Journal of Theoretical and Applied Information Technology
31st October 2019. Vol.97. No 20

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

ANALYSIS OF SALES FORCE AUTOMATION SYSTEM IMPLEMENTATION WITH THE DELONE AND MCLEAN MODEL

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ABSTRACT

Optimis is a sales force automation information technology to carry out the sales process used by employees at PT XYZ. But in reality there are still problems and obstacles in the application of these technologies. This is due to the lack of utilization of the Optimis system so that it influences the quality of the data and reports on the sales process contained in the Optimis sales force automation system. To find out the extent of the success of the system implementation of the Optimis sales force automation, an analysis of the implementation of the system was carried out Optimis sales force automation with the framework of Delon and Mclean and using the PLS-SEM (Partial Least Square) analysis method. The results of hypothesis testing that have been carried out that the variables used are information quality and service quality have a positive effect on system usage, information quality and service quality have a positive effect on user satisfaction and information quality, system usage and user satisfaction have a positive effect on net benefits. And from the statistical tests performed, the level of influence is higher in student acceptance of the system Optimis sales force automation is the quality of service to the use of the system Optimis sales force automation with a value of 3,643. While the level of influence that is lower in acceptance is the quality of the system towards user satisfaction with a value of 0.151.

Keyword: *SFA, Delon and Mclean, SEM, PLS-SEM, Information System Success Model*

1. INTRODUCTION

The rapid development of information technology that comes faster than many people suspect is one of the main causes of the era of globalization. The use of various technologies such as the internet, electronic data interchange, e-commerce, telehealth, connected vehicles and so on has blurred physical boundaries between countries. The use of combining several technologies between computer technology and telecommunications technology has given rise to a thing that we can call a revolution in the field of information technology. And the information system itself has been used by an organization to assist the process and performance of an organization to be able to maximize and be efficient with its role as a tool to achieve company goals and win competition between companies. And other things information systems are also the main competitive differentiator [1]. PT XYZ is one of the leading telecommunication service providers in Indonesia. The company has implemented a Sales Force Automation System which was named OPTIMIS for more than 3 years to support business operations and also to help monitor, control and evaluate the sales process. And after walking there are indications that not all sales processes use the Sales Force Automation system so that the sales process data and reports that exist in the system are inaccurate. The purpose of this study is to find out how successful the implementation of Sales Force Automation at PT XYZ is through the modification of the DeLone & McLean model where this model is used to review the success of the implementation of an information system. And the analysis method for statistical tests uses an analytical method based on the PLS (Structural Equation Model) model. SEM-based model analysis consists of three types of variables including independent variables (exogenous), intermediate or intermediate variables (endogenous) and depended (endogenous) variables. Thus SEM essentially offers the ability to conduct path analysis (path analysis) on three types of variables (independent, between and dependent) with latent variables [2]. The role of SEM in this case study research is to use a SEM based variance approach or PLS SEM (Partial Least Square-Structural Equation Model) with a focus on testing the relationship between recursive variables in the information system success model using a modification of the DeLone & McLean model. Thus the main objective of the SEM-based analysis method with the PLS approach is to find out what factors influence the benefits of information system implementation and how the level of relationship between dimensions in DeLone & McLean's information system success model and

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

answer the hypotheses and formulated problem statements. The stages to be taken for research are starting from a glance at the company's problems that will be used as problem identification, from identifying the problem to the formulation of the problem to be taken which then identifies the research variables to form the basis of the questionnaire, then determines the research sample using affinity diagrams and testing of validity and reliability. Data that has been declared valid and reliable then by using a statistical test tool that uses Structural Equation Modeling analysis, it is known that the model identifies the size of the model that is fit, the model has good fitness, the relationship between independent variables on the dependent variable, the relationship between variables.

2. RESEARCH METHOD[[

Research is a long process, starting from an interest in knowing certain phenomena and then becoming ideas, conceptualizations and so on. Each stage is the determinant of the next stage because it must be carried out carefully, critically and systematically. In this chapter an overview of systematic research steps will be given so that it will facilitate the implementation of the research itself. Furthermore, from each stage that will be elaborated one by one to explain scientific procedures taken to provide guidance and direction for researchers to carry out research procedures to fit the research objectives.

