users, with an average daily addition of 500,000 users (COVID-19, 2021). However, along with the large number of application users, it also raises obstacles because the application users care to protect is not evenly distributed. This is due to several things. Not all people who use smartphones can use the Peduli Lindungi application, and another cause is the uneven network and internet access in Indonesia, including the level of digital literacy in Indonesian society, which is still relatively low (Bayu, 2021).

In addition, the constraints and obstacles experienced by the community are also included in the process of operating the application. Of course, if people experience obstacles and difficulties in using it, it will make the Peduli Lindungi ineffective as a Covid 19 tracking medium. So this will raise the perception of ease experienced by the community as application users. When faced with the latest information system or technology, he or she must go through a process of learning and using it, including the Peduli Lindungi application. Davis defines the ease of using Peduli Lindungi as the extent to which this technology can make it easier for users. According to Davis (2015), perceived convenience is the level at which users must believe the technology is easy to understand. This conveys that the community will perceive ease if it is easy to use and the community has used it intensely. DeVito describes an active perception that makes individuals aware of objects and events, primarily through the five senses that can be influenced by internal and external factors, including experiences, desires and needs, individual love, and hatred (DeVito, 2016, p.84).

Perception of convenience is also considered a decision-making process that someone carries out if they want to use an information system. Davis said that the perception of ease has several indicators: it is easy to learn, the system is quickly learned, and it is easy to remember when operating it. The system can be controlled by adjusting the wishes and needs of its users. Clear and understandable, the guidelines/instructions of the system used are conveyed clearly and easily to be understood by the user. Flexibility is user interaction in using the system, which is flexible so that users can use the system anytime and anywhere. Easy to become proficient the system used is easy to access so that users become proficient. The system is easy to use and easy to operate by its users.

Customer satisfaction is complex because, in this case, it will impact the loyalty of product users, including the Peduli Lindungi. To measure user satisfaction, this study uses the concept of customer satisfaction because Peduli Lindungi users are direct customers who use the application, even though their use follows government regulations or policies to suppress the spread of covid 19.

Tjiptono (2014) said that in measuring customer satisfaction, several indicators, namely, Customer Satisfaction, will be assessed by asking the level of customer satisfaction with the product or service used. This can be done in two parts: firstly, measuring the level of customer satisfaction and secondly, assessing and comparing it with the level of customer satisfaction in using competitors' products/services. Dimensions of customer satisfaction: Customer satisfaction is included in several components. First, the dimensions of customer satisfaction are identified. Second, the customer's assessment of the product/service is based on specific items. Third, the customer assesses the competitor's product/service. Fourth, the customer determines the most critical dimensions in assessing customer satisfaction. Confirm expectations do not conclude customer satisfaction but are based on the suitability or incompatibility of customer expectations with the performance of the product/service used. Repurchase Intention: customer satisfaction can be seen from the customer's attitude; the customer will buy or use the company's products/services. Willingness to recommend is intended for customers who have used the product/service for a long time and are willing to recommend the product/service to others. Customer dissatisfaction in identifying customer dissatisfaction, such as complaints, product returns, and customers switching to use competitors' products/services.

The perception of the convenience that exists in the community as users of the Peduli Lindungi application will undoubtedly have an impact on the user's decision to be able to continue using the application or not to use it. However, in this case, the Peduli Lindungi application is mandatory to visit public facilities, public places, houses of worship, and offices. However, the purpose of using this application to work with both the government and the community in dealing with the spread of covid 19 requires the support and participation of the community to use the Peduli Lindungi application as a digital tracking medium for covid 19.

Using the Peduli Lindungi application is essential for the government and, of course, for the community in overcoming the spread of covid 19. The responses and feelings experienced by users in operating Peduli Lindungi are commonly referred to as user satisfaction. So, looking at this phenomenon, application user satisfaction is undoubtedly a factor that impacts community participation in using Peduli Lindungi.

