

ABSTRACT

Rifdah Faatihah, 17118697.

ANALYSIS OF CUSTOMER SATISFACTION LEVEL ON LIVIN' BY MANDIRI APPLICATION SERVICES USING THE PIECES METHOD.

Undergraduate Thesis. Information Systems. Faculty of Computer Science and Information Technology. Gunadarma University. 2022.

Keywords: Analysis, Satisfaction Level, Application, Bank Mandiri, Livin' by Mandiri, PIECES Method.

(xii + 39 + Attachments)

Ease and speed as well as demands in information services and management of information integrity are currently very much needed in every field. One of them is in the banking sector to provide better service to customers, so the Livin' by Mandiri application was made by Bank Mandiri. This application is an application that provides online real-time services for customers for banking transactions. The purpose of the study was to determine the satisfaction of users of the Livin' by Mandiri application using the PIECES (Performance, Information, Economic, Control, Efficiency, Service) method. Data collection techniques are carried out through Google Forms given to users of the Livin' by Mandiri application. Data processing is done using SPSS software and Microsoft Excel. The results of the analysis of data processing will be carried out using a Likert Scale theory to determine the average user satisfaction and using Kaplan and Norton theories to determine the average level of user satisfaction with the Livin' by Mandiri application. From the data that has been obtained, the scores obtained for each domain, namely the Performance domain received a score of 4.13 with the PUAS predicate, the Information domain obtained a score of 4.28 with the SANGAT PUAS predicate, the Economic domain received a score of 4.28 with the SANGAT PUAS predicate, the Control domain obtained a score of 4.16 with the PUAS predicate, the domain Efficiency got a score of 4.25 with the SANGAT PUAS predicate, and the Service domain got a score of 3.97 with the PUAS predicate. Then it can be concluded that the Information and Economic Domains get the highest average satisfaction value, while the Service domain gets the lowest average satisfaction score.

Bibliography (2018-2022)