Satisfaction Level of using Web-Based Media in Optimizing Guidance and Counseling Services for Students of Class XI IPA 1 SMA YWKA Palembang

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Abstract: This study was conducted to determine the level of satisfaction of using web-based media in optimizing guidance and counseling services. In this study using a quantitative approach with a descriptive method. The population in this study were students of class XI IPA 1 which amounted to 32 students and the sample of this study amounted to 32 students using totally sampling. The data collection technique uses a satisfaction with the use of web-based media. The results showed that the satisfaction level of using web-based media in optimizing guidance and counseling services was 19% in the low category, 69% in the medium category, and 13% in the high category. So it can be concluded that the level satisfaction of using web-based media in optimizing guidance and counseling services is in the medium category.

Keywords: satisfaction level, web-based media, guidance and counseling

INTRODUCTION

The presence of the industrial revolution 4.0 has changed people's lifestyles to be more modern based on technology. The existence of technology has provided many conveniences and new ways of carrying out daily activities (Ngafifi, 2014). These technology advances have had a positive impact in several sectors, one of which is the field of education which functions as a means of supporting and supporting the learning process. The rapid development of technology makes it very easy to find and explore data and information effectively and practically.

With the presence of technology, it opens new opportunities for the counseling profession (Zeng, 2010) because conditions like this become a challenge for guidance and counseling teachers/counselors to participate and acquire different skills. However, the fact in the field is that there are many guidance and counseling teachers who cannot take advantage of technological developments in the application of guidance and counseling services due to the lack of facilities provided by schools and the lack of skills of guidance and counseling teachers in utilizing existing technology.

Information and communication technology does bring many benefits, but technology can also cause adolescents to isolate themselves, causing social problems for children and adolescents and even counselors find problems that occur in children and adolescents originating from technology.

Guidance and counseling services media is a means used to convey messages that stimulate the counselee's feelings, thoughts, concerns and willingness to understand, direct and make decisions in solving problems that occur. The use of creative media can attract the attention of counselee's to follow and practiciate actively in guidance and counseling services and can develop skills that are in accordance with the objectives of guidance and counseling (Nursalim, 2013).

There are so many types of media that can be used in guidance and counseling services, one of which is web-based media, which is media managed by someone that contains notes of personal experience, opinions in the form of writing or images that can be accessed by all media users via the internet. So that web-based media can be a means of implementing guidance and counseling services anytime, anywhere and can be accessed by all groups.

Satisfaction is an important thing to know because this satisfaction shows quality and is a measure of the success of the web-based media that has been developed. In addition, if the user is not satisfied it becomes a reference to improve and complete the shortcomings of the web-based media that has been made to be neater and more attractive to use.

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This study aims to determine the level of satisfaction with web-based media that has been developed previously and the web-based media was tested on students of class XI IPA 1 SMA YWKA Palembang after web-based media was tested on students, it is necessary to determine the level of satisfaction in using similar web-based media. With previous research conducted by Listiya Dewi Yuniar (2021) stated that the satisfaction level of using the Hallo BK Application in optimizing guidance and counseling services was 97,2% of class XII students satisfied with the provided, 95,7% of class XI students were satisfied in the services provided through the Hallo BK Application and the satisfaction level of class X is 98,4%. Therefore it is very important to conduct this research to determine the level of satisfaction with the use of web-based media in optimizing guidance and counseling services in class XI IPA 1 SMA YWKA Palembang

METHOD

This research uses a quantitative approach with descriptive methods. This research was conducted at SMA YWKA Palembang with a research population of class XI IPA 1 students totaling 32 students and a sample of 32 students using totally sampling. The purpose of this study was to determine the level of satisfaction with the use of web based media in optimizing guidance and counseling services.

The data collection technique in this study used a satisfaction questionnaire based on aspects of satisfaction with the use of web-based media namely aspects of appearance, content, features, materials, human resources, benefits and information and the data analysis technique used was descriptive statistics with the aim of describing the data that had been collected in accordance with the actual situation without intending to make conclusions that apply in general. In this study, the research tested the validity using Microsoft office excel with the product moment correlation formula with a significance level of 5%. This validity test was carried out to 29 students by distributing a satisfaction questionnaire using web-based media which contained 44 statement items so that an r table value 0,381 was obtained and from the validity results there were 32 valid statement items and 12 invalid statement items, while the reliability test was carried out for find out whether the statement item is reliable or not and a reliability test value of 0,905 is obtained so that statement item is declared reliable.