Various experiences and problems that arise in the use of the Peduli Lindungi application indeed cannot be separated because the perception of convenience experienced by users of the Peduli Lindungi application will have an impact on user decisions, considering that the individual process of perceiving something will undoubtedly be influenced by internal and external factors (Devito, 2016). Based on the background above, the problem that will be investigated is whether perceived convenience affects user satisfaction with the Peduli Lindungi application as a COVID-19 tracking medium.

METHOD

The approach used in this study is an explanatory quantitative approach to causality with a survey method. Primary data was collected through a questionnaire distributed online to the Jabodetabek community using the Peduli Lindungi application. The population used in this study are users of the Peduli Lindungi application in Indonesia, amounting to 32.8 million as of August 31, 2021. The sampling in this study will use non-probability sampling, namely the accidental sampling technique of users of the Peduli Lindungi application. This study includes specific considerations, with the criteria to determine the research respondents, namely users of the Peduli Lindungi application domiciled in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). The number of samples in this study was calculated by the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

The sample calculation uses an error rate of 10%, so the number of samples in this study was 99.999, or rounded up to 100 respondents. The scale used in this study is a Likert scale with five ratings, namely strongly agree (5), agree (4), entirely agree (3), disagree (2), strongly disagree (1). According to (Sugiyono, 2013), the Likert Scale measures attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Before the questionnaires are distributed to respondents, it is necessary first to test whether the questionnaires used in this study meet the requirements for validity and reliability tests, also called instrument tests. For this reason, questionnaires were distributed to 30 respondents in the pre-test. Then, an analysis was carried out using SPSS to test the instrument. If it is valid and reliable, it is distributed to 100 respondents based on previous calculations.

The classical assumption test was applied after collecting data from 100 respondents. This test was carried out before the tests on the regression analysis were carried out. The classical assumption tests used in this research are the Normality and Heteroscedasticity Tests. After fulfilling these requirements, the correlation analysis and simple linear regression tests were carried out. In addition, calculations are also carried out for the correlation coefficient and the coefficient of determination, as well as for the t-test and F-test.

RESULT AND DISCUSSION

The results of field research from distributing questionnaires to 100 respondents using the Peduli Lindungi application. The following are the results of the data collection that has been carried out;

In quantitative research, it is necessary to test the instrument first before the questionnaire is used. The instrument test carried out in this study was the validity and reliability test. Validity, according to Darma (2021), is the ability of a measuring instrument to measure its measuring target. Validity tests are useful for measuring

whether an instrument can measure what needs to be measured. The validity test technique used in this research is the Product Moment Pearson Correlation. The number of respondents for this test is 30 people, so the value of the r table with a significant level of 5% is 0.361. The research results show that both the X and Y variables are valid. It means that it can be concluded that all questions on the questionnaire have passed the validity test and are feasible to use.

Reliability testing is needed to determine whether the resulting data is reliable or robust (Darma, 2021).

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded[a]	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Figure 1. Reliability tests for Variable X (Perception of Ease) and Variable Y (user satisfaction)
Source: Primary Data

The table above shows the number of respondents (uN), which is 100 in this study, indicating no empty data or all answers are filled in all (100%).

Reliability Statistics

Cronbach's Alpha	N of Items
,949	19

Figure 2. Reliability statistics test
Source: Primary Data

Based on the reliability test results, it was found that for all 19 questions, the value was more significant than the standard (0.6), which was 0.949. So, it can be said that the instruments used in this study are reliable or consistent. Reliability per question item also shows reliable results, where each question shows a Cronbach's Alpha value of more than 0.6. So, it can be concluded that all questions are reliable/consistent.

Gender data shows that 72% of respondents are female, and 27% are male. In the domicile chart, 49% of respondents live in DKI Jakarta, 18% live in Tangerang, 17% live in Bekasi, 10% live in Depok, and 6% live in Bogor.

The age of the respondents shows that there are 34 respondents aged 20-24 years, 19 respondents aged 25-29 years, 15 respondents aged 45-49 years, and 13 respondents aged 40-44 years. In the education graph, the majority of undergraduate education (S1) as many as 42 respondents; Senior High Schools 33 respondents; master's degree education 14 respondents; Diploma 8 respondents; and Junior high school 2 respondents.