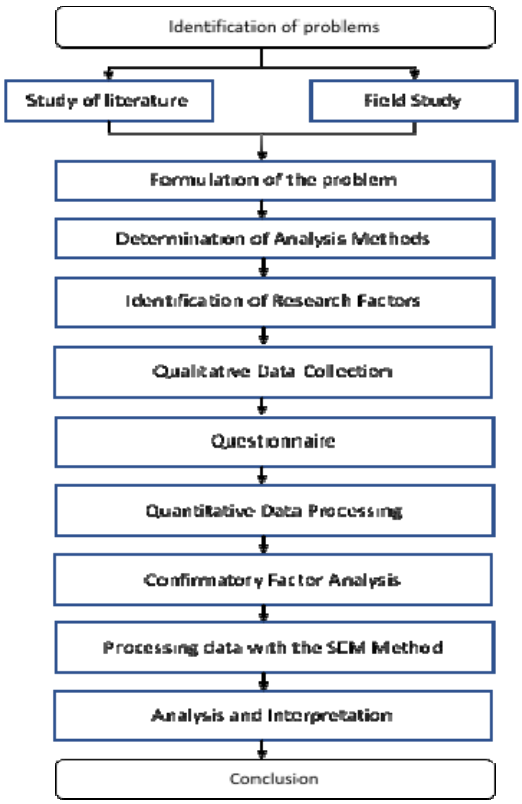

Figure 1. Research Method

3. RESULT AND DISCUSSION

Questionnaires were distributed to users or sales force automation system users at PT Smartfren Telecom, Tbk. From the questionnaire given to 80 users of the sales force automation system, the following is the grouping of the respondent's identity profile of the respondent's profile data which is based on educational background, position, department, duration of use of the sales force automation system and the frequency of using the sales force automation system with the composition of each profile as following: then there were 57 respondents (71%) from the sales department and 14 respondents (18%) from the support department and 9 respondents (11%) from the customer care department. there are 26 respondents (32%) who have used a sales force automation system for less than 1 year and 17 respondents (21%) who have used a sales force automation system between 1 to 2 years and 14 respondents (18%) who have used sales force automation system between 2 to 3 years and 23 respondents (29%) who have used the sales force automation system for more than 3 years. there are 48 respondents (60%) who use the sales force automation system every day and 27 respondents (34%) who use the sales force automation system and 5 respondents (6%) who use the sales force automation system 3 times a week

3.1. Sales Force Automation

Sales Force Automation is the application of information technology to support sales people in sales and or administrative activities [3]. Sales Force Automation uses computer hardware, computer software and telecommunications technology to capture, access, analysing , share quality information in order to improve productivity and effectiveness of salespeople [4]

3.2. System Optimis Sales Force Automation

PT. XYZ, creates and develops itself using internal company personnel with a system called Optimis to support the activities of salespeople to record activities, maintain relationships with customers, measure the productivity and effectiveness of salespeople. Optimis system can be accessed through Intranet, Internet and Mobile Internet networks. Based on these functions Optimis is built on the same basic concept as Sales Force Automation, but only giving a different name. Therefore according to the opinion of [5] that the definition and naming of Sales Force Automation can be different between one company and another. Optimis is useful for salespeople to evaluate their activities and useful for managers to monitor and

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

evaluate the sales team's activities and sales performance. In the process of activity the sales team to handle a project on a customer is divided into 5 phases or stages according to the extent of the progress of the project. Broadly speaking, the project management is called "Lead Management". On Optimis In practice, the phases in lead management can be translated into activities carried out by the sales team as follows:

1. Lead
   The phase during the process for the sales team collects client data from various sources to be followed up.
2. Prospect
   Phase during the process to do the sales team documentation when visiting the client for the first time and make presentations / offer products and get the PIC contact name from the customer.
3. Qualified
   Phase when the sales team repeats the visit for the presentation, or when there is a negotiation process and the customer gives a positive response (interested in using PT. XYZ products).
4. Committed
   The phase during the sales team process gets a definite response from customers regarding the product or service offered by PT. XYZ whether the customer agrees to accept or reject it.
5. Transacted

Phase when purchasing order documents (PO), corporate master data (CMD), termsheets and bundling products to be sent to customers.

