

ABSTRACT

Fitriana Hamidah, 12119500.

ANALYSIS OF USER SATISFACTION LEVEL OF AMAZON PRIME VIDEO APPLICATION USING PIECES METHOD

Skripsi. Department of Information Systems, Faculty of Computer Science and Information Technology, Gunadarma University, 2023.

Keywords : Analysis, Level of Satisfaction, Amazon Prime Video, PIECES Method.
(v + 48 + Attachment)

The current technological advancements have made it easier for people to engage in streaming activities on their smartphones through applications. One of the widely used streaming applications is Amazon Prime Video. Amazon Prime Video is a streaming platform owned by the e-commerce giant Amazon, providing streaming services. This platform facilitates users to watch movies, TV shows, and Amazon's original exclusive programs. The Amazon Prime Video application has 500 million+ downloads on the Play Store. However, based on the reviews on the Play Store, many users have commented that the application is still not very satisfactory. This research aims to measure and analyze the user satisfaction level of the Amazon Prime Video application using the PIECES method (Performance, Information, Economy, Control, Efficiency, and Services). The data collection technique employed a questionnaire through Google Form, and data processing for validity and reliability tests was conducted using SPSS software and the Likert Scale was used to determine the average user satisfaction level. Based on the analysis results, the Performance domain scored 4.21, categorized as Very Satisfied. The Information domain scored 4.23, categorized as Very Satisfied. The Economy domain scored 4.07, categorized as Satisfied. The Control domain scored 4.21, categorized as Very Satisfied. The Efficiency domain scored 4.34, categorized as Very Satisfied and the Services domain scored 4.24, categorized as Very Satisfied. The domain with the lowest satisfaction level is Economy and the highest is Efficiency.

Bibliography (2005 - 2021)