

ABSTRACT

COMPARATION OF END-USER COMPUTING SATISFACTION (EUCS) AND CUSTOMER SATISFACTION INDEX (CSI) METHODS IN MEASURING CUSTOMER SATISFACTION ON GOFOOD APPLICATION SERVICE QUALITY

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GoFood is a service feature in the GoJek application that provides food delivery services. The service mechanism for GoFood is that customers open the GoFood feature in the GoJek application, a list of restaurants and places to eat and food prices are displayed, after which the user selects the food menu to order. Based on previous research, problems were found that referred to Gojek drivers suddenly canceling food orders because the price of the food was too high, there was a difference between the food ordered and delivered, the number of promotions was decreasing, and also consumers were sometimes dissatisfied because there was a price difference between menu prices ordered from restaurants at GoFood prices. Therefore, it is necessary to conduct customer satisfaction research to measure how satisfied customers are in using GoFood services. Based on previous research, no one has compared the EUCS and CSI methods in measuring the level of customer satisfaction with the Gofood application which has various problems, so it is necessary to measure the level of satisfaction with Gofood services using the EUCS and CSI methods. This research resulted in a comparison of the EUCS and CSI methods. Where the EUCS method provides a detailed understanding of the dimensions of Content, Accuracy, Format, Ease of Use, and Timelines. EUCS results show that GoFood services reach the "SATISFIED" or "VERY SATISFIED" categories on each dimension, indicating good quality and meeting user expectations. Meanwhile, the CSI method provides a general picture of GoFood user satisfaction of 76.37%, which is in the satisfied category. While CSI provides a broad picture of user satisfaction, it does not provide in-depth insight into specific factors that can be improved.

Kata kunci : *Customer Satisfaction, GoFood, EUCS, CSI*