

ABSTRACT

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ANALYSIS OF THE LEVEL OF USER SATISFACTION WITH THE SEABANK MOBILE BANKING APPLICATION USING THE END USER COMPUTING SATISFACTION (EUCS) METHOD

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In the digital era, mobile banking apps have become one of the most important tools to support banking transactions and fulfill users' financial needs more efficiently. SeaBank mobile banking app is a digital product designed to help customers use banking services more easily, quickly and efficiently. In the context of digital banking innovation, user satisfaction analysis is an important tool to ensure the SeaBank mobile banking application remains competitive and relevant. The research methodology in this study uses a quantitative approach, which is a method that uses data in numerical form and then processed to fulfill the problem formulation. Researchers used a model to analyze the level of user satisfaction developed by Doll, namely End User Computing Satisfaction (EUCS), with 5 variables, namely content or content (content), accuracy or accuracy, form (format), ease of use, timeliness. Analysis of the level of user satisfaction of the SeaBank mobile banking application was carried out using the End User Computing Satisfaction (EUCS) method from a sample of 100 respondents aged between 17 and 35 years old who were distributed according to several characteristics, namely gender, age, domicile, usage time, usage intensity. The results of the analysis of the level of satisfaction of the SeaBank mobile banking application based on 5 variables of the End User Computing Satisfaction (EUCS) method show that the content variable has a value of 4.09 reaching the Agree or Satisfied category, the accuracy variable has a value of 4.08 reaching the Agree or Satisfied category, the format variable has a value of 4.10 reaching the Agree or Satisfied category, the ease of use variable has a value of 4.09 reaching the Agree or Satisfied category, and the timeliness variable has a value of 4.07 reaching the Agree or Satisfied category. The results of the average level of user satisfaction processed with a Likert scale show that the form variable (format) has the highest value with 4.10. While the timeliness variable has the lowest average satisfaction value with 4.07. The results of the analysis based on gender show that both men and women are satisfied. Based on the age group of 17-35 years, it also shows that they agree or are satisfied. Users' assessment of SeaBank mobile banking services is satisfactory.

Bibliography (2012 – 2023)