Effectiveness of Ease of Use of Google Forms in Improving the Efficiency of Ordering Data Management and User Satisfaction at the Faculty of Economics and Business, State University of Jakarta

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Abstract. This study aims to analyze the Effectiveness of Google Form in Improving the Efficiency of Danusan Order Data Management at State University of Jakarta. The research method used is quantitative with a survey approach, where data is collected through questionnaires distributed to students involved in purchasing transactions. The use of Google Form also increases transparency in the buying and selling of danusan goods, because all data is recorded automatically and can be accessed easily. This contributes to the reduction of potential losses due to recording errors, as well as improving the buyer's experiesnce in conducting transactions. Overall, this research shows that the implementation of Google Forms in the ordering system of danusan goods at State University of Jakarta not only improves time and transaction efficiency, but also provides an innovative solution that can be applied on other campuses to improve effectiveness and transparency in fundraising management.

Keyword: Google Forms, purchasing effectiveness, digital transaction, data logging

Introduction

The advancement of digital technology in the business world has revolutionized the way companies conduct operations, interact with customers, and compete on a global level. Digital transformation began with the use of computers and software to improve efficiency, which then evolved with the advent of the internet and e-commerce, enabling businesses to operate online. Over time, the use of big data and artificial intelligence (AI) has strengthened companies' ability to make data-driven decisions more quickly and accurately. Many business processes have also been automated to save time and operational costs. The development of digital technology does not stop there. Advances in the Internet of Things (IoT) and 5G networks have accelerated communication and strengthened connectivity between devices in the business ecosystem. This enables real-time data exchange and encourages a more responsive and flexible system. Moreover, new innovations such as the metaverse and generative AI are opening up new opportunities in business models, marketing, and user interaction, making the business landscape more dynamic and competitive.

Along with these global changes, digitalization has also begun to penetrate the education sector and student activities. In the academic environment of Universitas Negeri Jakarta, student entrepreneurial activities such as danusan (selling business funds) are still one of the main ways to raise funds to support organizational activities and campus events. In practice, many students sell goods, food, or drinks, either through direct booths or pre-ordering. Although this activity is quite promising, most of them still use manual transaction systems, such as recording orders on paper or simple note applications. The manual method poses a number of obstacles. First, unstructured order recording can lead to data input errors and missing important information. Second, coordination between team members becomes more difficult because data is not centralized. Third, the process of financial recapitulation and sales evaluation becomes time-consuming and error-prone. This condition certainly has an impact on the efficiency and effectiveness of overall danusan activities, and can hinder the optimization of income that should be obtained by students.

This condition shows that it is time for students, especially those involved in campus entrepreneurship activities, to start adopting more modern and integrated digital technology. Digital systems such as digital cashier applications, online ordering platforms, and cloud-based customer databases can be used to record, manage, and analyze transactions in real-time. Thus, they will not only improve operational efficiency, but also gain strategic insights for future sales planning. Ramzani and Daud (2023) in their research confirmed that digital transformation has a positive influence on overall organizational efficiency and performance. In addition, digital

strategies can also expand consumer reach. For example, many student organizations at the Jakarta State University get around the density during the campus bazaar by distributing Google Forms as a pre-order medium. This step is quite helpful in reducing queues and speeding up services during the event. However, the use of Google Form is just the first step towards full digitalization. More sophisticated system integration is still needed so that the data obtained is not only static, but can be processed for reporting needs, sales analysis, and making more effective promotional strategies.

Research by Pertiwi et al. (2022) reinforced the importance of digitalization in microenterprise activities. They found that the adoption of digital technology significantly supports the sustainability of MSMEs, including in aspects of operational efficiency and market expansion. Therefore, the application of technology in selling activities on campus will not only increase students' professionalism in entrepreneurship, but also equip them with digital skills that are highly relevant to today's world of work. With the right technological support, buying and selling activities on campus can become more efficient, structured, and have a long-term impact on the development of student potential.

