

ABSTRACT

COMPARATIVE ANALYSIS OF THE LEVEL OF USER SATISFACTION OF APPLICATIONS PT.X AND PT.Y USING THE PIECES FRAMEWORK

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Currently, telecommunications companies have implemented IT in their business models. The form of technology that develops in telecommunications companies is in the form of digital services, namely provider applications. Several provider applications that are currently developing are MyTelkomsel, MyIM3, Bima+, MyXL, by.U, AxisNet and MySmartfren. User satisfaction is one of the benchmarks for the success of implementing an information system. Based on the results of the distribution of pre-research questionnaires, some of the problems that users experience when using the MyTelkomsel and MyIM3 applications are such as failing when buying internet packages or credit, failing to login, the application often logs out itself, the login process is quite long and the application often exits by itself. Based on these problems, it is necessary to do a comparative analysis of the level of user satisfaction. This research can improve the services provided and can provide input on the services provided. This study uses quantitative methods. The PIECES framework is used in this study to analyze user satisfaction. This study aims to compare the level of user satisfaction of MyTelkomsel and MyIM3.2 applications. Data collection method is by distributing questionnaires through google form. The results of this study are recommendations for improvements to the MyTelkomsel and MyIM3 applications. In the calculation of the average satisfaction, the results obtained that overall MyTelkomsel and MyIM3 application users are satisfied and very satisfied with the services provided. MyTelkomsel gets a higher average satisfaction score than MyIM3 on the Performance, Information, Control and Security and Services variables, so the MyTelkomsel variables that must be improved are the Economy and Efficiency variables. Meanwhile, MyIM3 gets a higher average satisfaction score than MyTelkomsel on the Economy and Efficiency variables, so the MyIM3 variables that must be improved are the Performance, Information, Control and Security and Services variables.

Keywords: *Provider application, PIECES Framework, User satisfaction, MyTelkomsel, MyIM3*