

ABSTRAK

Universitas Trunojoyo Madura telah menerapkan Sistem Informasi Merdeka Belajar - Kampus Merdeka (SIMBKM) sejak 2022 untuk mendukung program MBKM. Namun, implementasi SIMBKM masih menghadapi beberapa kendala terkait tampilan, fitur, serta bug dalam sistem. Penelitian ini bertujuan mengukur tingkat kepuasan pengguna SIMBKM menggunakan metode End User Computing Satisfaction (EUCS) dan PIECES Framework. Dengan pendekatan kuantitatif, penelitian ini melibatkan 100 responden yang terdiri dari mahasiswa, dosen, dan staf administrasi. Tahapan penelitian meliputi identifikasi masalah, penyebaran kuesioner, uji validitas dan reliabilitas, analisis data, serta penyusunan user persona. Hasil uji validitas menunjukkan bahwa seluruh variabel PIECES dan EUCS valid, dengan reliabilitas tinggi yaitu 0,971 pada skala kepentingan dan 0,982 pada skala kinerja. Analisis Customer Satisfaction Index (CSI) menunjukkan nilai kepuasan sebesar 70,37%, yang termasuk kategori “Puas”. Indikator terbaik meliputi Kemudahan Penggunaan (12,65), Isi Konten (11,45), dan Efisiensi (11,42). Namun, beberapa fitur memerlukan perbaikan, terutama pada Performa Sistem (7,94), Biaya Akses (7,25), dan Panduan Pengguna (7,95). Analisis GAP mengungkapkan kesenjangan terbesar pada aspek Kemudahan Penggunaan (GAP 0,6) dan Ketepatan Waktu Informasi (GAP 0,4). Rekomendasi mencakup peningkatan performa sistem, optimasi biaya, penambahan panduan interaktif, pembaruan informasi real-time, dan perbaikan fitur cetak dokumen untuk meningkatkan kepuasan dan mendukung efektivitas SIMBKM dalam program MBKM.

Kata Kunci : Analisa Kepuasan pengguna, EUCS, PIECES *Framework*, CSI, *user persona*

ABSTRACT

The Universitas Trunojoyo Madura has implemented the Merdeka Belajar - Kampus Merdeka Information System (SIMBKM) since 2022 to support the MBKM program. However, the implementation of SIMBKM still faces several challenges related to its interface, features, and system bugs. This study aims to measure user satisfaction with SIMBKM using the End User Computing Satisfaction (EUCS) and PIECES Framework. Employing a quantitative approach, the study involved 100 respondents consisting of students, lecturers, and administrative staff. The research stages included problem identification, questionnaire distribution, validity and reliability testing, data analysis, and the development of user personas. The validity test results showed that all PIECES and EUCS variables were valid, with high reliability, scoring 0.971 on the importance scale and 0.982 on the performance scale. The Customer Satisfaction Index (CSI) analysis revealed a satisfaction score of 70.37%, which falls under the “Satisfied” category. The best indicators included Ease of Use (12.65), Content (11.45), and Efficiency (11.42). However, several features require improvement, particularly System Performance (7.94), Access Costs (7.25), and User Guide (7.95). The GAP analysis revealed the largest discrepancies in Ease of Use (GAP 0.6) and Information Timeliness (GAP 0.4). Recommendations include enhancing system performance, optimizing costs, adding interactive user guides, providing real-time information updates, and improving document printing features to increase satisfaction and support the effectiveness of SIMBKM in the MBKM program.

Keywords : *User Satisfaction Analysis, EUCS, PIECES Framework. CSI, user persona*