

## **ABSTRACT**

This research aims to analyze Telkom University students' satisfaction in using the New Student Selection (SMB) service via the My Tel-U application. The research method used is descriptive analysis using the U&G (Uses and Gratifications) theory to reveal respondents' motives and views on SMB services. The research results show that Tel-U SMB services have generally succeeded in meeting or exceeding user expectations, with an average gap of -0.11 between Gratification Sought (GS) and Gratification Obtained (GO). The information aspect is the strongest component of this service, with a GO percentage of 76% which exceeds GS of 71%. In terms of personal identity, this service is quite successful in helping prospective students develop interest and self-understanding regarding college choices, although there is still room for improvement. The social interaction aspect also showed positive results, with GO (72%) exceeding GS (69%). In terms of entertainment, the SMB Tel-U service succeeded in providing quite a pleasant experience for users with GO of 71% compared to GS of 67%.

**Keywords:** New Student Selection, Telkom University, My Tel-U Application, U&G, User Satisfaction, Motives for Use.