



EVALUATION OF USER SATISFACTION WITH THE HIVISITSCREEN WEBSITE AS AN EDUCATIONAL MEDIUM TO IMPROVE HIV LITERACY AND REDUCE STUDENT STIGMA TOWARD PEOPLE LIVING WITH HIV (PLHIV)

EVALUASI KEPUASAN PENGGUNAAN WEBSITE HIVISITSCREEN SEBAGAI MEDIA EDUKASI HIV DALAM MENINGKATKAN LITERASI DAN MENURUNKAN STIGMA MAHASISWA TERHADAP ODHIV

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Abstract

HIV (Human Immunodeficiency Virus) and AIDS (Acquired Immunodeficiency Syndrome) remain a global public health crisis, with the increasing number of cases in Indonesia, including Gorontalo, indicating a lack of public knowledge and high social stigma as major obstacles. Advances in information technology offer significant opportunities for health promotion. HiVisitScreen is a modern, website-based digital platform developed as an educational medium to provide up-to-date information on HIV/AIDS, facilitate safe and confidential health access, and reduce the spread of HIV. This descriptive quantitative study, using a cross-sectional design, aimed to describe user satisfaction with the HiVisitScreen website among 150 active students at Gorontalo State University (UNG). User satisfaction was measured using the 13-item End User Computing Satisfaction (EUCS) questionnaire. The results show that overall, users were satisfied with the HiVisitScreen website, with a total mean score of 3.45 (Satisfied category). Among the five EUCS dimensions, Ease of Use had the highest mean score of 3.51 (Highly Satisfied category), emphasizing the application's user-friendliness and accessibility. Meanwhile, the Content dimension received the lowest mean score of 3.40 (Satisfied category), indicating that while the information is relevant and clear, improvements are needed in the completeness and suitability of the content to specific user needs, supporting the plan to add prevention features for serodiscordant couples. The HiVisitScreen website has successfully met user expectations and has the potential to function as an effective website-based intervention in HIV case management within the campus environment.

Keywords: HiVisitScreen, User Satisfaction, HIV Literacy, Stigma, End User Computing Satisfaction (EUCS)



Abstrak

HIV (Human Immunodeficiency Virus) dan AIDS (Acquired Immunodeficiency Syndrome) masih menjadi krisis kesehatan global, dengan peningkatan kasus di Indonesia, termasuk Gorontalo, yang mengindikasikan kurangnya pengetahuan masyarakat dan tingginya stigma sosial sebagai penghalang utama. Kemajuan teknologi informasi membuka peluang signifikan dalam upaya promosi kesehatan. HiVisitScreen adalah platform digital modern berbasis website yang dikembangkan sebagai media edukasi untuk menyediakan informasi terkini mengenai HIV/AIDS, memfasilitasi akses kesehatan yang aman dan rahasia, serta menekan penyebaran HIV. Penelitian deskriptif kuantitatif dengan desain *cross-sectional* ini bertujuan untuk mendeskripsikan kepuasan pengguna terhadap website HiVisitScreen pada 150 mahasiswa aktif Universitas Negeri Gorontalo (UNG). Kepuasan pengguna diukur menggunakan kuesioner End User Computing Satisfaction (EUCS) dengan 13 pertanyaan. Hasil penelitian menunjukkan bahwa secara keseluruhan, pengguna merasa puas terhadap penggunaan website HiVisitScreen, dengan total rerata skor 3,45 (kategori Puas). Di antara lima dimensi EUCS, dimensi Kemudahan Penggunaan (*Ease of Use*) memperoleh skor rerata tertinggi 3,51 (kategori Sangat Puas), menekankan kemudahan dan aksesibilitas aplikasi. Sementara itu, dimensi Isi (*Content*) memperoleh skor rerata terendah 3,40 (kategori Puas), yang menunjukkan bahwa meskipun informasi relevan dan jelas, masih diperlukan peningkatan kelengkapan dan kesesuaian konten dengan kebutuhan spesifik pengguna, mendukung rencana penambahan fitur pencegahan untuk pasangan serodiskordan. Website HiVisitScreen berhasil memenuhi harapan pengguna dan berpotensi berfungsi sebagai intervensi berbasis website yang efektif dalam penanganan kasus HIV di lingkungan kampus.