Literuatur Review

Ease of Use of Google Forms

The ease of use of Google Form lies in its intuitive features, such as drag and drop options in creating questions, various types of answer formats (multiple choice, short form, checkbox, etc.), as well as automatic integration with Google Sheets that makes data analysis easier. In addition, Google Form can be accessed through various devices, both computers and smart phones, which allows users to fill out and create forms anytime and anywhere as long as they are connected to the internet. According to research conducted by Wahyuningsih and Ferita (2023), Google Form shows a high level of convenience in the implementation of student learning outcomes evaluation. This platform not only speeds up the data collection process, but also makes it easier for educators to recapitulate the results automatically. The results showed that this digital form was able to improve the overall quality of the evaluation process. Another study by Susanti and Waskito (2024) also confirmed that the ease of use of Google Forms has a positive impact on administrative processes in the educational environment, especially in the implementation of online exams. Students find it helpful because they do not need to use paper and can directly access the questions through the link provided. Teachers can also quickly assess and recap exam results automatically, without the need for time-consuming manual corrections. During the COVID-19 pandemic, ease of access is an important factor, and Google Form is a practical solution in collecting student assignments. Perangin Angin (2021) noted that the use of Google Forms greatly assisted students in collecting assignments online with flexibility of time and place. The results of his research show that students feel comfortable using this platform because the process of submitting assignments is not complicated and can be done with just a few clicks.

Effectiveness of Data Collection

The effectiveness of data collection can be defined as the level of success of a process in collecting the information needed optimally, both in terms of quality, quantity, and timeliness. In the context of organizations, research, and other operational activities, this effectiveness indicates the extent to which the methods and tools used are able to produce accurate, relevant, and complete data for specific purposes, such as performance evaluation, decision-making, or strategy development. An effective data collection process is not just about obtaining information from respondents or data sources, but also involves careful planning, selection of appropriate techniques and instruments, and an efficient data management system. In other words, effectiveness in data collection reflects the ability of a system or individual to organize, channel, and control all stages of data collection so that the results obtained truly represent real conditions and can be accounted for scientifically and practically. Similar findings were put forward by Wulandari and Sujana (2019) in the E-Journal of Accounting at Udayana University, which stated that the effectiveness of the use of accounting information systems, coupled with the level of trust and quality of information produced, had a positive effect on improving employee performance. This study confirms that quality and effectiveness in the data collection process not only contribute to the availability of valid and reliable information, but also have a direct impact on the performance of individuals in the organization. Therefore, a well-designed and appropriately utilized information system can be an important foundation for strategic and data-driven decision-making.

Data Processing Efficiency

Data processing efficiency is a concept that describes the level of optimization in managing and utilizing data to support various operational processes in an organization. This efficiency reflects the extent to which the data processing system can simplify the process of input, processing, and distribution of information by using the minimum resources possible while still producing maximum and relevant output. This means that the faster and more accurate a system is in handling data, the higher its efficiency level. In today's digital era, the need for an

efficient data processing system is becoming increasingly important, especially to support responsive and evidence-based decision making. According to research conducted by Noviyana and Nasution (2024), the utilization of information technology in student data management can speed up the administrative process and improve the quality of information processing required by management. The results of the study show that an integrated digital system can cut the time and effort usually required in manual data processing, making the work process more efficient and directed.

Google User Satisfaction From

User satisfaction with the use of Google Form can be defined as the extent to which users are satisfied with their experience in utilizing the platform to collect data, conduct surveys, or conduct evaluations digitally. This satisfaction is influenced by various aspects, such as ease of use, speed of access, system reliability, and the quality of information produced. These factors create a positive user experience if the system is able to support user needs effectively and efficiently. Based on research by Mubarok et al. (2020), user satisfaction with Google Form can be analyzed through the DeLone & McLean model approach, which includes system quality, information quality, service quality, usage intensity, and perceived benefits. Another study by Sianipar (2019) also confirms that Google Form supports time efficiency, ease of access, and reduced paper usage, especially in a higher education environment. These findings indicate that the features and practical benefits of Google Form contribute to increasing user satisfaction in various contexts of use.

