

ABSTRACT

ANALYSIS OF USER SATISFACTION IN FRIENDS BUS MOBILE APPLICATION USING THE END USER COMPUTING SATISFACTION (EUCS) METHOD

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Application of Friends Bus has many bus fleets with various travel routes that can be seen on the schedule and position in real time through the Friends of the Bus application. As an application that helps in community service, of course, it is obliged to carry out its responsibilities by providing the best and quality service. User satisfaction is a very important requirement for the application, by maintaining user satisfaction it will create a good image for the application itself. Then a problem can be taken, namely to find out the satisfaction index of the Teman Bus application and how to measure the level of user satisfaction using the EUCS method. Analysis of the Teman Bus application affects the satisfaction of the Teman Bus application users. The perspective measurement is a dimension in the EUCS method. End User Computing Satisfaction or abbreviated as EUCS is a method to measure the level of satisfaction of users of application systems by comparing expectations and reality in an information system. Based on this explanation, the use of EUCS is considered the most suitable for this research because this model assesses the level of user satisfaction based on the customer's perspective. Based on the data processing of the test results that have been carried out, the results of the analysis have an influence on the aspects of content (X1), accuracy (X2), format (X3), ease of use (X4), and timeliness (X5) on user satisfaction of the Teman Bus application..

Keyword : End User Computing Satisfaction, Teman Bus, Smartphone, App Mobile, multiple linear regression test.