ABSTRACT

EVALUATION OF USER SATISFACTION MYTELKOMSEL APPLICATION USING END USER COMPUTING SATISFACTION (EUCS) METHOD

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Rapid technological changes lead to changes in people's lifestyles. This research focuses on the use of the MyTelkomsel application. This application is a digital platform that makes it easy for customers to access various telecommunications services and obtain related information easily. One of the complaints given by users is that the system in the application is still having errors, the performance of the application is still slow, the promo prices provided tend to be inconsistent, and the relatively expensive internet package prices are not comparable to the quality provided. The purpose of this research is to evaluate the satisfaction level of users of the MyTelkomsel application using the End User Computing Satisfaction (EUCS) method. Based on the problems that have been described, the solution of this research is to measure the quality of the MyTelkomsel application according to the variables in the End User Computing Satisfaction method. This research was conducted because there is still no research on the MyTelkomsel application using the EUCS method. Based on the analysis using the EUCS method, the results of user satisfaction for the MyTelkomsel application for each variable are as follows: 72.08% content is in the satisfied category, 69.44% accuracy is in the satisfied category, 71.24% format is in the satisfied category, 71.36% ease of use is in the satisfied category, and punctuality is 68.34%. Thus, based on these results, it is necessary to increase the MyTelkomsel application so that users can provide very satisfied responses.

Keywords: Analysis, EUCS, MyTelkomsel, User Satisfaction