

## **ABSTRACT**

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### **ANALYSIS OF SATISFACTION LEVEL OF STREAMING MEDIA USERS IN THE LOKLOK APPLICATION USING THE PIECES METHOD**

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The development of technology in this day and age has grown. Human nature that requires entertainment services requires humans to take advantage of available technology services. One of the streaming applications that are widely used by the community is Loklok. Loklok is a streaming media application that is accessed online or better known as video streaming. Loklok this application was developed by a developer called the Loklok team. On Google Play they use the name Zhen Liu with a content rating of 17+, while on the App Store using Jinan Heijin Network Technology Co., Ltd. with a content rating of 12+. Loklok can be accessed anywhere and anytime, the media used to watch are: smartphones (Android & iOS), tablets, laptops and devices that have playstore and appstore, but based on reviews in the playstore, there are still many users who comment that this application is still unsatisfactory. This study aims to measure and analyze the level of satisfaction of Loklok application users using the PIECES (Performance, Information, Economy, Control, Efficiency, and Services) method. The questionnaire data collection technique uses Google Form, questionnaire data processing for validity and reliability tests using the SPSS application and Likert Scale is used to determine the average level of user satisfaction. Based on the results of the analysis that has been carried out, the Performance domain has a value of 4.18 with the Satisfied category, the Information domain has a value of 4.11 with the Satisfied category, the Economy domain has a value of 4.14 with the Satisfied category, the Control & Security domain has a value of 3.87 with the Satisfied category, the Efficiency domain has a value of 4.16 with the Very Satisfied category and the Services domain has a value of 4.46 with the Very Satisfied category. The domain with the lowest level of satisfaction is Control & Security and the highest domain is Service.

Bibliography (1999 – 2023)