Analisis Kepuasan Pelanggan Pada Penggunaan Aplikasi Pedulilindungi

Menggunakan Metode Pieces Framework

(Analysis of Customer Satisfaction on the Use of PeduliLindungi Applications

Using thePIECES Framework Method)

Denny Trias Utomo, S.Si, MT *as Conselor*

Karina Oktaviani Agustin

Study Program of Informatic Engineering
Majoring of Information Technology

ABSTRACT

In Indonesia, exactly in 2019, the COVID-19 virus has infected extra than 1.3 million people since the first case was announced in March 2020, at least 35,000 human beings have died. Taking into account the unfold of the corona virus which is presently an increasing number of spreading, the authorities has also applied a physical distancing coverage and recommended working from home to decrease the unfold of the Covid-19 virus. With the implementation of the bodily distancing policy. In addition, the government's efforts at this time are so that Indonesia can enter a transition period from pandemic to endemic starting from the upstream side, particularly intensifying vaccinations, disciplining the 3M Movement, accelerating testing and tracing, intensifying screening care to protect, and public housing as well. need to have appropriate ventilation. In this study, researchers used the PIECES Framework algorithm to analyze consumer pleasure in the PeduliLindung application, because previous researchers used this algorithm to measure person pride levels.

Keywords: Covid-19, Care to Protect, User Satisfaction Level, PIECES Framework