To be able to access Optimis, we must log into the application, which can be done through a web browser or mobile application. Here's the look of the system Optimis sales force automation:

Figure 2. The desktop version of the Optimis Sales Force Automation System

The features to display of the mobile version of the optimized sales force automation system could be shown in figure 3 below :

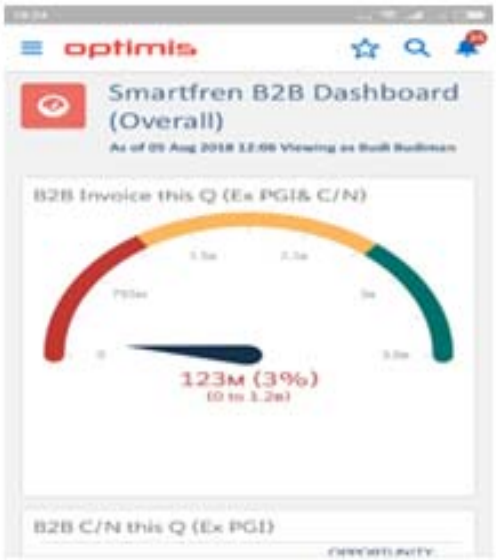

Figure 3. Display of the mobile version of the Optimized Sales force Automation System

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3.3. Model Measurement Test Results (Outer Model)

In testing the measurement model, the first test to be carried out is a model measurement test that aims to see the ability of existing indicators to represent variables in the research model. In testing the measurement model through PLS-SEM by looking at the outer model, it must be done by testing composite reliability, absolute standardized loading, convergent validity and discriminant validity. Table 3.1 shows the results of testing the measurement model of this study:

Table 3.1 Composite Reliability Test Results

Variable	*Average Variance Extracted* (AVE)
Information Quality	0.893
System Quality	0.937
Service Quality	0.901
System Usage	0.890
User Satisfaction	0.908
Net Benefits	0.929

In table 3.1 can be seen the value of the composite reliability of each variable shows a number above 0.70 which can be said that each of these indicators meet the composite reliability criteria that have been set. Furthermore, the researcher will explain the value of each indicator which must be more than 0.70. According to table 3.1. above, the results of AVE for information quality is 0,893 ; System quality is 0,937 ; Service Quality is 0,901 ; User satisfaction is 0,908 ; and net benefits is 0,929.
The next stage is to calculate the loading indicator that can be shown in table 3.2. below :

Table 3.2 Absolute Standardized Loading Indicator Results:

Indicator	Loading indicator
KI1 <- Information Quality	0.931
KI2 <- Information Quality	0.956
KI3 <- Information Quality	0.941
KI4 <- Information Quality	0.948
KI5 <- Information Quality	0.941
KI6 <- Information Quality	0.955
KS1 <- System Quality	0.977
KS2 <- System Quality	0.974
KS3 <- System Quality	0.967
KS4 <- System Quality	0.975
KS5 <- System Quality	0.975
KS6 <- System Quality	0.969
KS7 <- System Quality	0.940
KL1 <- Service Quality	0.947
KL2 <- Service Quality	0.942
KL3 <- Service Quality	0.961
KL4 <- Service Quality	0.960
KL5 <- Service Quality	0.931
KL6 <- Service Quality	0.952
PS1 <- System Usage	0.938
PS2 <- System Usage	0.957
PS3 <- System Usage	0.936
PS4 <- System Usage	0.942
KP1 <- User Satisfaction	0.955
KP2 <- User Satisfaction	0.954
KP3 <- User Satisfaction	0.949
KP4 <- User Satisfaction	0.954
MB1 <- Net Benefits	0.953
MB2 <- Net Benefits	0.974
MB3 <- Net Benefits	0.972
MB4 <- Net Benefits	0.947
MB5 <- Net Benefits	0.972

In testing the reliability of the indicator, the indicator loadings must be above 0.50. In table 3.2 it can be seen that the reliability of each indicator has met the conditions set. The loading indicator on the reliability test results of this indicator ranges from 0.931 to 0.977. After doing reliability on the measurement model, it is necessary to test the validity of convergent and discriminant in this study which will be explained in table 3.3.

