

ABSTRACT

Alfons Perez Manurung, 17118766

ANALYSIS OF CUSTOMER SATISFACTION LEVEL OF ONLINE GAME TOP UP TRANSACTIONS THROUGH THE CODASHOP WEBSITE USING THE PIECES METHOD

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

Keywords: Analysis, Customer Satisfaction, Website, Google Form, PIECES.

PIECES is a method that can be used to analyze and measure the satisfaction level of a website. This research discusses the use of the PICES method to measure the level of customer satisfaction with the codeshop website. The domains to be measured include Performance, Information, Economics, Control, Efficiency, and Service. The data used is the results of questionnaire answers from 75 respondents which were distributed using the Google form with the data collection period starting November 15 2022 to December 11 2022. The results of this study have a confidence level of 90%. The results of the analysis and measurements carried out show that the customer is very satisfied with the performance domain, economics, control, efficiency, service and satisfied with the Information domain. It can be concluded that customer satisfaction on the codashop website in making top up games transactions is at a very satisfied level.

Bibliography (2000-2023)