Kata Kunci: HiVisitScreen, Kepuasan Pengguna, Literasi HIV, Stigma, End User Computing Satisfaction (EUCS)

1. INTRODUCTION

HIV (Human Immunodeficiency Virus) and AIDS (Acquired Immunodeficiency Syndrome) remain a global public health crisis that continues to be a major challenge today. The virus causes Acquired Immunodeficiency Syndrome (AIDS), which weakens the body's immune system and increases the risk of opportunistic infections. Since its discovery in the early 1980s, HIV has infected millions of individuals worldwide, having a broad impact on health, social, and economic life, and threatening lives. In Indonesia, the issue of HIV and AIDS remains critical, with the number of cases increasing every year. According to a report from the Ministry of Health of the Republic of Indonesia (2023), it is estimated that there are more than 500,000 People Living with HIV (PLHIV) in Indonesia. In one region, namely Gorontalo, 991 cases of PLHIV have been reported. This figure reflects an upward trend and indicates that efforts to prevent and manage HIV still face numerous obstacles, spanning aspects of knowledge, awareness, and community acceptance (Erwansyah, et al., 2025; Agustina, et al., 2025).

One of the significant factors contributing to the high spread of HIV in the community is the lack of public knowledge about HIV transmission methods and prevention efforts. Many people still hold misconceptions, such as the belief that HIV can be spread through casual physical contact, sharing food, or mosquito bites. This lack of knowledge not only increases the risk of transmission but also reinforces the stigma and discrimination against individuals with HIV. The high social stigma against PLHIV is a major barrier to early detection, treatment,



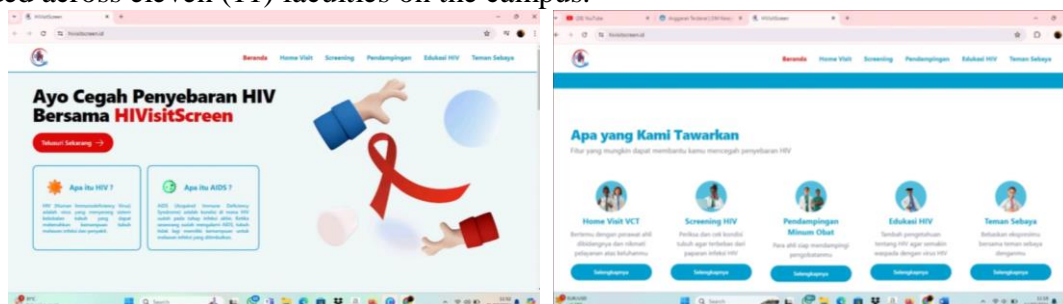
and social support efforts. Consequently, many PLHIV are reluctant to utilize health services for fear of discriminatory treatment or rejection from the community (Agustina, et al., 2025).

On the other hand, advances in information technology, particularly the development of website-based platforms, have opened significant opportunities in health promotion efforts and enhanced the effectiveness of rapid and interactive information dissemination. HiVisitScreen is a modern, website-based digital platform that serves as a medium for providing information and up-to-date solutions related to HIV/AIDS, as well as a tool for reducing the incidence of HIV spread in the community. Currently, HiVisitScreen operates with various core features designed to provide solutions for users. All these features can be accessed flexibly anytime and anywhere, 24 hours a day. However, to ensure the application's effectiveness, it is crucial to evaluate the level of user satisfaction with the features and services provided.

Measuring user satisfaction with digital applications in managing health issues, particularly HIV/AIDS, is important for several reasons. First, the level of user satisfaction can indicate how effectively the application meets the needs and expectations of users, who, in this case, are PLHIV, at-risk individuals, and the general public in Gorontalo. By understanding the aspects that users like and dislike, application developers can make necessary improvements to enhance functionality and user experience. Second, high user satisfaction can contribute to an increased rate of case reporting and treatment adherence, as users who feel comfortable and satisfied with an application like HiVisitScreen are more likely to use it to access anonymous services, VCT screening, and adherence support for medication. User satisfaction evaluation can also help in identifying features that are less effective or underutilized, allowing for further development to ensure the application truly becomes a useful tool in efforts to reduce the incidence of HIV spread in the community. This research aims to describe user satisfaction with the HiVisitScreen website platform (which is planned to be developed into an application) in facilitating safe and confidential health access related to HIV/AIDS. By understanding users' experiences and perceptions of this service, it is hoped that valuable insights can be provided for the continuous development of features, such as prevention features for serodiscordant couples and the expansion of peer support communities.

2. RESEARCH METHOD

This research is a descriptive quantitative study using a cross-sectional research design. The research activities were conducted at Gorontalo State University (UNG) with an implementation period starting from January to December 2025. The target population in this study is active students of the nursing study program at Gorontalo State University. Sample determination was carried out using proportional sampling and stratified random sampling methods. The number of research subjects involved in this study was 150 active UNG students divided across eleven (11) faculties on the campus.