The expenditure shows that 29% of respondents have expenses of 1-3 million per month, 24% of respondents have expenses of 3.1-5 million per month, 23% of respondents have expenditures of 1 million per month, 16% of respondents stated that they have expenditures above 7 million per month, and only 8% of respondents stated that they have an expenditure of 5-7 million per month.

Some experts recommend that before testing regression, both simple linear regression and multiple linear regression, it is better to test the classical assumptions first. This study's classical assumption tests are the Normality Test and Heteroscedasticity Test. The multicollinearity test was not performed on simple linear regression analysis. Also, the autocorrelation test is not used because the data is not a time series.

The normality test is used to determine whether the residual value of the regression has a normal distribution (Santoso, 2010). Good data is data that has a normal distribution. Normality test results are on Asymp. Sig. (2-tailed) this study showed a significance value of > 0.050, namely 0.103, which means that the data used were usually distributed. This means that the normality requirements for the regression model are met.

According to Ghozali (2013), the heteroscedasticity test aims to determine whether, in the regression model, there is an inequality of variance from one observation residual to another observation. A good regression model does not occur heteroscedasticity. There are two ways of detection to test heteroscedasticity: graphical and statistical methods. The graph method is done by looking at the graph plot between the predicted value of the dependent variable (the dependent variable/variable Y) and the residual. Meanwhile, statistical methods can be used with the Park, Glejser, White, Spearman, Rank Correlation, Goldfeld Quandt, and Breusch-Pagan-Godfrey Test (Janie, 2012). The graphical method was used in this study, as shown in the following figure.

The results show a scatterplot graph where the points spread randomly above and below the number 0. The data are randomly distributed and do not form a particular pattern, so it can be concluded that there are no symptoms of heteroscedasticity in this study's data, so it meets the requirements for regression analysis.

According to Sugiyono (2019), the correlation coefficient is used to determine the close relationship between the independent variable (variable X) and the dependent variable (variable Y). The coefficient of determination is used to determine how much the ability of the independent variable (variable X) can explain the dependent variable (variable Y). In the research that has been done, the results show that the correlation coefficient or R-value is 0.741 or is between 0.60 - 0.799, which means that there is a strong correlation between X and Y variables (Sugiyono, 2019). The coefficient of determination or R square obtained is 0.549 or 54.9%, which means the perception of convenience (variable X) contributes 54.9% to user satisfaction (variable Y), and other variables outside the variables of this study influence the remaining 45.1%.

According to Susanti, Sukmawaty & Salam (2019). Regression analysis is one of the most frequently used tools to evaluate the effect of an independent variable (variable X) on the response variable/dependent variable (variable Y). Based on the results of the

simple linear regression analysis test in this study, a significance value of 0.000 was obtained, which was smaller than the standard (0.050), which means that the perception of convenience (variable X) affects user satisfaction (variable Y). The regression equation obtained is as follows: Y = 3.341 + 1.161X.

The constant number 3.341 shows the consistency value of the user satisfaction variable, which is 3.341. So, if the perceived convenience (variable X) is 0, then user satisfaction (variable Y) is 3.341. While the regression coefficient is 1.161, it means that for every 1% addition to the perceived convenience variable (variable X) level, the user satisfaction variable (variable Y) will increase by 1.161. The regression value is positive, meaning that the perception of convenience (variable X) positively affects user satisfaction (variable Y). The higher the perceived convenience, the higher the user satisfaction.

The t-test was used to determine the partial effect of each independent variable on the dependent variable (Widjajono, 2010). The results of the processed data in this study indicate that there is a significant effect between the X variable (Perception of Ease) and the Y variable (Satisfaction), where the significance value obtained (0.000) is smaller than the standard, which is 0.050.

The F test is used to simultaneously test the independent variable/variable X's significant effect on the dependent variable/variable Y (Kuncoro, 2009). In the results of data processing on the F test, a significant value of 0.000 was obtained, which is smaller than the standard (0.050), which means that the perceived convenience variable (variable X) simultaneously affects user satisfaction (variable Y).

