

**EVALUASI TINGKAT KEPUASAN PENGGUNA MENGGUNAKAN  
*PIECES FRAMEWORK* DAN *IMPORTANCE PERFORMANCE*  
*ANALYSIS (IPA)* PADA APLIKASI DIWAROENG**

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**ABSTRAK**

Di era modern ini teknologi dan komunikasi sudah semakin berkembang yang memberikan dampak pada banyaknya penggunaan teknologi disetiap bidang terutama pada bidang transaksi barang dan jasa diinternet yang disebut dengan *e-commerce*. Aplikasi diWaroeng merupakan salah satu sistem informasi *e-commerce* yang terletak di kota Singaraja dengan total unduhan 5000 pengguna. Dari penilaian dan ulasan terdapat pengguna yang memberikan ulasan kurang puas terhadap kinerja aplikasi diWaroeng. Penelitian ini bertujuan untuk mengukur kepuasan pengguna aplikasi diWaroeng dengan menggunakan metode *PIECES Framework (Performance, Information and Data, Economic, Control and Security, Efficiency, Service)* dan metode *IPA (Importance Performance Analysis)*. Penelitian ini melibatkan 105 pengguna sebagai responden untuk mengukur kepuasan. Berdasarkan hasil pengujian kepuasan pengguna aplikasi diWaroeng menggunakan metode *PIECES Framework* rata-rata berada pada kategori puas, tetapi memerlukan peningkatan. Meskipun sudah puas secara umum, terdapat aspek yang memerlukan perhatian lebih, seperti aspek *Economic*. Untuk mengatasi tantangan ini, dilakukan uji dengan 6 hipotesis berdasarkan aspek pada *PIECES Framework* dan mendapatkan hasil 5 hipotesis memberikan pengaruh yang signifikan dan 1 analisis tidak memberikan pengaruh yang signifikan terhadap kepuasan pengguna yaitu pada aspek *Economic*. Setelah mendapatkan hasil kemudian dilakukan analisis SWOT guna merumuskan strategi rekomendasi peningkatan kinerja aplikasi diWaroeng. Rekomendasi tersebut didapat berdasarkan analisis menggunakan metode *IPA* yang menempatkan beberapa indikator kedalam kuadran kartesius dan melakukan wawancara dengan metode *discussion group* yang melibatkan perwakilan responden yang memberikan penilaian kurang puas. Rekomendasi tersebut mencakup pengoptimalan aplikasi, investasi dalam teknologi, penambahan metode pembayaran virtual, dan penambahan fitur login. Strategi tersebut harus

diterapkan agar aplikasi lebih berkembang dan membuat pengguna merasa puas saat menggunakan aplikasi.

Kata-kata kunci: *PIECES Framework*, Aplikasi diWaroeng, IPA, *e-commerce*, *discussion group*.



**EVALUATION OF USER SATISFACTION USING THE PIECES  
FRAMEWORK AND IMPORTANCE PERFORMANCE ANALYSIS (IPA)  
ON THE DIWAROENG APPLICATION**

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**ABSTRACT**

*In this modern era, technology and communication have increasingly developed, which has had an impact on the large number of uses of technology in every field, especially in the field of transactions of goods and services on the internet, which is called e-commerce. The diWaroeng application is an information system e-commerce which is located in the city of Singaraja with a total download of 5000 users. From the ratings and reviews, there are users who provide reviews that are dissatisfied with the performance of the diWaroeng application. This research aims to measure the satisfaction of application users in Waroeng using the method PIECES Framework (Performance, Information and Data, Economic, Control and Security, Efficiency, Service) and methods IPA (Importance Performance Analysis). This research involved 105 users as respondents to measure satisfaction. Based on the results of testing application user satisfaction in Waroeng using the method PIECES Framework average is in the satisfied category, but needs improvement. Although satisfied in general, there are aspects that require more attention, such as aspects Economic. To overcome this challenge, a test was carried out with 6 hypotheses based on aspects of the PIECES Framework and the results obtained were that 5 hypotheses had a significant influence and 1 analysis did not have a significant influence on user satisfaction, namely the Economic aspect. After getting the results, a SWOT analysis was carried out to formulate a recommended strategy for improving application performance in Waroeng. These recommendations were obtained based on analysis using the IPA method which places several indicators into the Cartesian quadrant and conducting interviews using the discussion group method involving representatives of respondents who gave a dissatisfied assessment. These recommendations include optimizing the application, investing in technology, adding virtual payment methods, and adding login features. This strategy must be implemented so that the application develops further and makes users feel satisfied when using the application.*

Key words: *PIECES Framework*, Application in Waroeng, IPA, *e-commerce*,  
*discussion group*.