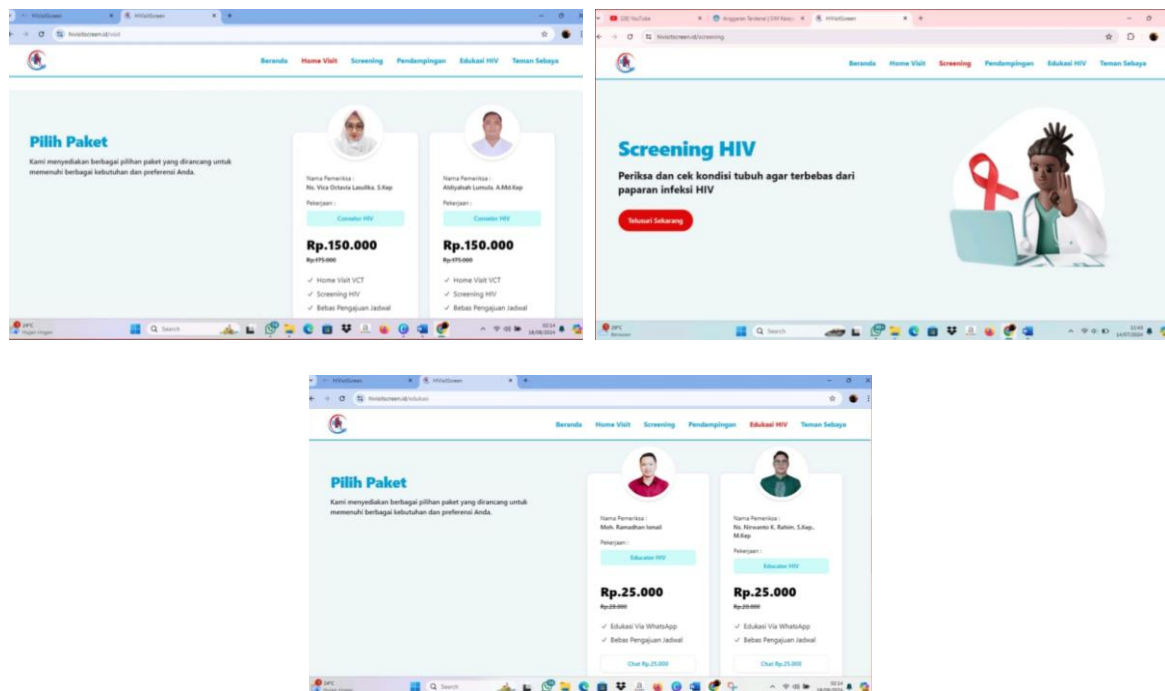


Image 1. HiVisitScreen Website

The instrument used is a questionnaire to measure user satisfaction, namely the End User Computing Satisfaction (EUCS) developed by Doll and Torkzadeh in 1988. The EUCS questionnaire in this study has been translated into Indonesian by Fitriansyah and Harris. The researchers also tested its validity and reliability by involving 30 individuals from the same population, but not included in the sample. Analysis showed that the Pearson Product Moment correlation coefficient ranged between 0.729 and 0.870, indicating that the questionnaire is valid. Meanwhile, the Cronbach's Alpha value reached 0.858, indicating that the questionnaire is reliable. The EUCS questionnaire covers 13 questions applied using a 1–4 Likert scale (1 = highly dissatisfied, 2 = dissatisfied, 3 = satisfied, 4 = highly satisfied). The assessment of the satisfaction level is calculated using the mean score, based on the following categories: 0–1.5 = Highly Dissatisfied, 1.5–2.5 = Dissatisfied, 2.5–3 = Neutral, 3–3.5 = Satisfied, 3.5–4 = Highly Satisfied. The authors also conducted brief interviews during the questionnaire completion process by asking open-ended questions about the experience gained while using the website, and provided an anonymous suggestion box on the research questionnaire as an effort to develop the website based on the input received. The data analysis applied in this research is univariate analysis to describe the characteristics of the respondents and the user satisfaction variable. The results of the data analysis are presented in the form of a table showing the frequency and percentage for the characteristics of the respondents. Meanwhile, the user satisfaction analysis is presented in the form of mean scores.

3. RESULTS AND DISCUSSION

Based on the research results, the number of research subjects was 150 people, consisting of 75 male students (50%) and 75 female students (50%). This data distribution shows an even balance between the gender of the respondents.

Table 1.

Characteristics of HiVisitScreen Website User Respondents



Category	Total	Percentage
Male Students	75 people	50%
Female Students	75 people	50%
Total Respondents	150 people	100%

Table 2.

