

ABSTRAK

BanyumasTV (Bmstv) merupakan media lokal di Banyumas yang memanfaatkan *website* resmi sebagai sarana penyebaran informasi, namun mengalami kendala teknis, tampilan, dan interaktivitas yang berdampak pada penurunan jumlah pengunjung pada periode Januari - Maret 2026. Penelitian ini bertujuan menganalisis faktor-faktor yang mempengaruhi kepuasan pengguna *website* Bmstv menggunakan metode *End User Computing Satisfaction* (EUCS) dengan lima variabel yaitu: *content*, *accuracy*, *format*, *ease of use*, dan *timeliness*. Penelitian menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuisioner berbasis skala likert. Data yang diperoleh dianalisis menggunakan IBM SPSS Statistic 25 dengan tahapan uji validitas, uji reliabilitas, uji asumsi klasik, uji T, regresi linear berganda dan koefisien determinasi (R^2). Hasil penelitian menunjukkan seluruh instrumen valid dan reliabel. Uji T (parsial) menunjukkan variabel *accuracy*, *format*, dan *timeliness* berpengaruh signifikan terhadap kepuasan pengguna, sedangkan *content* dan *ease of use* tidak signifikan. Koefisien determinasi menunjukkan kelima variabel pada dimensi EUCS secara simultan menjelaskan 68,8% kepuasan pengguna.

Kata Kunci: kepuasan pengguna, *website*, *End User Computing Satisfaction* (EUCS), Bmstv.

ABSTRACT

BanyumasTV (Bmstv) is a local media outlet in Banyumas that utilizes an official website as a means of disseminating information, but has experienced technical, display, and interactivity issues that contributed to a decline in visitor numbers during the January–March 2026 period. This study aims to analyze the factors influencing user satisfaction with the Bmstv website using the End User Computing Satisfaction (EUCS) method with five variables: content, accuracy, format, ease of use, and timeliness. The study employed a quantitative approach with data collected through a Likert-scale questionnaire. The data obtained were analyzed using IBM SPSS Statistics 25 through validity testing, reliability testing, classical assumption testing, t-test, multiple linear regression, and the coefficient of determination (R^2). The results show that all instruments were valid and reliable. The partial t-test indicates that the accuracy, format, and timeliness variables have a significant effect on user satisfaction, while content and ease of use are not significant. The coefficient of determination shows that the five EUCS dimensions simultaneously explain 68.8% of user satisfaction.

Keywords: user satisfaction, website, End User Computing Satisfaction (EUCS), Bmstv.