The process of data analysis using the percentage formula is as follows:

$$P = \frac{f}{N} \times 100\%$$

Description : P = Percentage
F = Frequency
N = Number of respondents

In this study, researchers used a three-categorization formula to measure the level of satisfaction with using web-based media proposed by (Azwar, 2017) as follows:

Table 1. Satisfaction Level Categorization Criteria

Category	Interval
High	M +1SD ≤=X
Medium	M – 1SD ≤ =X
Low	X < M – 1SD

Descripton: X = Score of respondents
M = Mean
SD = Standar deviation

RESULT AND DISCUSSION

Satisfaction with using web-based media is the feeling experienced by users when they finish using web-based media with feelings of satisfaction or dissatisfaction. Satisfaction is an important thing to know because this satisfaction shows quality and is a measure of the success of the web-based media that hass been developed. In addition, if the user is not

satisfied it becomes a reference to improve and complete the shortcomings of the web-based media that has been made to be neater and more attractive to use.

Therefore researchers feel the need to measure the level of satisfaction using web-based media in optiziming guidance and counseling services to determine the level of satisfaction after using web-based media in obtaining guidance and counseling services.

Based on the data that has been processed and processed, the results obtained from the satisfaction level of using web-based media in optimizing guidance and counseling services for class XI IPA 1 SMA YWKA Palembang can be seen in the table bellow:

Table 2. Categorization of Satisfaction Levels

Categorization	Score	Frequency	%
High	X ≥= 140	4	13
Medium	112 ≤= X ≤ 140	22	69
Low	X ≤ 112	6	19

From the table above it can be seen that the satisfaction level of using web-based media in optimizing guidance and counseling services can be categorized by determining the criteria namely the low category with a score range of X ≤ 112, the medium category with a score range of 112 ≤= X ≤ 140, and the high category with a score range of X ≥= 140. From the research results obtained the satisfaction level of using web-based media in optimizing guidance and counseling services for 32 students can be categorized namely 19% is in the low category with a total of 6 students, 69% is in the medium category with a total of 22 students, and 13% are in the high category with a total of 6 students.

Based on the data that has been obtained the research describes the overall level of intensity of aspects of satisfied use of web-based media in optimizing guidance and counseling services, there are 7 aspects used in measuring the level of satisfaction with the use of web-based media namely aspects of appearance, content, features, materials, human resources, benefits, and information. The following is a categorization of satisfaction with using web-based media on aspects that have been compiled by researchers namely as follows:

1. Aspect of Appearance

Table 3. Categorization of Level Satisfaction of the Appearance Aspect

Categorization	Score	Frequency	%
High	X ≥= 18	9	28
Medium	14 ≤= X ≤ 18	21	66
Low	X ≤ 14	2	6

From the table above it can be seen that the level of satisfaction in using web-based media in the appearance aspect can be categorized by determining the criteria namely the low category with a score range of X ≤ 14, the medium category with a score range of 14 ≤= X ≤ 18, and the high category with a score range of X ≥= 18. In the aspect of appearance, the researcher measured the satisfaction of using web-based media and obtained satisfaction results of 6% being in the low category with a total of 2 students, 66% being in the medium category with a total of 21 students, and 28% being in the high category with a total of 9 students. So that the level of satisfaction based on the appearance aspect is in the medium category.

2. Aspect of Content

Table 4. Categorization of Level Satisfaction of the Content Aspect

Categorization	Score	Frequency	%
High	X ≥= 30	6	19

Categorization	Score	Frequency	%
Medium	23 ≤= X ≤ 30	22	69
Low	X ≤ 23	4	13

From the table above it can be seen that the level of satisfaction in using web-based media in the content aspect can be categorized by determining the criteria namely the low category with a score range of X ≤ 23, the medium category with a score range of 23 ≤= X ≤ 30, and the high category with a score range of X ≥= 30. In the content aspect, the researcher measured the satisfaction with the use of web-based media in order to obtain the level of satisfaction with the use of web-based media in the content category namely 13% were in the low category with 4 students, 69% were in the medium category with 22 students, and 19% is in the high category with a total of 6 students. So that the satisfaction level based on the content aspect is in the medium category.

