ABSTRACT

ANALYSIS FACTORS INFLUENCING USER SATISFACTION OF DOLAN BANYUMAS APPLICATION USING END USER COMPUTING SATISFACTION (EUCS) METHOD

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The use of the internet and smartphones has an impact on all fields, including the tourism industry. The Ministry of Tourism has designated Go Digital or Digital Tourism as the Ministry's Top 1 Program. In line with this, the regional government plans a tourism development program with various strategies such as developing the tourist market, developing tourism image, developing tourism partnerships, and developing tourism promotion. All of the strategies mentioned above are the responsibility of the tourism office in each region. The Banyumas Youth, Sports, Culture and Tourism Office (Dinporabudpar) launched an android mobile based application "Dolan Banyumas" in September 2021. This application is expected to make it easier for tourists to find interesting tourist objects to visit. Based on the results of the review on Google Playstore, there are several problems that users complain about. In order to maintain the existence of the application, the relevant agencies need to adapt to user feedback. One way to adapt is to evaluate user satisfaction. One of the methods that can be used to measure user satisfaction is the End User Computing Satisfaction (EUCS) method. The advantage of this method is that it can obtain a high level of validity, is conceptually strong, and the results can be proven empirically with the reliability of the variables it has. The research aims to provide recommendations for factors that need to be improved based on the EUCS variable so that it can be used as material for evaluating and improving the Banyumas Dolan Application in the future. The results obtained from this study there are 2 variables that have no effect on user satisfaction, namely accuracy and ease of use. The recommendations given for these two variables are minimizing the occurrence of errors, updating tour ticket prices, improving the search feature, adding notifications or pop ups for search results, adding the app guideline feature and a back button on each feature page in the application.

Keywords: Application, End User Computing Satisfaction, User Satisfaction