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

Table 3.3 Test Results For Convergent Validity

Variable	*Average Variance Extracted* (AVE)
Information Quality	0.893
System Quality	0.937
Service Quality	0.901
System Usage	0.890
User Satisfaction	0.908
Net Benefits	0.929

According to table 3.3. above, it shows the test results for convergent validity. It explains the variables and average variance extracted (AVE). The variables are information quality, system quality, service quality, system usage, user satisfaction, and net benefits. In order to testing the validity of the convergent in the measurement model, the average variance extracted (AVE) value must be above 0.50. Can be seen from table 3.3 AVE values exceed 0.50. From the table above, it can be seen that the AVE of each variable qualifies. The next step is to test discriminant validity by using the factor loading which will be explained in table 3.4.

Table 3.4 Discriminant Validity Test Results

	Information Quality	System Quality	Service Quality	System Usage	User Satisfaction	Net Benefits
KI1	0.931					
KI2	0.956					
KI3	0.941					
KI4	0.948					
KI5	0.941					
KI6	0.955					
KS1		0.977				
KS2		0.974				
KS3		0.967				
KS4		0.975				
KS5		0.975				
KS6		0.969				
KS7		0.940				
KL1			0.947			
KL2			0.942			
KL3			0.961			
KL4			0.960			
KL5			0.931			
KL6			0.952			
PS1				0.938		
PS2				0.957		
PS3				0.936		
PS4				0.942		
KP1					0.955	
KP2					0.954	
KP3					0.949	
KP4					0.954	
MB1						
MB2						0.974
MB3						0.972
MB4						0.947

It can be seen that the correlation of each construct indicator with the same block is higher than the correlation between different indicators. These results explain that the latent construct predicts the indicator block itself is better than the indicator on the other block. So from that it can be said that the validity of the discriminant factor loading has been reached. The next step, shows the results of the Fornell-Lacker discriminant validity test in table 3.5 In carrying out discriminant validity in the measurement model, if each construct is greater than the correlation between constructs and other constructs, it can be said that it meets the requirements of Fornell-Lacker discriminant validity.

Table 3.5 Discriminant Validity Test Results (Fornell-Lacker

	Information Quality	System Quality	Service Quality	System Usage	User Satisfaction	Net Benefits
Information Quality	**0.945**					
System Quality	0.151	**0.968**				
Service Quality	0.918	0.143	**0.949**			
System Usage	0.893	0.166	0.896	**0.943**		
User Satisfaction	0.918	0.154	0.925	0.893	**0.953**	
Net Benefits	0.940	0.166	0.944	0.919	0.938	**0.964**

It can be seen that discriminant validity has been achieved, the overall test of construct validity in this study to test the measurement of the PLS-SEM model has been achieved because it fulfils the conditions that have been set.

3.4. Structural Model Test Results (Inner model)

Research hypothesis testing by using the inner weight table. The research hypothesis can be accepted if the value of t count (t-statistic) ≥ t table at the error rate (α) 5% is 1.96 or p value <0.05. The following is the path coefficient (original sample estimate) value and t-statistic value on the inner model. The following is a picture of the structural model.

