

ABSTRACT

The development of technology, especially in information technology helps in facilitating various daily activities of humans, one of which is in the field of transportation. Electric vehicles are transport supported by technological advances that are increasingly popular in Indonesia. The increasing use of electric vehicles can be seen in one of the companies that provides application-based micromobility system services, namely Beam. Beam offers environmentally friendly transportation that aims to reduce pollution and congestion, with target areas housing and campuses, such as Telkom University. Beam functions on campus to help student mobility, but there are criticisms regarding the quality of Beam application services.

This study aims to analyse the service quality of Beam application using the PIECES Framework. Pieces Framework has six variables: Performance, Information and Data, Economic Value, Control and Security, Efficiency, and Service to assess the scope that needs to be improved with the aim of increasing Beam user satisfaction.

This research method uses descriptive quantitative, with non-probability sampling techniques. Data collection was carried out through distributing questionnaires which obtained 53 respondents, and will be processed using a Likert Scale.

The results of this study show that the average value of the Beam application has provided a good service quality, and fulfils user needs, it can be concluded that Beam users are satisfied.

Keywords: Beam, PIECES framework, Service