

## **ABSTRACT**

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### **Analysis of Shell Asia Application User Satisfaction Using Thesis Pieces Method**

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Gunadarma University. 2023

Keywords : Analysis, Satisfaction Rate, application, Shell Asia, Method Pieces

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The use of internet technology has led to the field of transportation and online services. The use of this online service has been applied to transportation businesses such as online location-based service applications to find the location of the nearest gas station. Shell Asia is one of the gas station (public refueling station) customer service applications that already has more than 1 million downloaders and has a rating of 4.6/5 on playstore. The purpose of this study is to analyze the level of user satisfaction of Shell Asia application using the PIECES method. Techniques for collecting data using the google form platform to accommodate user responses through questionnaires that have been provided. The questionnaire data that respondents had answered was measured using the Likert scale to determine the average level of satisfaction and To determine the level of satisfaction using a model defined by Kaplan and Norton. The results of the analysis obtained from each PIECES variable are, Performance has a value of 3.88 with the SATISFIED category, the Information variable has a value of 3.90 with the PUAS category, the Economic variable gets a value of 3.99 with the SATISFIED category, the Control variable has a value of 3.98 with the PUAS category, the Efficiency variable gets a value of 3.92 with the SATISFIED category, and the Service variable has a value of 3.94 with the SATISFIED category.

Bibliography (2018-2023)