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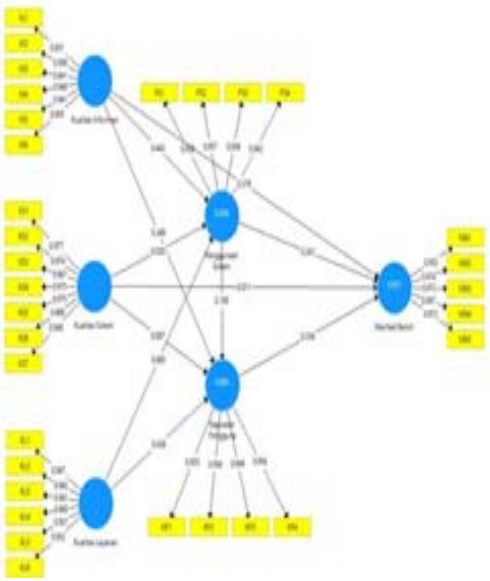

Figure 4. Structural Relationship Model

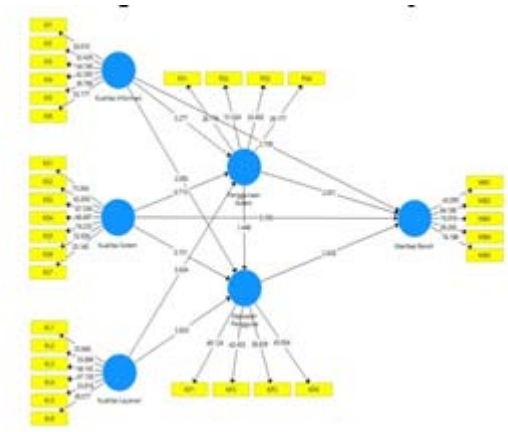

Figure 5. T-Value Structural Mode

In each endogenous latent variable there are numbers that indicate the value of R-Square. In table 4.12 describes the endogenous latent variables in this study along with the R-Square value of each of these endogenous latent variables.

Table 3.6 R-Square Score

Variable	*R-Square*
Information Quality	
System Quality	
Service Quality	
System Usage	0.836
User Satisfaction	0.893
Net Benefits	0.931

From table 3.6 the use of the system variable R-squared value is 0.836, which means that 83.6% of the variations can be explained by the variable Quality of Information, System Quality and Service Quality while the remaining 16.4% is explained by other variables outside the variable used in the study, the value of the R-squared of 0.836 is included in the strong category. Furthermore, the User Satisfaction variable R-squared value is 0.893, which means that 89.3% of the variations can be explained by Information Quality, System Quality and Service Quality variables while the remaining 10.7% is explained by other variables outside the variable used in the study, the R-squared value of 0.893 belongs to the strong category. In the Net Benefits variable the R-square value is 0.931, which means that 93.1% of the variations can be explained by the variables of Information Quality, System Quality, System Usage and User Satisfaction while the remaining 6.9% is explained by other variables outside the variables used in the study, the value of R-squared of 0.931 is included in the strong category.

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3.5 Structural Test Results Model

Table 3.7 Structural Test Value Model

Hipotesis	Variabel	*Nilai Koefisien Path*	t_{hitung}	*P-value*	Conclusion
H_1	Information Quality -> System Usage	0.443	3.277	0.001	Approve
H_2	System Quality -> System Usage	0.030	0.713	0.476	Reject
H_3	Service Quality -> System Usage	0.485	3.634	0.000	Approve
H_4	Quality of Information -> User Satisfaction	0.349	2.093	0.037	Approve
H_5	System Quality -> User Satisfaction	0.007	0.151	0.880	Reject
H_6	Quality of Service -> User Satisfaction	0.428	2.823	0.005	Approve
H_7	Information Quality -> Net Benefits	0.378	2.708	0.007	Approve
H_8	System Quality -> Net Benefits	0.011	0.358	0.720	Reject
H_9	System Usage -> User Satisfaction	0.195	1.448	0.148	Reject
H_{10}	System Usage -> Net Benefits	0.261	2.051	0.041	Approve
H_{11}	User Satisfaction -> Net Benefits	0.356	2.628	0.009	Approve

Based on table 3.7, it can be seen from eleven hypotheses proposed seven significant / accepted hypotheses and four hypotheses rejected. Indication of a hypothesis accepted or not can be seen from the critical value and p-value. Furthermore, where the boundary for tcount is ± 1.96 and the p-value limit is 5 0.05. The results of the hypotheses received are H1, H3, H4, H6, H7, H10 and H11.

