

**ANALISIS KEPUASAN PENGGUNA TERHADAP SISTEM INFORMASI
PHARMAPP PADA DIVISI INVENTORY APOTEKKU GROUP CABANG
BALI DENGAN METODE *END USER COMPUTING SATISFACTION*
(EUCS)**

Oleh

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ABSTRAK

Divisi inventory ApotekKU Group masih menghadapi kendala dalam penggunaan sistem informasi *PharmApp*, seperti ketidakakuratan data stok akibat human error, keterbatasan fitur pencarian dan pengelompokan barang untuk membantu pengambilan keputusan, serta format laporan yang belum sepenuhnya sesuai kebutuhan operasional. Penelitian ini bertujuan mengukur tingkat kepuasan pengguna terhadap *PharmApp* pada divisi inventory ApotekKU Group cabang Bali serta menyusun rekomendasi perbaikan. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan metode *End User Computing Satisfaction* (EUCS) yang mencakup lima variabel: *Content*, *Accuracy*, *Format*, *Ease of Use*, dan *Timeliness*. Data dikumpulkan melalui kuesioner terstruktur dan wawancara semi terstruktur terhadap 74 responden di 60 cabang. Hasil menunjukkan kepuasan pengguna secara keseluruhan berada pada kategori Puas dengan skor rata-rata 4,48, tertinggi pada *Format* dan *Timeliness* (4,51), terendah pada *Accuracy* (4,42). Meskipun seluruh variabel berkategori Puas, ditemukan *Quasi-Satisfaction Paradox* sehingga *Timeliness* dan *Accuracy* menjadi prioritas tinggi perbaikan. Rekomendasi mencakup pengelompokan barang berdasarkan tingkat penjualan, validasi input otomatis, perbaikan format laporan, perbaikan sistem agar tetap stabil saat koneksi internet tidak stabil, dan pelatihan pengguna.

Kata Kunci: Kepuasan Pengguna, *PharmApp*, *End User Computing Satisfaction* (EUCS), Divisi Inventory

***USER SATISFACTION ANALYSIS OF THE PHARMAPP INFORMATION
SYSTEM AT THE INVENTORY DIVISION OF APOTEKKU GROUP BALI
BRANCH USING THE END USER COMPUTING SATISFACTION (EUCS)
METHOD***

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ABSTRACT

The inventory division of ApotekKU Group still faces challenges in using the PharmApp information system, such as inaccurate stock data caused by human error, limited item search and grouping features to support decision-making, and report formats that do not fully meet operational needs. This study aims to measure user satisfaction with PharmApp in the inventory division of ApotekKU Group's Bali branches and to develop improvement recommendations. The study uses a quantitative descriptive approach with the End User Computing Satisfaction (EUCS) method, covering five variables: Content, Accuracy, Format, Ease of Use, and Timeliness. Data were collected through structured questionnaires and semi-structured interviews with 74 respondents across 60 branches. Results show overall satisfaction falls into the Satisfied category with an average score of 4.48, highest for Format and Timeliness (4.51), lowest for Accuracy (4.42). Although all variables were rated Satisfied, a Quasi-Satisfaction Paradox was found, making Timeliness and Accuracy high-priority for improvement. Recommendations include grouping items by sales level, automatic input validation, improved report formats, system improvements to maintain stability during unstable internet connections, and user training.

Keywords: User Satisfaction, PharmApp, End User Computing Satisfaction (EUCS), Inventory Division