

EVALUASI TINGKAT KEPUASAN PENGGUNA LAYANAN KAPAJUMA DENGAN METODE PIECES FRAMEWORK

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ABSTRAK

Kapajuma beroperasi sebagai platform digitalisasi ekonomi lokal di Bali yang mengintegrasikan layanan transportasi daring, pekerjaan lepas, e-commerce, informasi pariwisata, hingga pemesanan perlengkapan upacara (banten). Aplikasi ini ditujukan bagi masyarakat setempat maupun wisatawan. Guna merespons keluhan pengguna mengenai performa layanan, penelitian kuantitatif deskriptif ini mengukur tingkat kepuasan konsumen sekaligus mengidentifikasi area perbaikan melalui kerangka kerja PIECES (*Performance, Information, Economics, Control, Efficiency, Service*). Pengumpulan data dilakukan dengan menyebarkan kuesioner berskala Likert lima poin kepada 95 responden dari total 2.019 pengguna. Validitas dan reliabilitas instrumen pengukuran telah terkonfirmasi melalui Uji Gregory serta uji statistik lanjutan. Hasil evaluasi menunjukkan persepsi "Cukup Puas" pada variabel *Performance* (3,35) dan *Economics* (3,34). Sebaliknya, variabel *Information and Data* (3,71), *Service* (3,65), *Efficiency* (4,06), serta *Control and Security* (4,08) berada pada kategori "Puas". Sintesis dari tanggapan terbuka, rerata skor pengukuran, tinjauan literatur relevan, dan karakteristik operasional platform menempatkan dimensi *Performance* sebagai prioritas utama dalam pembenahan aplikasi, tanpa mengabaikan optimalisasi pada variabel lainnya. Selanjutnya, formulasi strategi perbaikan disusun menggunakan analisis SWOT untuk menghasilkan rekomendasi peningkatan kualitas layanan yang komprehensif.

Kata Kunci: Layanan Kapajuma, PIECES Framework, Kepuasan Pengguna, Analisis SWOT.

EVALUATION OF USER SATISFACTION LEVEL OF KAPAJUMA SERVICES USING THE PIECES FRAMEWORK METHOD

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ABSTRACT

Kapajuma operates as a digital platform for the local economy in Bali, integrating online transportation, freelance work, e-commerce, tourism information, and even ordering ceremonial equipment (banten). This application is intended for both local residents and tourists. To address user complaints regarding service performance, this descriptive quantitative study measures customer satisfaction levels and identifies areas for improvement through the PIECES framework (Performance, Information, Economics, Control, Efficiency, Service). Data collection was conducted by distributing a five-point Likert-scale questionnaire to 95 respondents from a total of 2,019 users. The validity and reliability of the measurement instrument were confirmed through the Gregory Test and further statistical tests. The evaluation results showed a "Quite Satisfied" perception for the Performance (3.35) and Economics (3.34) variables. In contrast, the Information and Data (3.71), Service (3.65), Efficiency (4.06), and Control and Security (4.08) variables were in the "Satisfied" category. A synthesis of open-ended responses, average measurement scores, a review of relevant literature, and platform operational characteristics places the Performance dimension as a top priority for application improvements, while optimizing other variables. Furthermore, a SWOT analysis is used to formulate improvement strategies to generate comprehensive service quality improvement recommendations.

Keywords: *Kapajuma Services, PIECES Framework, User Satisfaction, SWOT Analysis*