

# **ANALISIS KEPUASAN PENGGUNA PADA APLIKASI KAI ACCESS MENGGUNAKAN METODE PIECES FRAMEWORK (STUDI KASUS: POLITEKNIK NEGERI JEMBER PUSAT)**

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## **ABSTRACT**

*The purpose of this study aims to evaluate user satisfaction with the KAI ACCESS application using the PIECES Framework, which includes aspects of Performance, Information, Economics, Control, Efficiency, and Service. Based on the analysis of data from user questionnaires, it was found that although the KAI ACCESS application performs well in some areas, there are still several aspects that need improvement to enhance the overall user experience. The main findings of this study are: Performance: The application performs adequately but needs improvement in providing relevant and timely information. Information: Users find it difficult to access the necessary information, especially when there are data entry errors. Economics: Some users feel that transactions through the application are not more cost-effective than buying tickets directly at the counter. Control: The security of e-wallets and personal data is perceived as not fully guaranteed. Efficiency: The transaction process is seen as inefficient, requiring too many steps. Service: Users have difficulty with Q&A through the application, indicating a need for better customer support services. Based on these findings, several recommendations are proposed: optimizing application performance, providing better information, reviewing cost structures, improving data security, simplifying the transaction process, and enhancing customer support services. Implementing these recommendations is expected to increase user satisfaction, make the application more user-friendly, and improve efficiency and security in using the KAI ACCESS application.*

**Keywords:** *User Satisfaction, KAI ACCESS, PIECES Framework, Application Performance, Data Security, Transaction Efficiency.*