The first hypothesis states that there is a positive effect of Information Quality on System Use with a path coefficient of 0.443. The first hypothesis has thitung of 3.277 and p-value of 0.001. Thus based on these limits it can be concluded that the first hypothesis is accepted.

The second hypothesis states that there is a positive effect of System Quality on System Use with a path coefficient of 0.030. The second hypothesis has thitung 0.713 and p-value 0.476 and it can be concluded that the second hypothesis is rejected, meaning the quality of the system does not affect the use of the system.

The third hypothesis states that there is a positive effect of Information Quality on System Use with a path coefficient of 0.485. The third hypothesis has thitung equal to 3,634 and p-value 0,000 and it can be concluded that the third hypothesis is accepted.
The fourth hypothesis states that there is a positive effect of Information Quality on User Satisfaction with a path coefficient of 0.349. The first hypothesis has thitung equal to 2.093 and p-value 0.037. Thus based on these limits it can be concluded that the fourth hypothesis is accepted.

The fifth hypothesis states that there is a positive effect of System Quality on User Satisfaction with its path coefficient of 0.007. The second hypothesis has thitung 0.151 and p-value 0.880 and it can be concluded that the fifth hypothesis is rejected, meaning the Quality of the System has no effect on User Satisfaction.
The sixth hypothesis states that there is a positive effect of Information Quality on User Satisfaction with its path coefficient of 0.428. The third hypothesis has thitung of 2.823 and p-value of 0.005 and it can be concluded that the sixth hypothesis is accepted.

The seventh hypothesis states that there is a positive effect of Information Quality on Net Benefits with a path coefficient of 0.378. The first hypothesis has tcount of 2.708 and p-value of 0.007. Thus based on these limits it can be concluded that the seventh hypothesis is accepted.

The eighth hypothesis states that there is a positive effect of System Quality on Net Benefits with a path coefficient of 0.011. The eighth hypothesis has thitung 0.358 and p-value 0.720 and it can be concluded that the eighth hypothesis is rejected, meaning the Quality of the System does not affect the Net Benefits.

The ninth hypothesis states that there is a positive effect of System Usage on User Satisfaction with its path coefficient of 0.195. The ninth hypothesis has a tcount of 1.448 and p-value of 0.148 and it can be concluded that the hypothesis ninth rejected means the use of the system has no effect on user satisfaction.

The tenth hypothesis states that there is a positive influence on the use of the system on net benefits with a path coefficient of 0.261. The first hypothesis has thitung of 2.051 and p-value of 0.041. Thus, based on

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these limits, it can be concluded that the tenth hypothesis is accepted.

The eleventh hypothesis states the positive influence of User Satisfaction on Net Benefits with a path coefficient of 0.356. The first hypothesis has tcount of 2.628 and p-value of 0.009. Thus, based on these limits it can be concluded that the eleventh hypothesis is accepted.

This research was conducted by adapting the DeLone and McLean IS Success Model in the implementation of the sales force automation system at PT Smartfren Telecom to see the relationship of influence between System Quality, Information Quality, Service Quality on System Use and User Satisfaction and see the relationship of influence between System usage and User Satisfaction of Benefits and see the relationship between System Quality and Information Quality of Benefits. Hypothesis testing results can provide significant and insignificant results. According to Santoso (2015), if the results of testing the hypothesis obtained significant results means that the hypothesis can be proven scientifically and convincingly so that it can be accepted, enforced or generalized at the population level. This research takes the risk of making a wrong decision to reject a true hypothesis of as much as 5% and correct in making a decision of at least 95% (confidence level).

H1: Information quality factor has a significant positive effect on system use. From the results of testing with SEM PLS that H1 is received, which means that System Quality has a positive and significant effect on System Use and this is due to data integrity on information generated by the sales force automation system. which is still quite in line with user expectations so that users tend to utilize data on the system as it should, which means the higher the Quality of Information means the higher the higher the Intention to Use of the sales force automation system.