3. Aspect of Feature

Table 5. Categorization of Level Satisfaction of the Feature Aspect

Categorization	Score	Frequency	%
High	X ≥= 13	9	28
Medium	10 ≤= X ≤ 13	20	63
Low	X ≤ 10	3	9

From the table above it can be seen that the level of satisfaction in using web-based media in the feature aspect can be categorized by determining the criteria namely the low category with a score range of X ≤10, the medium category with a score range of 10 ≤= X ≤ 13, and the high category with a score range of X ≥= 13. In the feature aspect, the researcher measured the satisfaction of using web-based media and obtained satisfaction results namely 9% were in the low category with a total of 3 students, 63% were in the medium category with a total of 20 students, and 28% were in the high category with a total of 9 students. It can be concluded that the level of satisfaction based on the feature aspect is in the medium category.

4. Aspect of Material

Table 6. Categorization of Level Satisfaction of the Material Aspect

Categorization	Score	Frequency	%
High	X ≥= 23	4	13
Medium	18 ≤= X ≤ 23	25	78
Low	X ≤ 18	3	9

From the table above it can be seen that the level of satisfaction in using web-based media in the material aspect can be categorized by determining the criteria namely the low category with a score range of X ≤18, the medium category with a score range of 18 ≤= X ≤ 23, and the high category with a score range of X ≥= 23. In the material aspect, the researcher measured the satisfaction of using web-based media and showed that 9% were in the low category with a total of 3 students, 78% were in the medium category with a total of 25 students, and 13% were in the high category with a total of 4 students. It can be concluded that the level satisfaction based on material aspect is in the medium category.

5. Aspect of Human Resources

Table 7. Categorization of Level Satisfaction of the Human Resources Aspect

Categorization	Score	Frequency	%
High	X ≥= 4	12	38
Medium	2 ≤= X ≤ 4	19	59
Low	X ≤ 2	1	3

From the table above it can be seen that the level of satisfaction in using web-based media in the human resources aspect can be categorized by determining the criteria namely the low category with a score range of $X \leq 2$, the medium category with a score range of $2 \leq X \leq 4$, and the high category with a score range of $X \geq 4$. In the human resources aspect, researcher measured satisfaction with using web-based media and obtained satisfaction results of 3% in the low category with 1 student, 59% in the medium category with 19 students, and 38% in the high category with 12 students and it can be concluded that the level of satisfaction based on human resources aspect is in the medium category.

6. Aspect of Benefits

Table 8. Categorization of Level Satisfaction of the Benefits Aspect

Categorization	Score	Frequency	%
High	$X \geq 35$	8	25
Medium	$28 \leq X \leq 35$	19	59
Low	$X \leq 28$	5	16

From the table above it can be seen that the level of satisfaction in using web-based media in the benefits aspect can be categorized by determining the criteria namely the low category with a score range of $X \leq 28$, the medium category with a score range of $28 \leq X \leq 35$, and the high category with a score range of $X \geq 35$. In the aspect of benefits, the researcher measured the satisfaction of using web-based media and the results obtained were 16% in the low category with a total of 5 students, 59% in the medium category with a total of 19 students and 25% in the high category with a total of 8 students and it can be concluded that the satisfaction level based on the benefit aspect is in the medium category.

7. Aspect of Information

Table 9. Categorization of Level Satisfaction of the Information Aspect

Kategorisasi	Skor	Frekuensi	%
Tinggi	$X \geq 35$	9	28
Sedang	$28 \leq X \leq 35$	19	59
Rendah	$X \leq 28$	4	13

From the table above it can be seen that the level of satisfaction in using web-based media in the information aspect can be categorized by determining the criteria namely the low category with a score range of $X \leq 28$, the medium category with a score range of $28 \leq X \leq 35$, and the high category with a score range of $X \geq 35$. In the information aspect, researcher measured satisfaction with using web-based media and obtained satisfaction results namely 13% were in the low category with a total of 4 students, 59% were in the medium category with a total of 19 students, and 28% were in the high category with a total of 9 students and it can be concluded that the level of satisfaction based on the information aspect is in the medium category.

This shows that the satisfaction level of using web-based media in optimizing guidance and counseling services is in the medium category and in this study there are several limitations namely the research was only conducted on class XI IPA 1 students. It is hoped that further research will be able to measure the level of satisfaction for all students and can develop indicators that will be used to measure the level of satisfaction with the use of web-based media.

CONCLUSION

Based on the results of the study, it can be concluded that level of satisfaction of using web-based media in optimizing guidance and counseling services in class XI IPA 1 SMA YWKA Palembang is in the medium category with a percentage 69%. From the entire sample consisting of 32 students, the results of the category were 19% in the low category, 69% in the medium category and 13% in the high category.

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