INTISARI

Aplikasi Fore Coffee merupakan platform digital yang menyediakan layanan pemesanan kopi dan produk terkait secara praktis. Namun, berdasarkan ulasan pengguna di Google Play Store, terdapat keluhan seperti keterbatasan metode pembayaran, antarmuka yang belum optimal, terjadinya bug/error, dan lainnya. Penelitian ini bertujuan untuk mengetahui kepuasan pengguna terhadap layanan aplikasi Fore Coffee dengan menggunakan metode Mobile Service Quality (MS-QUAL) dan Importance Performance Analysis (IPA). Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden berdasarkan 22 atribut pernyataan yang mewakili 9 dimensi MS-QUAL dengan 2 skala penilaian IPA. Uji instrumen menunjukkan bahwa semua atribut dinyatakan valid dan reliabel. Hasil analisis menunjukkan bahwa tingkat kualitas layanan aplikasi berdasarkan perhitungan analisa kesenjangan didapatkan hasil rata-rata nilai gap sebesar -0,12 (negatif) dan analisa tingkat kesesuaian sebesar 96,87% yang berarti kualitas layanan aplikasi Fore Coffee saat ini belum memuaskan dan belum sesuai dengan kualitas yang diharapkan pengguna. Kemudian atribut-atribut yang memerlukan perbaikan pada kuadran I yaitu atribut COM1 dan CON1.

Kata kunci: kepuasan pengguna, layanan aplikasi, Fore Coffee, mobile service quality, importance performance analysis

ABSTRACT

The Fore Coffee application is a digital platform that provides practical coffee ordering services and related products. However, based on user reviews on the Google Play Store, there are complaints such as limited payment methods, an interface that is not optimal, the occurrence of bugs/errors, and others. This research aims to determine user satisfaction with the Fore Coffee application service using the Mobile Service Quality (MS-QUAL) and Importance Performance Analysis (IPA) methods. Data collection was carried out by distributing questionnaires to 100 respondents based on 22 attribute statements representing 9 dimensions of MS-QUAL with 2 science assessment scales. The instrument test shows that all attributes are declared valid and reliable. The results of the analysis show that the level of application service quality based on gap analysis calculations shows that the average gap value is -0.12 (negative) and the conformity level analysis is 96.87%, which means that the quality of the Fore Coffee application service is currently not satisfactory and not appropriate. with the quality that users expect. Then the attributes that require improvement in quadrant I are the COM1 and CON1 attributes.

Keywords: user satisfaction, application service, Fore Coffee, mobile service quality, importance performance analysis