

ABSTRACT

ANALYSIS OF USER SATISFACTION LEVEL OF SERVICE QUALITY OF AGODA APPLICATIONS USING THE PIECES FRAMEWORK METHOD (CASE STUDY : CENTRAL JAVA)

By

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Online Travel Agent or commonly abbreviated as OTA is a form of digital business innovation in the tourism industry sector. Agoda is an online travel agent company that provides online hotel, transportation (plane and car) reservation services. However, the Agoda application is still unable to compete with its competitor brands. One important factor that can affect user satisfaction and user loyalty of an application is the quality of the services provided. The purpose of this study is to determine the factors that influence user (consumer) satisfaction of the Agoda application and determine the level of user (consumer) satisfaction in terms of the service quality of the Agoda application using the six variables in the PIECES Framework method, namely Performance, Information, Economic, Control and Security, efficiency, and service. The sample in this study is 228 respondents who are people in Central Java Province who have used the Agoda application. The results of this study are that overall users are satisfied with the service quality of the Agoda application. However, there are variables that get the lowest score, namely the Performance variable with a value of 3.74 and Service with a value of 3.78. In addition, the statement instruments that received low scores were PE3 with an average satisfaction score of 2.79 and SE4 with an average satisfaction score of 3.20. Factors that affect user satisfaction of the Agoda application are application performance, quality of information presented, ease of use, data security, costs incurred, and quality of services provided. The suggestions that can be followed up for the Agoda application are to maximize the aspects that get low scores, namely the Performance and Service variables, especially on the PE3 and SE4 instruments.

Kata kunci : Agoda, User Satisfaction, Service Quality, PIECES Framework, Online Travel Agent