

## ABSTRACT

Rahmat Tri Oktviansah. 15119239

### **ANALYSIS OF THE LEVEL SATISFACTION OJEK ONLINE APPS GOJEK USING THE PIECES METHOD**

Under Graduate Thesis. Department of Information Systems, Faculty of Computer Science and Information Technology, Gunadarma University 2023.

Keyword : Gojek. Satisfaction Level, PIECES, SPSS 25.

(xii + 49 + attachment)

As time goes by, all aspects of daily life are developing, especially in the aspect of transportation. Online transportation in the current era is developing very rapidly, many online transportation have emerged through mobile applications such as Gojek, Grab, Maxim and other applications. Gojek was founded in 2010 and continues to grow today with a variety of services provided. Through the Gojek application, users can access services at any time from motorcycle taxi or taxi transportation services, food delivery orders, grocery shopping, goods delivery, top up bills, etc. The presence of the Gojek application answers all user needs that something can be done practically and easily online. However, with the large number of application users and the various features provided, user satisfaction is The application is the main research. This study aims to determine the level of satisfaction of Gojek application users using the PIECES method which can be used as suggestions for improvement and development from the Gojek application company in order to improve service quality and provide a level of satisfaction to consumers. Data collection techniques by way of distributing questionnaires with Google Form to users who domiciled in the East Jakarta area, and the data collected will be processed with the IBM SPSS Statistics 25 application. Analysis of the results of data processing uses the LIKERT Scale to measure user approval or disapproval and determining the average level of satisfaction refers to the theory of Kaplan and Norton. From the results of the analysis that was carried out on each PIECES variable, namely the Performance variable obtained a score of 4.25 (VERY SATISFIED), the Information variable obtained a score of 4.19 (SATISFIED), the Economic variable obtained a score of 4.26 (VERY SATISFIED), the Control and Security variable obtained a score of 4.17 (SATIFIED), the Efficiency variable gets a score of 4.35 (VERY SATISFIED) and the Service variable gets a score of 4.28 (VERY SATISFIED).

Bibliography (2014 – 2023)