Research Hypotesis

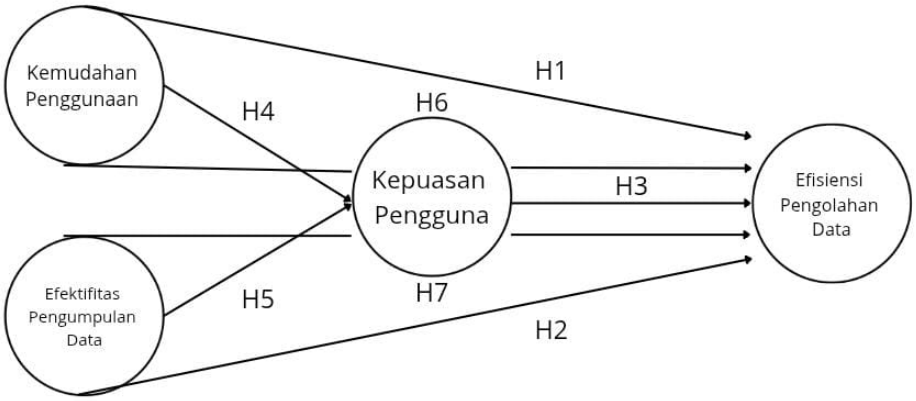


Figure 1. Research Hypothesis

This study proposes seven hypotheses to examine the relationship between ease of use of Google Form, effectiveness of data collection, efficiency of data order management, and user satisfaction in the context of data management andusan by students of the Faculty of Economics and Business, State University of Jakarta. The first hypothesis (H1) states that the ease of use of Google Form (X1) affects the efficiency of data order management (Y). The second hypothesis (H2) examines the effect of data collection effectiveness (X2) on the efficiency of data order management (Y). Furthermore, the third hypothesis (H3) states that user satisfaction (Z) is influenced by the efficiency of data order management (Y). The fourth hypothesis (H4) tests the effect of ease of use of Google Form (X1) on user satisfaction (Z), while the fifth hypothesis (H5) highlights the effect of data collection effectiveness (X2) on user satisfaction (Z). In addition to the direct relationship, this study also examines the indirect effect through the mediating variable of data order management efficiency (Y). The sixth hypothesis (H6) states that the ease of use of Google Form (X1) affects user satisfaction (Z) through the mediation of data order management efficiency (Y), and the seventh hypothesis (H7) examines the effect of data collection effectiveness (X2) on user satisfaction (Z) through the same mediation. These hypotheses were developed to gain a comprehensive understanding of the role of technological convenience and system effectiveness in improving efficiency and satisfaction in the management of order data.

Methods

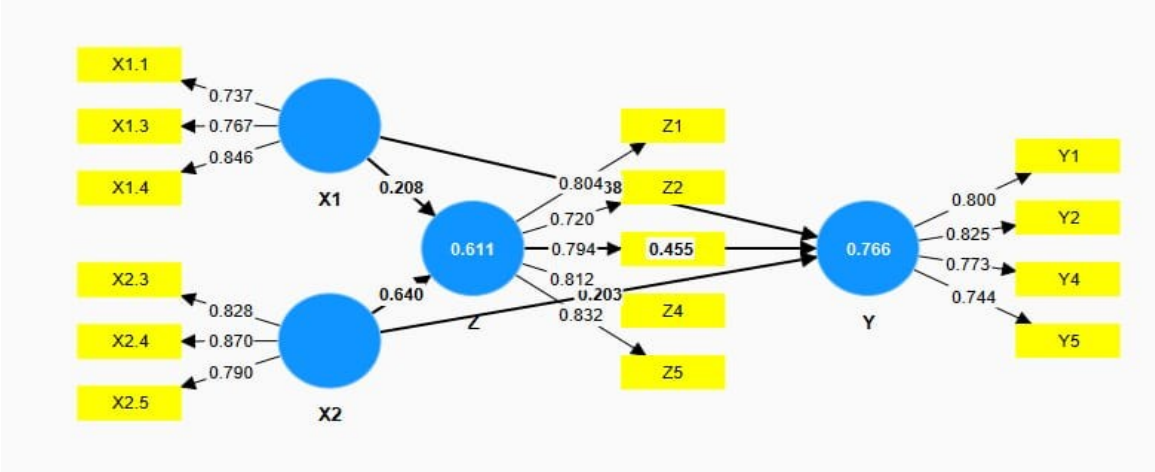
Data collection in this study used a quantitative survey method with a closed questionnaire instrument as the main tool for obtaining data from respondents. The questionnaire was prepared based on theoretical indicators that have been tested for validity and reliability in previous studies. Content validity is