H2: System Quality Factor has no effect on system use.
Based on the above hypothesis test results, t-value = 0.713> 1.96 and probability = 0.000 <0.05 so that H2 is rejected, which means that System Quality has no effect on System Use, which means the quality of the sales force automation system cannot affect on the use of sales force automation systems. Most respondents stated that the sales force automation system has not been measured from the suitability, availability, reliability, response time, and usefulness of the sales force automation system. Where, respondents consider the sales force automation system to not provide services that are in line with the needs of the company, especially in the sales process, high sales mobility and the ease of inputting data and information into the sales force automation system are still considered to need much improvement. Sales force automation systems often experience interference so that it is slow and cannot be used when needed, thereby reducing the user's intention to use the sales force automation system. This means, to increase the use of employee systems to the sales force automation system, the developer of the sales force automation system must improve the Quality of the sales force automation system. With a system that is stable and can be accessed by employees when needed and the ease of use of the system will increase

H3: Service Quality Factors have a significant positive effect on system use. Based on the above hypothesis test results, the resulting t-value = 3,634> 1.96 and probability value = 0,000 <0.05 so that H3 is accepted which means that Service Quality has a positive and significant effect on System Use.

H4: Information Quality Factor has a significant positive effect on User Satisfaction. Based on the above hypothesis test results, the resulting t-value = 2.093> 1.96 and probability value = 0.000 <0.05 H4 are accepted, which means that Information Quality has a positive and significant effect on the User Satisfaction of the sales force automation system.

H5: System Quality Factor does not influence User Satisfaction.
Based on the results of the above hypothesis test, the resulting t-value = 0.151> 1.96 and the probability value = 0.005 <0.05 so that H5 is rejected, which means that the System Quality does not influence the User Satisfaction.

H6: Service Quality Factors have a significant positive effect on User Satisfaction. Based on the above hypothesis test results, the resulting t-value = 2,823> 1.96 and the probability value = 0,000 <0.05 so that H6 is accepted, which means that Service Quality has a positive and significant effect on User Satisfaction.

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

H7: Service Quality Factors have a significant positive effect on Net Benefits. Based on the above hypothesis test results, the resulting t-value = 2.708 <1.96 and probability value = 0.179> 0.05 so that H7 is accepted which means that the Information Quality variable significantly influences the Net Benefit.

H8: System Quality Factors have no influence on Net Benefits. Based on the above hypothesis test results, the resulting t-value = 0.358 <1.96 and probability value = 0.179> 0.05 H8 are rejected, which means that the System Quality variable does not significantly influence the Net Benefit.

H9: System Usage Factors have a significant positive effect on User Satisfaction. Based on the above hypothesis test results, the resulting t-value = 0.148> 1.96 and the probability value = 0.000 <0.05 so that H9 is rejected, which means that means that the use of the system has a negative relationship to user satisfaction is not significant.

H10: The System Usage Factor has a significant positive effect on Net Benefits. Based on the results of the above hypothesis test, the resulting t-value = 2,051> 1.96 and the probability value = 0,000 <0.05 so that H10 is accepted, which means the system use factor has a positive relationship to net benefits where the positive relationship between these two variables has a very significant effect . Thus the net use factor of the sales force automation system at PT Smartfren Telecom, Tbk has a significant influence on the net benefits of the sales force automation system at PT Smartfren Telecom, Tbk.

H11: The User Satisfaction Factor has a significant positive effect on Net Benefits. Based on the above hypothesis test results, the resulting t-value = 2.628> 1.96 and the probability value = 0.000 <0.05 so that H11 is accepted, which means that user satisfaction has a positive relationship to net benefits where the positive relationship between these two variables has a very significant effect . Thus the user satisfaction factor on the sales force automation system at PT Smartfren Telecom, Tbk has a significant influence on the net benefits of the sales force automation system at PT Smartfren Telecom, Tbk

4. CONCLUSIONS AND RECOMMENDATION

Conclusions

Based on the results of the analysis of the research on statistical tests in the previous chapter, the conclusions are as follows:

- The system use factor at PT XYZ is positively influenced significantly by Information Quality and Service Quality, thus only this independent variable has a strong influence on system usage factors.