User Satisfaction Level of HiVisitScreen Application Based on EUCS Dimensions

EUCS Dimension	Mean	Satisfaction Level
Content	3,40	Satisfied
Accuracy	3,45	Satisfied
Format	3,45	Satisfied
Ease of Use	3,51	Highly Satisfied
Timeliness	3,49	Satisfied
Overall Satisfaction	3,45	Satisfied

Table 2 shows that overall, respondents were satisfied with the use of the HiVisitScreen website, as the total mean score obtained was 3.45, which falls into the Satisfied category. This indicates that the HiVisitScreen website has successfully met user expectations. Of the five EUCS dimensions, the Ease of Use dimension had the highest mean satisfaction score, namely 3.51, which is in the Highly Satisfied category. Meanwhile, the lowest mean satisfaction score was observed in the Content dimension with a value of 3.40, which falls into the Satisfied category.

Based on Table 2, the user satisfaction level with the HiVisitScreen website is generally in the Satisfied category, with mean values ranging from 3.40 to 3.51. The Content dimension indicates that the information on the website is considered relevant, easy to understand, complete, and clear, with an average satisfaction level of Satisfied (mean 3.33–3.48). This lowest score indicates the need for improvement in the completeness and suitability of information to specific user needs. This supports the development plan to add prevention features focusing on serodiscordant couples and including Doctors and Pharmacists. In the Accuracy dimension, the information is rated as accurate and every menu displays the required page, also with a Satisfied satisfaction level (mean 3.41–3.48). The Format dimension received a Satisfied rating for color design, layout, and menu structure (mean 3.38–3.49). The Ease of Use dimension received a Highly Satisfied rating with a mean of 3.51, reflecting the application's ease of use and accessibility. Finally, the Timeliness dimension is also in the Satisfied category, indicating fast and up-to-date information related to health and HIV issues (mean 3.49). Overall, the HiVisitScreen website successfully met user expectations across various aspects.

Table 3.

User Satisfaction Level for Each Item of the EUCS Dimensions – HiVisitScreen Website

Dimension	No	Statement	Mean	Satisfaction Level
Content	1	Information in the HiVisitScreen application is suitable for user needs.	3,33	Satisfied
	2	Information in the HiVisitScreen application is easy to understand.	3,48	Satisfied
	3	The completeness of information in the	3,33	Satisfied



		HiVisitScreen application is adequate.		
	4	The explanation of information in the HiVisitScreen application is very clear.	3,47	Satisfied
Accuracy	5	The HiVisitScreen application provides correct and accurate information.	3,41	Satisfied
	6	Every menu clicked displays the appropriate page.	3,48	Satisfied
Format	7	The appearance of HiVisitScreen has an attractive color combination.	3,38	Satisfied
	8	The layout of HiVisitScreen facilitates navigation.	3,49	Satisfied
	9	The menu structure of HiVisitScreen is easy to understand.	3,47	Satisfied
Ease of Use	10	The HiVisitScreen application is very easy to use.	3,51	Highly Satisfied
	11	HiVisitScreen can be accessed anytime and anywhere.	3,51	Highly Satisfied
Timeliness	12	Information about HIV and health issues can be obtained quickly through HiVisitScreen.	3,49	Satisfied
	13	The HiVisitScreen application displays the latest information.	3,49	Satisfied

The research results show that users are satisfied with the overall use of the HiVisitScreen website. Based on the concept of satisfaction, this indicates that the HiVisitScreen website has met the expectations and desires of the respondents, and the website's performance is in line with expectations. Therefore, when expectations are met, the level of user satisfaction increases when using the product.

Based on the data analysis results, the level of user satisfaction with the Content dimension indicates that users rate the HiVisitScreen application in the Satisfied category, with the lowest mean score of 3.40. This indicates that the information presented in the HiVisitScreen application is sufficiently complete, clear, and easy to understand, and is suitable for user needs. This research finding is consistent with the findings of Napiun & Ruli (2025) regarding the JKN Mobile application, where the user satisfaction level in the content dimension has the highest mean score (3.98), falling into the satisfied category. This shows that users are most satisfied with the relevance and completeness of the information provided by the JKN Mobile application. This emphasizes that complete, high-quality information that meets user needs is the main key to increasing user satisfaction with the application.

However, despite being in the Satisfied category, the lowest score in this dimension suggests that the completeness and suitability of information still have room for improvement. This is supported by the items in Table 3 where "Information in the HiVisitScreen application is suitable for user needs" and "The completeness of information in the HiVisitScreen application is adequate" have the lowest score of 3.33 (Satisfied). The low score on suitability and completeness implies that, although data is available, the website needs to increase the depth and variation of information to be truly comprehensive for all user segments. Users may feel that the information presented is still general and does not address their specific needs regarding HIV issues. The finding that content has the lowest score is consistent with other studies and strengthens the urgency of the application development plan to add Prevention Features focusing on serodiscordant couples and including Doctors and Pharmacists, which will directly increase the depth and specialization of the content provided.



