

ABSTRACT

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ANALISYS OF USER SATISFACTION LEVELS WITH THE BINANCE APPLICATION USING THE END USER COMPUTING SATISFACTION (EUCS) METHOD

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(xii + 60 + Appendix)

Binance is one of the cryptocurrency trading platforms established in 2017 and has become the exchange with the most users worldwide. Binance is quite popular among Indonesians because it can be downloaded for free, making it easily accessible. The app offers comprehensive features to help users in cryptocurrency trading. The goal of this research is to measure user satisfaction and analyze the results using the End User Computing Satisfaction (EUCS) method. This study will use five evaluation variables: content, accuracy, format, ease of use, and timeliness. The sampling technique is purposive sampling. Data processing methods in this study involve validity and reliability tests, processed using SPSS software. The analysis of the Binance app shows that the average scores for the Content, Accuracy, Format, Ease of Use, and Timeliness variables are quite high, resulting in a very satisfied rating. However, the Format variable has the lowest score compared to the others, indicating a need for further attention to maximize future user satisfaction.

Bibliography (2017 – 2024)