Davis (2015) said that perceived ease of use is the level at which users have to believe that the technology is easy to understand. In this study, the perceived convenience variable for the easy-to-learn indicator showed that as many as 46% strongly agreed, 43% agreed, 10% expressed doubt, and only 1% of respondents disagreed. So, it can be concluded that most respondents stated that the Peduli Lindungi is an accessible technology for users to learn, especially for the Jabodetabek community.

Regarding the ease of steps in operating the Peduli Lindungi, as many as 46% of respondents agree, and 38% strongly agree that the operating steps are easy to remember. The remaining 14% express doubts and 2% disagree. This means that it is easy for people to remember the operating steps. So, that directly shows that Peduli Lindungi users have no difficulty understanding each stage of the application's operation.

The following statement relates to the use of technology that can be controlled by the user as needed. The results showed that 47% of respondents agreed that the Peduli Lindungi application could be controlled according to their needs, and 37% strongly agreed. The remaining 12% of respondents expressed doubt, and 4% of respondents said they disagreed. This means that most respondents can control the use of the Peduli Lindungi according to user needs.

Regarding the instructions in the Peduli Lindungi, as many as 48% of respondents agreed that the Peduli Lindungi uses language easily understood by the public. Then, 44% of respondents strongly agreed, while only 8% expressed doubt. It can be concluded that

the public, especially Jabodetabek, easily understands the instructions in the Peduli Lindungi because it uses language that the community can understand.

In the flexible Peduli Lindungi statement by its users, as many as 44% of respondents agreed, and 35% strongly agreed, but only 17% expressed doubt, and 4% disagreed. So, it shows that most respondents feel that using the Peduli Lindungi is flexible.

This statement is also supported by the Peduli Lindungi, which is easy to access. As many as 43% of respondents agree, and 38% strongly agree that easy access to Peduli Lindungi makes users proficient when they use it frequently. Only 18% of respondents expressed doubt, and 1% stated no. Agree. This shows that the more often respondents use and operate the Peduli Lindungi application, the more proficient they will use it.

Furthermore, the Peduli Lindungi statement is easy to use; 45% of respondents agreed, 42% strongly agreed, but only 11% expressed doubt, and 2% disagreed. This figure is encouraging that most respondents said it was easy to use the Peduli Lindungi. Of course, if analyzed with the previous statement, it shows that the intense use of the application makes it easy for users to use it.

Regarding the Peduli Lindungi, it is not confusing when used, as 39% of respondents strongly agree, and 37% of respondents agreed that when respondents used the application, it was not confusing. However, there are still as many as 17% of respondents who expressed doubt, 5% of respondents said they did not agree,e and 2% said they strongly disagreed, so this shows that although the number is not much, there are still respondents who experience confusion when using the Peduli Lindungi.

The Y variable in this study is user satisfaction. According to Kotler and Keller (2012), user satisfaction is the extent to which a person's level of feeling after comparing performance and results obtained with his expectations. The results showed that in the statement of satisfaction in using the Peduli Lindungi as a digital tracking media for covid 19, as many as 36% of respondents agreed and 32% of respondents stated firmly agree, indicating that the majority of respondents in this study were satisfied in using the application. However, as many as 26% of respondents expressed doubt, and 6% said they disagreed.

In the statement that the Peduli Lindungi is the most satisfying digital Covid 19 tracking media compared to other media, as many as 36% of respondents expressed doubt. This large number shows that respondents are still confused because other COVID-19 digital tracking media, such as Peduli Lindungi, have not been intensively used. However, 35% of respondents agree, 25% agree, and 4% disagree. So this shows that respondents' responses as users of the Peduli Lindungi have hope for other digital tracking media applications.

The following statement, Peduli Lindungi is fast when used, as 33% of respondents strongly agree. However, as many as 32% of respondents said they were in doubt, 28% of respondents agreed, 6% said they did not agree, and 1% said they strongly disagreed. This shows that most respondents stated that the Peduli Lindungi was quickly used.

