

ABSTRACT

ANALYSIS OF THE SUCCESS OF STRAVA APPLICATION THROUGH DELONE AND MCLEAN METHOD (CASE STUDY: BANYUMAS SOCIETY)

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The rapid development of information technology in the modern era has made individuals accustomed to convenience in life, leading to less active lifestyles. There are several issues with the use of the Strava application, such as GPS connection, battery life, internet connection, application crashes, and device synchronization. The DeLone and McLean model is used to analyze the success rate of the Strava application, focusing on its implementation in Banyumas. Respondents consist of Strava users in the region. The analysis includes an assessment of key success factors, encompassing system quality, information quality, service quality, usage level, user satisfaction, and net benefits. The observed population involves all Strava users in Banyumas, with sampling adjusted using the Lemeshow formula to represent the results. Data collection is conducted through the distribution of questionnaires designed to measure these aspects. Data is analyzed using the DeLone and McLean method, first with a measurement model and then evaluated with a structural model. The results of hypothesis testing show that system quality is related to application use and user satisfaction. Information quality has an effect on application usage. Service quality is only significant on application usage, not user satisfaction. Application usage is related to net benefits and user satisfaction on Strava. Recommendations to improve the Strava application in Banyumas include enhancing speed, reliability, and ease of use. Monitoring and improving system quality and customer service responsiveness are crucial. Optimize the application's information to be accurate and clear. Regularly respond to user feedback. Encourage active usage with new features and loyalty programs to increase satisfaction in Banyumas. These recommendations aim to boost the adoption and use of Strava and provide positive impacts for the Banyumas society.

Keywords: *Success analysis, Strava app, DeLone and McLean*