ABSTRAK

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ANALYZING USER SATISFACTION LEVELS OF THE BSTATION APPLICATION USING THE END USER COMPUTING SATISFACTION (EUCS) METHOD
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There are various forms of entertainment commonly enjoyed by the general public, one of which is watching movies. Due to the increasing demand for diverse and easily accessible entertainment, the concept of streaming movies emerged as a result of technological advancements. BStation, also known as BiliBili, is a movie streaming platform that offers content related to Chinese anime. The BStation app has garnered over 50 million downloads and has a rating of 3.8 on the Play Store. However, there are still numerous comments expressing dissatisfaction with the BStation app. This research aims to analyze the services and information quality provided by the BStation app using the End User Computing Satisfaction (EUCS) method to assess user satisfaction. Data will be collected through questionnaires utilizing the Likert scale measurement technique. Data processing will be conducted using the SPSS software. Scores obtained from the calculation and data processing of each EUCS method item are as follows: Content achieved a score of 4.197 (Satisfied), Accuracy achieved a score of 4.234 (Very Satisfied), Format achieved a score of 4.234 (Very Satisfied), Ease of Use achieved a score of 4.298 (Very Satisfied), *Timeliness* achieved a score of 4.301 (Very Satisfied), *Speed* of Response achieved a score of 4.267 (Very Satisfied), Service Quality achieved a score of 4.274 (Very Satisfied), and User Satisfaction achieved a score of 4.225 (Very Satisfied).

(Reference 2009 - 2022)