carried out through expert judgment to ensure that the question items represent the constructs being measured (Wahyuni, 2020). Meanwhile, the reliability test was conducted using Cronbach's Alpha analysis, with an α value > 0.70 as an indicator that the instrument has good internal consistency (Putri & Setiawan, 2019). The questionnaire was distributed online through the Google Form platform due to its ease of distribution, speed, and efficiency of data collection without geographical restrictions. Google Form also supports various types of questions and has an automatic recapitulation feature. To support the effectiveness of data collection, the questionnaire was distributed through the WhatsApp application, the most commonly used communication medium by students of the Faculty of Economics and Business, Universitas Negeri Jakarta. WhatsApp is considered effective in reaching respondents directly and personally (Ramdani & Nugroho, 2021).

The questionnaire instrument was designed to measure four main variables, namely: (1) Ease of Use of Google Form (X1), (2) Effectiveness of Data Collection (X2), (3) Efficiency of Data Management (X3), and (4) User Satisfaction (Y). Each variable is measured using theory-based indicators that have been tested through confirmatory factor analysis (CFA). The measurement scale uses a 5-point Likert from "Strongly Disagree" (1) to "Strongly Agree" (5), which is considered effective in measuring respondents' perceptions and attitudes (Fitriani & Hidayat, 2020). In addition, the initial part of the questionnaire also contains demographic data such as semester and study program to identify the characteristics of respondents and support analysis based on specific groups. According to Susanti (2022), demographic data is important in surveys to understand the social context of the data obtained. The data collection process was carried out for two weeks in April-May 2025 through scheduled distribution to maximize respondent participation.

Result and Discussion

Constellation Figure 1 (Score Loading Factors)



Based on the results of model analysis using SmartPLS, the loading factor value of each indicator shows that all indicators used in this study have met the criteria for convergent validity, which has a value above 0.70. For construct X1 (Ease of Use of Google Form), indicators X1.1, X1.3, and X1.4 each have a loading factor value of 0.737; 0.767; and 0.846. This shows that the three indicators consistently and strongly represent respondents' perceptions of the ease of use of Google Form, with indicator X1.4 as the most dominant indicator.

Furthermore, in the X2 (Data Collection Effectiveness) construct, the three indicators, namely X2.3 (0.828), X2.4 (0.832), and X2.5 (0.790) also have high loading factor values. This indicates that the three indicators can be trusted in measuring the effectiveness of data collection, where X2.4 is the indicator with the highest influence in shaping the construct. Meanwhile, in construct Z (User Satisfaction), the remaining four indicators, namely Z1, Z2, Z4, and Z5 show loading factor values of 0.804; 0.720; 0.812; and 0.832, respectively. This indicates that all indicators are valid in measuring the level of user satisfaction, with Z5 being the strongest indicator. It should be noted that indicator Z3 may have been eliminated from the model due to low validity values or not meeting reliability requirements.

In construct Y (Efficiency of Data Order Management), indicators Y1, Y2, Y4, and Y5 have a loading factor of 0.800; 0.825; 0.773; and 0.744. These values indicate that all indicators are valid and contribute to explaining the efficiency of data ordering management, with Y2 being the most dominant indicator. Overall, these results indicate that all constructs in the model have been measured with valid and reliable indicators, so they can be used to analyze the relationship between variables in the study.