The results of the questionnaire distribution, namely the Peduli Lindungi statement displays data and information on covid 19, indicating that 37% of respondents

agreed that the Peduli Lindungi displayed COVID-19 data and information, 30% expressed doubt, 20% of respondents stated very agree, 3% of respondents disagree, 1% of respondents strongly disagree. This shows that most respondents stated positively that Peduli Lindungi displays data and information about COVID-19.

Covid-19 tracking media other than Peduli Lindungi are faster to use; 39% of respondents expressed doubt, 28% agreed, 21% strongly agreed, 9% disagreed, and 3% strongly disagreed. Looking at the figures above, it can be seen that a relatively large number of respondents expressed doubts and agreed regarding other tracking media that is faster than Peduli Lindungi, but this is contrary to the statement of respondents who agree that the Peduli Lindungi is easy to use, thus directly conveying the respondent can be given a choice of other digital tracking media that can be used.

Next, on the display of COVID-19 tracking data, which is displayed on other digital tracking media, as many as 47% of respondents expressed doubt, 5% of respondents said they did not agree, and 3% of respondents stated firmly disagreed that digital Covid 19 tracking media other than the Peduli Lindungi displays COVID-19 tracking data, while 23% of respondents strongly agree, 22% of respondents agree. So this shows that most respondents answered doubtfully and disagreed that they had used the Peduli Lindungi with the display contained in the application.

The Peduli Lindungi statement is in line with expectations, showing that as many as 42% of respondents agreed and 27% strongly agreed. This shows that Peduli Lindungi's performance is by the expectations and expectations of respondents. However, almost the same number still expressed doubt as much as 24% of respondents, 6% of respondents said they did not agree, and 1% said they strongly disagreed. So this shows that there is still a performance in Peduli Lindungi that is not following the respondents as users.

In the statement that they will continue to use the Peduli Lindungi, as many as 48% of respondents agreed, 30% of respondents strongly agreed, 15% of respondents expressed doubt, 5% of respondents said they disagreed, and 2% started strongly disagree. This indicates that most respondents stated that they would continue to use the Peduli Lindungi, although this could be influenced by policies implemented by the government and the private sector, would continue to use the Peduli Lindungi or no longer apply the application.

It was furthermore recommended to friends, family, or others to use the Peduli Lindungi, showing a positive response from respondents. 39% of respondents agreed, and 34% strongly agreed to recommend friends, family, or other people to use the Peduli Lindungi. In comparison, as many as 20% of respondents said they were in doubt, 5% said they did not agree, and 2% said they strongly disagreed.

Regarding complaints or complaints that have never been submitted regarding the Peduli Lindungi, it shows that as many as 42% of respondents firmly agree, and 29% of respondents agreed that they had never submitted a complaint or complaint regarding the Peduli Lindungi. In contrast, other respondents, namely 14% of respondents, stated very disagree, 13% of respondents said they were in doubt, and 2% of respondents said

they strongly disagreed, so it shows that respondents still submit complaints or complaints using the Peduli Lindungi.

In the last statement, namely that they will continue using the Peduli Lindungi, 40% of respondents agreed, and 37% strongly agreed to continue using the Peduli Lindungi. However, only 5% disagreed and 3% strongly disagreed. This shows that respondents are currently satisfied with using the Peduli Lindungi, so they will continue to use it as a COVID-19 digital tracking medium.

The simple linear regression analysis conducted in this study indicates that the perceived ease of effect on user satisfaction with the regression equation obtained is as follows: Y = 3.341 + 1.161X. This means that the consistency value of the user satisfaction variable is 3.341. A positive regression value means that the perception of convenience (variable X) positively affects user satisfaction (variable Y). It can also be interpreted that the higher the perception of convenience, the higher the user satisfaction with the Peduli Lindungi.

The close relationship between the independent variable (variable X) and the dependent variable (variable Y) in this study can be seen from the correlation coefficient. In this study, the correlation coefficient or R is 0.741 or between 0.60 - 0.799 (Sugiyono, 2019), which means a strong correlation exists between perceived ease of use and user satisfaction with the Peduli Lindungi. The ability of the independent variable, in this case, the perception of ease, to influence the dependent variable or user satisfaction can be seen in the coefficient of determination. The value of the coefficient of determination or R square obtained is 0.549 or 54.9%, which means the perception of convenience (the independent variable) contributes 54.9% to user satisfaction (the dependent variable), and the remaining 45.1% is influenced by other variables that are not investigated in this study.

