

ABSTRACT

USER SATISFACTION ANALYSIS OF MOTORKU-X APPLICATION USING END-USER COMPUTING SATISFACTION (EUCS) METHOD (CASE STUDY OF AHASS WAHANA MOTOR GROUP 7089)

By

CHAVIA ZAGITA

18103007

Technological developments affected the motorcycle transportation sector where the number of motorized vehicles increased by 5.7 percent from the previous year. Motorcycle users must carry out periodic maintenance to maintain motorbike performance. One of the motorbike maintenance service providers is AHASS Wahana Motor 7089. Along with technological developments that affect motorbike transportation, AHASS provides online services through the Motorku-X application to consumers so they don't queue, can book services from home, buy spare parts online, and get attractive promos. However, users of the Motorku-X application still complain about this online service because it does not function according to user needs such as the information presented is incomplete, errors often occur, loading application pages takes too long. This study aims to measure the level of user satisfaction and find out the dimension that influence the Motorku-X application user satisfaction at AHASS Wahana Motor. The method used is End-User Computing Satisfaction (EUCS) because it is in accordance with EUCS dimension benchmarks which include content, accuracy, format, ease of use, and timeliness. The EUCS method evaluates an information system used by system users with experience when using application. The results of Motorku-X application user satisfaction have a content dimension index of 75%, an accuracy dimension index of 72%, a format dimension index of 74%, an ease of use dimension index of 87%, and a timeliness dimension index of 45%. Based on the results of user satisfaction of the Motorku-X application, the dimension that has the lowest satisfaction is the timeliness dimension so improvements need to be done by improving the system so that it does not experience buffering or takes a long time and must always be up to date in conveying information.

Keywords: Motorku-X Application, EUCS, User Satisfaction, Likert Scale