Table 1: Outer Loadings

Konstruk	Indikator	Loading	Evaluasi
X1	X1.1	0,737	Valid (≥ 0.70)
X1	X1.3	0,767	Valid
X1	X1.4	0,846	Valid
X2	X2.3	0,828	Valid
X2	X2.4	0,87	Valid
X2	X2.5	0,79	Valid
Y	Y1	0,801	Valid
Y	Y2	0,825	Valid
Y	Y4	0,774	Valid
Y	Y5	0,743	Valid
Z	Z1	0,803	Valid
Z	Z2	0,719	Valid (batas bawah)
Z	Z3	0,793	Valid
Z	Z4	0,812	Valid
Z	Z5	0,834	Valid

Based on the validity test results, all indicators on the Google Form Ease of Use (X1), Data Collection Effectiveness (X2), Data Order Management Efficiency (Y), and User Satisfaction (Z) variables show a loading factor value ≥ 0.70. Indicator X1.4 has the highest value of 0.846, while indicator Z2 has the lowest value of 0.719, but still meets the required minimum limit. Thus, all indicators in this study are declared constructively valid and able to represent the measured variables. This research instrument is suitable for further quantitative analysis.

Tabel 2: Cronbach's Alpha & Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1.	0,862	0,71	0,827	0,616
X2.	0,774	0,778	0,869	0,689
Y.	0,794	0,797	0,866	0,618
Z.	0,852	0,857	0,894	0,629

Based on the results of the reliability test, all constructs in this study, namely X1 (Ease of Use of Google Form), X2 (Effectiveness of Data Collection), Y (Efficiency of Data Order Management), and Z (User Satisfaction) show a good level of reliability. This is indicated by the Cronbach's Alpha value which ranges from 0.774 to 0.862, which is above the minimum threshold of 0.70. In addition, the Composite Reliability values (rho_A and rho_C) also exceed 0.70, and the AVE (Average Variance Extracted) values are all above 0.50. Thus, the instruments used have met the criteria for reliability and convergent validity statistically.

Tabel 3: Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1. -> Y.	0,432	0,434	0,105	4,102	0,000
X1. -> Z.	-0,037	-0,032	0,081	0,457	0,648
X2. -> Y.	0,495	0,499	0,114	4,342	0,000
X2. -> Z.	0,361	0,359	0,098	3,683	0,000
Y. -> Z.	0,565	0,565	0,108	5,242	0,000

Based on the results of testing the direct effect hypothesis using SmartPLS, it was found that four relationship paths showed a significant effect, namely: X1 (Ease of Use of Google Form) to Y (Efficiency of Data Order Management) with a value of T = 4.102 and p = 0.000; X2 (Effectiveness of Data Collection) to Y (T = 4.342,

p = 0.000); X2 to Z (User Satisfaction) (T = 3.683, p = 0.000); and Y to Z (T = 5.242, p = 0.000). Meanwhile, the relationship between X1 and Z is not significant (T = 0.457, p = 0.648). This shows that the ease of use of Google Form does not directly affect user satisfaction, but can have an indirect effect through the efficiency of managing data ordering.

Tabel 4 : Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1. -> Y. -> Z.	0,244	0,243	0,07	3,475	0,001
X2. -> Y. -> Z.	0,279	0,283	0,089	3,136	0,002

Based on the results of the indirect effect hypothesis test displayed in the table, it is known that the indirect effect path from X1 (Ease of Use of Google Form) to Z (User Satisfaction) through Y (Efficiency of Data Order Management) shows an original sample value of 0.244, a t-statistic of 3.475, and a p-value of 0.001. While the indirect effect path from X2 (Data Collection Effectiveness) to Z through Y shows an original sample value of 0.279, a t-statistic of 3.136, and a p-value of 0.002. The p-value in both paths is below the significance limit of 0.05, which is 0.001 and 0.002 respectively. This shows that statistically, the indirect effect of X1 and X2 on Z through Y is significant at the 95% confidence level. Thus, the efficiency of data order management acts as a significant mediating variable in bridging the effect of ease of use of Google Form and effectiveness of data collection on user satisfaction. This indicates that improvements in X1 and X2 can indirectly increase user satisfaction through increased efficiency in data order management.

