

ABSTRACT

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IMPLEMENTATION OF THE PIECES METHOD FOR ANALYZING THE PERFORMANCE OF THE TIX ID MOBILE APPLICATION

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(xiii + 63 + Appendices)

TIX ID is a mobile application for booking cinema tickets online using a smartphone. The use of the TIX ID mobile application still has complaints experienced by users, including frequent errors, failed transactions, and limited payments only through DANA. The purpose of this study is to apply the PIECES method to measure the performance of the TIX ID mobile application through a user satisfaction questionnaire covering the domains of Performance, Information, Economy, Control & Security, Efficiency and Service. The respondents involved for filling out the questionnaire amounted to 100 respondents. The stages of research consist of determining the object of research, literature study, data collection, data processing and analysis of results. The PIECES method data processing uses SPSS 25 software to calculate validity tests and reliability tests, and data processing from questionnaire participants' answers is analyzed using Likert scales. The results of the analysis based on the level of user satisfaction obtained from the answers of questionnaire participants using 6 variables of the PIECES method, obtained the value of the Performance domain which is 4.3, Information is 4.35, Economic is 4.29, Control and Security is 4.21, Efficiency is 4.37 and Service i.e. 2.98. The highest value is obtained in the Efficiency domain of 4.37 and the lowest value in the Service domain is 2.98. This is the recommendation of the TIX ID manager to improve services at the time of transaction and add a payment method.

Bibliography (2018-2023)