INTISARI

Blibli adalah sebuah aplikasi jual beli online sesuai dengan pilihan dan kebutuhan konsumen Indonesia yang memiliki gaya hidup mengikuti perkembangan zaman yang menghadirkan berbagai kategori produk yang disediakan oleh lebih dari 100.000 mitra, mulai dari travel, Bliblimart, elektronik, kesehatan, kecantikan, Bliblihome, dan fashion. Penelitian ini bertujuan untuk mengetahui kepuasan terhadap pengguna aplikasi Blibli dengan menggunakan metode PIECES Framework dan End User Computing Satisfaction (EUCS) yang terdiri dari variabel performance, information and data, economics, control and security, effuciency, service, format, dan timeliness. Populasi penelitian ini adalah pengguna Blibli yang berada di Kabupaten Banyumas, menggunakan teknik probability sampling dengan pendekatan simple random sampling, dimana jumlah sampel yang diambil sebanyak 200 responden dengan menggunakan rumus lameshow. Metode pengumpulan data dilakukan dengan memberikan kuesioner kepada responden berdasarkan 6 variabel PIECES Framework dan 2 variabel EUCS, kemudian data tersebut diolah menggunakan IBM SPSS v.23. Hasil analisis menunjukan uji validitas dan uji reliabilitas dinyatakan valid dan reliabel derdasarkan hasil kuesioner, hasil uji normalitas dinyatakan terdistribusi normal, hasil uji multikolinearitas dinyatakan tidak ada masalah yang ditemukan, hasil uji heteroskedastisitas dinyatakan tidak terjadi masalah yang ditemukan, hasil uji koefisien determinasi (R^2) menunjukan pengaruh 7 variabel terhadap kepuasan pengguna sebesar 56,4%, dan hasil hipotesis secara parsial terdapat 3 variabel yang tidak berpengaruh positif dan signifikan terhadap kepuasan pengguna yaitu *performance, control and security,* dan *format,* selain itu 5 variabel berpengaruh positif dan signifikan terhadap kepuasan pengguna yaitu variabel *information and data, economic, efficiency, service,* dan, *timeliness*.

Kata kunci: Blibli, Kepuasan Pengguna, PIECES Framework, EUCS

ABSTRACT

Blibli is an online buying and selling application according to the choices and needs of Indonesian consumers who have a lifestyle that follows the development of the times that presents various product categories provided by more than 100,000 partners, ranging from travel, Bliblimart, electronics, health, beauty, Bliblihome, and fashion. This study aims to determine the satisfaction of Blibli application users using the PIECES Framework and End User Computing Satisfaction (EUCS) methods consisting of performance, information and data, economics, control and security, efficiency, service, format, and timeliness variables. The population of this study were Blibli users in Banyumas Regency, using probability sampling techniques with a simple random sampling approach, where the number of samples taken was 200 respondents using the lameshow formula. The data collection method was carried out by giving questionnaires to respondents based on 6 PIECES Framework variables and 2 EUCS variables, then the data was processed using IBM SPSS v.23. The results of the analysis show that the validity test and reliability test are declared valid and reliable based on the results of the questionnaire, the results of the normality test are declared normally distributed, the results of the multicollinearity test are stated that no problems were found, the results of the heteroscedasticity test are stated that no problems were found, the results of the determination coefficient test (R^2) show the influence of 7 variables on user satisfaction by 56,4%, and the partial hypothesis results there are 3 variables that do not have a positive and significant effect on user satisfaction, namely performance, control and security, and format, in addition 5 variables have a positive and significant effect on user satisfaction, namely the variables information and data, economic, efficiency, service, and timeliness.

Keywords: Blibli, User Satisfaction, PIECES Framework, EUCS