Tabel 5: Hypothesis Result

Hypothesis Code	Hypothesis Code	Coefficient	T-Statistic	P-Value	Conclusion
H1	There is a positive and significant influence between Ease of Use of Google Form on Data Order Management Efficiency.	0.432	4.102	0.000	Supported
H2	There is a positive and significant influence between Data Collection Effectiveness on Data Order Management Efficiency.	0.495	4.342	0.000	Supported
H3	There is a positive and significant influence between Ease of Use of Google Form on User Satisfaction	-0.037	0.457	0.648	Not Supported
H4	There is a positive and significant influence between Data Collection Effectiveness on User Satisfaction	0. 361	3.683	0.000	Supported
H5	There is a positive and significant influence between Data Order Management Efficiency on User Satisfaction	0.565	5.242	0.000	Supported
H6	Ease of Use of Google Form has an indirect effect on User Satisfaction through Data Order Management Efficiency	0.244	3.475	0.001	Supported
H7	Data Collection Effectiveness has an indirect effect on User Satisfaction through Data Order Management Efficiency	0.279	3.136	0.002	Supported

Based on the results of hypothesis testing in this study, it can be concluded that most of the relationships between variables show a statistically significant effect. Hypotheses H1 and H2 are supported, which means that the ease of use of Google Form (X1) and the effectiveness of data collection (X2) have a positive and significant effect on the efficiency of managing data orders (Y). This shows that the easier Google Form is to use and the more effective it is in collecting data, the efficiency in managing data orders will also increase. Furthermore, hypotheses H4 and H5 are also supported, which show that the effectiveness of data collection (X2) and the efficiency of data order management (Y) have a positive and significant influence on user satisfaction (Z). This means that the use of an efficient and effective system in managing data is very important in increasing the level of user satisfaction.

However, hypothesis H3 is not supported, because the coefficient value is negative and the p-value is far above 0.05, which means that the ease of use of Google Form does not directly have a significant effect on user

satisfaction. However, the results of hypothesis H6 show a significant indirect effect of X1 on Z through Y, which means that ease of use of Google Form still contributes to user satisfaction through the mediation of management efficiency. The same applies to hypothesis H7, where the effectiveness of data collection indirectly affects user satisfaction through data management efficiency, and the results are also significant. Overall, these findings suggest that efficiency in data management plays an important role as a mediating variable linking the ease and effectiveness of digital technology (in this case Google Form) with the level of end-user satisfaction. This confirms the importance of optimizing digital systems not only in terms of user interface, but also in terms of internal process efficiency.

Conclusion

The development of digital technology has brought significant changes to the way businesses and organizations operate, including in the process of administration and data management. One innovation that has made a real impact is the utilization of Google Forms as a digital tool for data collection and internal transactions. This digitization not only offers convenience and speed, but also supports efficiency, accuracy, and time savings in information management and ordering. Digital transformation through the use of Google Forms is proven to make a positive contribution to the process of data collection and order management in danusan activities. Based on the results of the PLS-SEM analysis, it was found that the use of Google Forms (X1) has a positive and significant effect on the effectiveness of data collection (Z) with a coefficient of 0.562, t-statistic of 9.073, and p-value of 0.000. Furthermore, the effectiveness of data collection (Z) also has a significant effect on the efficiency of order management (Y1), with a coefficient of 0.361, t-statistic of 3.449, and p-value of 0.001. In addition, the use of Google Forms (X1) also directly affects the efficiency of order management (Y1) with a coefficient of 0.275, t-statistic of 2.615, and p-value of 0.009. The indirect path from X1 to Y1 through Z is also significant, indicating that data collection effectiveness acts as a partial mediator of the relationship. Thus, it can be concluded that digitization through the Google Forms platform not only makes it easier for users to fill in and manage data, but also significantly improves the efficiency of the service system, making it worthy of wider adoption in administrative and operational activities at both the business and organizational levels.

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