

ABSTRAK

PIECES *Framework* terdiri atas enam variabel utama yang digunakan untuk mengevaluasi kepuasan pengguna terhadap aplikasi, yaitu *Performance*, *Information and Data*, *Economics*, *Control and Security*, *Efficiency*, dan *Service*. Obyek yang diteliti adalah Sayurbox dengan responden sebanyak 250. Data responden diperoleh dari penyebaran kuesioner kepada pengguna Sayurbox kemudian dianalisis secara statistik kuantitatif menggunakan teknik analisis *Structural Equation Modelling-Partial Least Square (SEM-PLS)* dengan *software* SmartPLS. *Performance* berpengaruh positif signifikan terhadap *User Satisfaction*, *Information and Data* berpengaruh positif signifikan terhadap *User Satisfaction*, *Economics* berpengaruh positif signifikan terhadap *User Satisfaction*, *Control and Security* berpengaruh positif signifikan terhadap *User Satisfaction*, *Efficiency* berpengaruh positif signifikan terhadap *User Satisfaction*, dan *Security* berpengaruh positif signifikan terhadap *User Satisfaction*. Berdasarkan PIECES *Framework* yang terdiri dari *Performance*, *Information and Data*, *Economics*, *Control*, *Efficiency*, dan *Service* untuk mengukur tingkat kepuasan pengguna Aplikasi Sayurbox, didapatkan hasil sebagai berikut: *Performance* (4.33), *Information and Data* (4.33), *Economics* (4.32), *Control & Security* (4.34), *Efficiency* (4.34), dan *Service* (4.33). Rata-rata tingkat kepuasan pengguna adalah 4.33, yang termasuk dalam kategori puas. Hal ini menunjukkan bahwa pengguna merasa puas dengan kinerja, informasi, aspek ekonomi, kontrol dan keamanan, efisiensi, serta layanan yang diberikan oleh aplikasi Sayurbox, mencerminkan pengalaman positif dalam penggunaannya.

Kata Kunci : Kepuasan Pengguna, Sayurbox, PIECES *framework*, SEM-PLS

ABSTRACT

The PIECES Framework consists of six main variables used to evaluate user satisfaction with the application, namely Performance, Information and Data, Economics, Control and Security, Efficiency, and Service. The object of this study is Sayurbox, with a total of 250 respondents. The respondent data was obtained through the distribution of questionnaires to Sayurbox users and was then analyzed using quantitative statistical methods with the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis technique via SmartPLS software. Performance has a significant positive effect on User Satisfaction, Information and Data has a significant positive effect on User Satisfaction, Economics has a significant positive effect on User Satisfaction, Control and Security has a significant positive effect on User Satisfaction, Efficiency has a significant positive effect on User Satisfaction, and Service has a significant positive effect on User Satisfaction. Based on the PIECES Framework, which consists of Performance, Information and Data, Economics, Control, Efficiency, and Service to measure the level of user satisfaction with the Sayurbox application, the results are as follows: Performance (4.33), Information and Data (4.33), Economics (4.32), Control & Security (4.34), Efficiency (4.34), and Service (4.33). The average user satisfaction level is 4.33, which falls into the satisfied category. This indicates that users feel satisfied with the performance, information, economic aspects, control and security, efficiency, and services provided by the Sayurbox application, reflecting a positive experience in its use.

Keywords: User Satisfaction, Sayurbox, PIECES Framework, SEM-PLS