

ABSTRACT

ANALYSIS OF DANA APPLICATION USER SATISFACTION USING THE END USER COMPUTING SATISFACTION METHOD

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DANA application is a startup that provides an E-Wallet platform for Indonesians to make electronic payments. DANA application provides convenience in non-cash transactions with various features included. Even though it provides convenience in transactions, there are problems found in the Literature Study and the results of the pre-research questionnaire that make users feel dissatisfied. The problems experienced by users are difficulties in making payments at merchants that work with the DANA application and there are problems with the DANA application service, on the service menu reporting problems, customer service response from the DANA application is old and ineffective. The results of the pre-research questionnaire obtained 59 answers. Many as 54.2% had experienced problems when making transactions. Many as 61% of users are dissatisfied with the services provided by the DANA application. Therefore, this research was conducted to analyze the satisfaction level of the DANA application using the End User Computing Satisfaction method. The EUCS method is used to analyze user satisfaction using the variables Content, Accuracy, Format, Ease of Use, and Timeliness. Results of calculations using the End User Computing Satisfaction method show that the variables for content, accuracy, and timeliness get Satisfaction criteria, and for variable format, ease of use, and user satisfaction get results with One Satisfied criteria. The results of the proportion of respondents' answers based on each question item obtained the highest proportion results in question item US4 with a result of 85.41% with Very Satisfied criteria, while the lowest proportion results were in question item A3 with a result of 70% with Satisfied criteria. Results of the analysis performed show that Content and Ease of Use have a significant effect on user satisfaction, while Accuracy, Format and Timeliness have no significant effect.

Keywords: *DANA, Electronic Wallet, End User Computing Satisfaction, User Satisfaction*