

ABSTRACT

In this technology-based era or what is called the industrial revolution 4.0, all activities are carried out using technology. The technology is created in such a way according to the needs of an existing task or job. Customer satisfaction also plays an important role in the use of a technology application, because the convenience of using the application is a form of customer satisfaction. PT. Telkom is one of the telecommunications service providers in Indonesia. The Business Government Enterprise Service (BGES) unit is one of the divisions at PT TELKOM INDONESIA TREG 3 West Java, namely the Government Service Division (DGS). DGS is at the forefront of markets throughout Indonesia.

This type of research uses quantitative with descriptive method. For the sampling technique using the Nonprobability Sampling and Purposive Sampling methods. The population in this study are residents of Cimenyan Village who have used the SimpleDesa application. For data collection, this study used a questionnaire method. The data analysis technique uses descriptive analysis and uses the IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Index) methods.

For the calculation results, the level of reality and expectations of 69% and 80%, this shows that reality is in an important position and expectations are in an important position and are satisfied. The results obtained from the Importance Performance Analysis matrix show that for application features such as the healthy village feature, the administrative features can be further improved. So that the simpledesa application is not easy to error, such as difficult log in so that it can be further improved in these features. results of the Customer Satisfaction Index show that it is 86.91%, which means that the SempelDesa application users in Cimenyan Village are very satisfied with the application.

Keywords: *SimpleDesa Application, Customer Satisfaction, Importance Performance Analysis, Customer Satisfaction Index.*