

**ANALISIS DAN EVALUASI KEPUASAN PENGGUNA APLIKASI *ACCESS*
BY KAI MENGGUNAKAN METODE *FRAMEWORK PIECES* DAN
*IMPORTANT PERFORMANCE ANALYSIS (IPA)***

Rivki Maolana Yusuf
200441100078

Pembimbing I : Dr.Budi Dwi Satoto, S.T., M.Kom.

Pembimbing II : Fifi Ayu Mufarroha, S.Kom., M.Kom.

ABSTRAK

Kemajuan pesat sistem informasi dan teknologi telah mendukung aktivitas masyarakat di era digital, termasuk operasional perusahaan. PT KAI memanfaatkan teknologi dengan meluncurkan aplikasi *Access by KAI* untuk memudahkan pemesanan tiket kereta api, dilengkapi berbagai fitur tambahan. Namun, pembaruan terakhir aplikasi ini menimbulkan keluhan pengguna terkait bug dan error, seperti jadwal kereta yang tidak muncul, langkah pemesanan tidak dapat dilanjutkan, hingga kendala pembayaran. Penelitian ini menggunakan metode *PIECES (Performance, Information, Economics, Control, Efficiency, Services)* dan *Importance Performance Analysis (IPA)* untuk menganalisis dan mengevaluasi kepuasan pengguna. Proses penelitian mencakup perhitungan dengan rumus hair, skala likert, uji validitas dan reliabilitas, serta analisis *IPA* melalui tiga tahap. Hasil menunjukkan bahwa aplikasi *Access by KAI* mendapat tingkat kepuasan bervariasi: *Performance* (3,4), *Information and Data* (4,0), *Economics* (3,9), *Efficiency* (4,1), dan *Service* (3,6). Namun, variabel *Control and Security* hanya mencapai 2,8 (tidak puas). Dari sisi kepentingan, *Efficiency* mendapat nilai tertinggi (4,2), diikuti oleh *Information and Data* (4,1), *Economic* (4,0), *Service* (3,8), *Performance* (3,5) dan *Control and Security* (3,3). Analisis *IPA* mengidentifikasi prioritas perbaikan pada fitur pengembalian dana (refund) dan keamanan aplikasi di Kuadran I, keakuratan informasi, dan efisiensi di Kuadran II. Beberapa komponen teknis berada di Kuadran III (Prioritas Rendah), sementara Kuadran IV (Berlebihan) tidak ditemukan. Kesimpulannya, meskipun aplikasi ini telah memenuhi sebagian besar ekspektasi, perbaikan pada aspek *Control and Security* dan fitur prioritas diperlukan untuk meningkatkan kualitas layanan dan kepuasan pengguna. Hasil penelitian diharapkan menjadi masukan bagi PT KAI untuk pengembangan aplikasi lebih lanjut.

Kata Kunci: *Performance Information Economic Control Efficiency Services*, Hair, Skala Likert, *KAI Performance*, *Important Performance Analysis*

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ABSTRACT

*The rapid advancement of information systems and technology has supported community activities in the digital era, including company operations. PT KAI utilizes technology by launching the Access by KAI application to make it easier to book train tickets, equipped with various additional features. However, the latest update of this application caused user complaints related to bugs and errors, such as train schedules that did not appear, ordering steps that could not be continued, and payment constraints. This study uses the *PIECES* (Performance, Information, Economics, Control, Efficiency, Services) and *Importance Performance Analysis (IPA)* methods to analyze and evaluate user satisfaction. The research process includes calculations with the hair formula, Likert scale, validity and reliability tests, and IPA analysis through three stages. The results showed that the Access by KAI application received varying levels of satisfaction: Performance (3.4), Information and Data (4.0), Economics (3.9), Efficiency (4.1), and Service (3.6). However, the Control and Security variable only reached 2.8 (dissatisfied). In terms of importance, Efficiency received the highest score (4.2), followed by Information and Data (4.1), Economic (4.0), Service (3.8), Performance (3.5) and Control and Security (3.3). The IPA analysis identifies priorities for improvement in the refund feature and application security in Quadrant I, information accuracy, and efficiency in Quadrant II. Some technical components are in Quadrant III (Low Priority), while Quadrant IV (Excessive) is not found. In conclusion, although the app has met most of the expectations, improvements to the Control and Security aspects and priority features are needed to improve service quality and user satisfaction. The results of the research are expected to be input for PT KAI for further application development.*

Kata Kunci: *Performance Information Economic Control Efficiency Services, Hair, Skala Likert, KAI Performance, Important Performance Analysis*