

ABSTRACT

ANALYSIS OF USER SATISFACTION LEVELS OF VIDIO AND WETV APPLICATIONS USING THE END USER COMPUTING SATISFACTION (EUCS) METHOD

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(xiv + 53 + Attachments)

The presence of digital movie applications can make it easier for users to do movie watching activities. The Vidio and Wetv applications are digital movie applications that are very popular in Indonesia today. The purpose of this study is to determine the results of the analysis and compare the level of satisfaction of application users from Vidio and Wetv using aspects of the End User Computing Satisfaction (EUCS) method. This research was conducted by distributing questionnaires to respondents, the questions were grouped according to the aspects in the EUCS method, the data from the questionnaire was in the form of a Likert scale and used the help of the IBM Statistical Package for Social Science (SPSS) ver 24 computer program to test the validity and reliability of each aspect. In the Vidio application, the Format aspect gets the highest score of 4.24 on a scale of 5 with a description of Very Satisfied and the Wetv Application, the Ease of Use aspect gets the highest score of 4.21 on a scale of 5 with a description of Very Satisfied. While the smallest value in the Vidio application is in the Content aspect with a value of 4.17 on a scale of 5 with a statement of Satisfied and Wetv is in the Accuracy aspect with a value of 4.14 on a scale of 5 with a statement of Satisfied. We can conclude that the Vidio application gets a higher score than the Wetv application because the Vido application has a larger range of values than the Wetv application.

Bibliography (2016-2022)