- The User Satisfaction factor at PT XYZ is positively influenced significantly by Information Quality and Service Quality, thus only the independent variables have a strong influence on the factor of user satisfaction.

- Net benefit factors in service quality are positively influenced significantly by information quality, system usage and user satisfaction where information quality factors have the most significant influence against net benefits compared to system usage and user satisfaction.

- Variables or dimensions of System Quality are variables that do not make a significant positive contribution to the variable system usage (System Use), user satisfaction (User Satisfaction) and net benefits (Net Benefit). And variables or dimensions of system usage (System Use) are variables that do not make a significant positive contribution to the variable user satisfaction (User Satisfaction).

- The results of the evaluation of the success or net benefit (Net Benefit) of the implementation of the sales force automation system at PT Smartfren Telecom, Tbk can be quite successful (at 1.99 of scale 5.00) with the highest mean value is service quality (3.22) while the lowest mean is quality system (0.40). The other variables such as the quality of information with a score of 2.69, the use of the system with a score of 1.75 and user satisfaction with a score of 2.628. Regarding all independent variables still below score 4, the dimensions of information quality, system quality, service quality, usage system and user

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

satisfaction still need to be improved again.

Suggestion and Recommendations

Suggestions and recommendations that can be given based on the results of this study to the development team that develops recommendations and recommendations that can be given based on the results of this study to the system developers who develop a sales force automation system, and for further research. For the development team, the sales force automation system is advised to pay attention to the quality aspects of the system and the use of a sales force automation system, which is an important factor that influences employee satisfaction as a user of a sales force automation system that will affect the Net Benefits received by employees. Aspects that need to be considered include:

- In the System Quality aspect, the sales force automation system development team must prioritize the adaptability system where the sales force automation system must be better able to provide sales process requirements for users and response time as the response time of the sales force automation system must also be increased. In addition, the development team of the sales force automation system must also improve other aspects such as availability as the availability of sales force automation, usability as usability and reliability as the reliability of the sales force automation system.

- In the aspect of System Use, the sales force automation system development team must further increase the use of the system (System Use) in sales force automation systems, especially the display of sales force automation systems and ease of access to reports generated by sales force automation systems and increasing user satisfaction sales force automation system through improving the quality of the system and improving support services for the sales force automation system so that the use of the system by users can be increased.

- In the aspect of Net Benefits, the development team of the sales force automation system can optimize the role of net benefits for the application of a sales force automation system through improved system quality and increased use of a sales force automation system.

- Thus, the system development team should develop a sales force automation system that can ensure that the development and management of an efficient sales force automation system will improve the quality of the system produced and use the system so as to maximize employee satisfaction as a system user. In addition, there must also be a policy that guarantees training for staff responsible for sales force automation systems to be able to own ability and reliability in providing effective assistance to users.

- For further research, it is recommended to get comprehensive results, the respondents used in the research should not only be on the software side of the sales force automation system but also include hardware that is used to access the sales force automation system. In addition, to get more varied research results, research can also be carried out using other models or theories as references, one of which is a model of success measurement proposed. Research can also be done in other companies that use applications that similar.

Suggestions and recommendations can be given based on the results of this study to the development team who developed suggestions and recommendations that can be given based on the results of this study to the system developers who developed the sales force automation system, and for further research. For the sales force automation system development team it is recommended to pay attention to aspects of the quality of the system and the use of the sales force automation system, which is an important factor affecting employee satisfaction as a user of a sales force automation system that will affect the Net Benefits received by employees

ACKNOWLEDGEMENT

The author would like to thank God Almighty for the wisdom given so this paper can be completed. The author also thanked the company PT. XYZ which gives us the opportunity to conduct research

ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

on the Optimis Sales Force System used in the company.

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