

## **ABSTRACT**

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**ANALYSIS OF CODASHOP WEBSITE USER SATISFACTION USING END USER COMPUTING SATISFACTION (EUCS)**

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(xi + 36 + Attachment)

The development of information and communication technology is developing very quickly with the presence of internet media. Various kinds of activities can be carried out, one of which is the economy, namely buying and selling which used to be done face to face now can be done online using internet media which is called e-commerce. Codashop is an e-commerce website that sells various kinds of game vouchers and application subscription vouchers. The Codashop website can be accessed via a browser such as Google Chrome, the Codashop website has been visited 14,200,000 times in the last 3 months, which indicates that Codashop has a lot of enthusiasts. The purpose of this study was to analyze the satisfaction level of Codashop website users using the EUCS method with variables (Content, Accuracy, Format, Ease of Use, Timeliness). The technique for collecting data uses the Google Form platform to accommodate responses from users through questionnaires that have been distributed to the general public aged 18-25 years. Questionnaire data processing that has been answered is measured with a Likert scale to determine the average level of user satisfaction and the Kaplan & Norton theory to determine the average level of satisfaction of Codashop website users. The results of the analysis obtained from each variable of the EUCS method are Content getting 4.1 results with the satisfied category, Accuracy getting 4.06 results with the satisfied category, Format getting 3.96 results with the satisfied category, Ease Of Use getting 4.32 results with very satisfied categories and Timeliness with 4.15 results satisfied category. From the results of the data above it can be concluded that the Ease Of Use variable gets the highest result 4.32 with the very satisfied category and the Format variable with the lowest result 3.96 with the satisfied category.

Bibliography (2011 – 2023)