The results of the t-test carried out in this study also showed that there was a significant effect between the X variable (Perception of Ease) and the Y variable (Satisfaction), where the significance value (0.000) was smaller than the standard, namely 0.050. In addition, the F test also shows that the perceived convenience variable (variable X) has a simultaneous effect on user satisfaction (variable Y).

CONCLUSION

The results of the t-test carried out in this study also showed that there was a significant effect between the X variable (Perception of Ease) and the Y variable (Satisfaction), where the significance value (0.000) was smaller than the standard, namely 0.050. In addition, the F test also shows that the perceived convenience variable (variable X) has a simultaneous effect on user satisfaction (variable Y).

REFERENCES

Bayu. D. J. (2021). Hambatan Peduli Lindungi Menjadi Superapps di Masa Normal Baru, Retrieved from https://katadata.co.id/ariayudhistira/analisisdata/6152932c14921/hambatan-pedulilindungi-menjadi-superapps-di-masa-normal-baru

Berita Satu. (2020). Aneka Aplikasi Bantu Penanganan Covid 19. Retrieved from https://www.kominfo.go.id/content/detail/31754/aneka-aplikasi-bantu-penanganan-covid-19/0/sorotan_media

Darma, B. (2021). *Statistika Penelitian Menggunakan Spss (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2)*. GUEPEDIA.

DeVito, J. A. (2016). *The Interpersonal Communication Book Fourteenth Edition*. Amerika Serikat: Pearson Education Limited.

Ghozali, Imam. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi. Semarang: Badan Penerbit Universitas Diponegoro.

Hair, J. F., Celsi, M., Ortinau, D. J., & Bush, R. P. (2010). *Essentials of marketing research* (Vol. 2). New York, NY: McGraw-Hill/Irwin.

Janie, D. N. A. (2012). Statistik deskriptif & regresi linier berganda dengan SPSS. *Jurnal, April*.

Kuncoro, M. (2009). *Metode Riset Untuk Bisnis & Ekonomi*. Jakarta : Erlangga.

Mulyana, D. (2000). Ilmu Komunikasi Suatu Pengantar. Bandung. PT Remaja Rosdakarya

Santoso, S. (2010). *Statistik Parametrik.* Jakarta, Indonesia: PT. Elex Media Komputindo.

Sugiyono, D. (2019). Statistika untuk Penelitian (Cetakan ke-30). *Bandung: Cv Alfabeta*.

Susanti, D. S., Sukmawaty, Y., & SALAM, N. (2019). *Analisis Regresi dan Korelasi*. IRDH.

Widjarjono, A. (2010). *Analisis Statistika Multivariat Terapan*. Yogyakarta: UPP STIM YKPN.

Thoha, M. (2012). *Perilaku Organisasi Konsep Dasar dan Aplikasinya*. Rajawali Pers.

Tjiptono. F. (2014). Pemasaran Jasa. C.V Andi Offset. Yogyakarta.

WHO. (2020). Coronavirus Disease (Covid 19). Retrieved from https://www.who.int/health-topics/coronavirus#tab=tab_1

Covid19. (2021). Ini Manfaat Aplikasi Peduli Lindungi yang Belum Banyak Diketahui. Retrieved from https://covid19.go.id/berita/ini-manfaat-aplikasi-pedulilindungi-yang-belum-banyak-diketahui

Peduli Lindungi. (n.d). Tentang. Retrieved from https://www.pedulilindungi.id/

Unicef. (2020). Tanya jawab seputar coronavirus (Covid-19). Retrieved from https://www.unicef.org/indonesia/id/coronavirus/tanya-jawab-seputar-coronavirus?gclid=Cj0KCQjwt-6LBhDlARIsAIPRQcKlohNFw4QxCbbrE5OYyIwoldkmiQjvvBToeGoiECwN5cnYwhroBLkaAmGFEALw_wcB#apaitunovelcoronavirus