

ABSTRACT

This study aims to improve the quality of Telkomedika Telkom University Clinic services to increase patient satisfaction through the development of mobile applications which is adjusted to the user's personality type conscientiousness. This application was developed for patients' needs for clear service information and an efficient queuing process. This research is based on previous research that shows the existence of the same brain waves between individuals with similar personality types. By using the DISC ((Dominance, Influence, Steadiness, Conscientious) personality type approach, the development of this mobile application takes into account the preferences and characteristics of Conscientiousness patients so that it is expected to increase patient satisfaction. The method used in this research is design thinking, which focuses on understanding the habits, behaviors and characteristics of patients. Users with the conscientious personality type tend to be meticulous, systematic and structured, so the app's interface design should reflect these traits. A structured design and easy-to-understand task flow will help users use the app efficiently. The results show that in designing the Telmed 2.0 mobile application, understanding user preferences is very important. Usability Testing on the Telmed 2.0 application prototype resulted in a Single Ease Question (SEQ) score of 6.88, which indicates that the application is easy to use. In addition, User Acceptance Testing showed that all application features functioned well and met user needs, with a score of 91.5 on the System Usability Scale (SUS), indicating an excellent level of ease of use of the application.

Keywords-DISC Personality Type, Design thinking, Mobile Application, Usability Testing, User Acceptance Testing