Based on the data analysis results, the level of user satisfaction with the Accuracy dimension of the HiVisitScreen application is in the Satisfied category with a mean score of 3.45. This score is relatively high, indicating that the information presented on HiVisitscreen is rated as correct, accurate, and reliable (3.41). This means the application is considered reasonably correct and accurate in presenting information that aligns with user needs and expectations. In Table 3, the item "Every menu clicked displays the appropriate page" received a high satisfaction score (mean 3.48). This indicates that the technical functions of the website also work well. This functional accuracy is very important because link failures will damage the user experience and the credibility of the website.

This finding is supported by research conducted by Castillo, et al. (2022), which showed that accuracy is a key factor in increasing user satisfaction in digital trade systems. This view on accuracy plays an important role in increasing the overall level of user satisfaction with the system. This finding is also supported by Alfiansyah, et al. (2020) who confirmed that accuracy in Electronic Medical Records (EMR) is vital, because correct information plays a direct role in the effective decision-making process, which in turn affects the level of user satisfaction. When users believe that the information they receive is correct, this not only increases their confidence in the system but also results in an overall good user experience.

The level of user satisfaction in the Format dimension is also in the Satisfied category with a mean score of 3.45. This is supported by the items "The layout of HiVisitScreen facilitates navigation" (mean 3.49) and "The menu structure of HiVisitScreen is easy to understand" (mean 3.47). This result is consistent with the research by Salshabila, et al. (2025) on the E-Puskesmas application, where the majority of respondents were satisfied (88.9%) and stated that the data display in the system was clear and easy to understand. This indicates that the system has a user interface that supports readability and comfort. The researchers also mentioned that the better the system display, the more it will increase user comfort and satisfaction in interacting with the application.

Nevertheless, the item "The appearance of HiVisitScreen has an attractive color combination" obtained a slightly lower score (mean 3.38), indicating that the visual aspect still needs attention. Although the layout functionality is good, the aesthetic aspect, such as the color scheme, still needs refinement to increase visual comfort and appeal. Attractive visual elements can enhance user understanding and engagement.

The Ease of Use dimension received a rating in the Highly Satisfied category with the highest mean score of 3.51. This indicates that the HiVisitScreen website is rated as very easy to use and understand by the users. Support for this result is seen in Table 3, where the items "The HiVisitScreen application is very easy to use" and "HiVisitScreen can be accessed anytime and anywhere" both received the highest score of 3.51 (Highly Satisfied), confirming that HiVisitscreen excels in the aspect of user-friendliness. The high Ease of Use score aligns with positive feedback from initial users who emphasized ease of access and privacy. This is a key determinant of the success of health applications, as users are dealing with sensitive information and require seamless interaction. Ease of use is an important aspect that contributes to overall user satisfaction, as a positive user experience is determined by the ease of operation and accessibility of the application.

Of the five dimensions of user satisfaction with the HiVisitScreen website, the ease of use dimension shows the highest mean satisfaction score. This indicates that the ease of using the HiVisitScreen website has a significant impact on user satisfaction. Findings from the analysis by Santoso & Muzakir (2025) on the SISDMK application also revealed that the ease



of use dimension received a high satisfaction rating among users, where users were able to operate the application without significant constraints. The results of that study emphasize that ease of use is one of the important dimensions assessed.

The analysis results for the Timeliness dimension show that the HiVisitScreen application is categorized as Satisfied with a mean score of 3.49. The items "Information about HIV and health issues can be obtained quickly through HiVisitScreen" and "The HiVisitScreen application displays the latest information" both received a high score of 3.49 (Satisfied). In the context of health issues like HIV, timeliness means two things: (1) System response speed (without lag or long loading times) and (2) Currency (relevant and up-to-date information, statistical data, or health protocols). This result indicates that the application has successfully met user expectations in presenting information quickly and effectively. This result is consistent with the research by Salshabila, et al. (2025) on the E-Puskesmas application, where the level of user satisfaction in the timeliness dimension was high, with the majority of users feeling satisfied and 90.7% believing that the system was able to present information in a timely manner. This reflects the system's good real-time capability, especially in the data input and presentation process.

4. CONCLUSION

Overall, users of the HiVisitScreen website are satisfied with its performance. This shows that the HiVisitScreen website has successfully met the expectations and needs of the respondents, and has the potential to function as a website-based intervention in handling HIV cases within the campus environment.

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