

ABSTRACT

ANALYSIS OF USER INTEREST SATISFACTION OF THE POSPAY APPLICATION THROUGH THE CABANILLAS METHOD IN BANYUMAS

By :

Muhammad Akmal Fachri
20103095

The current digital era is rapidly advancing, especially in the field of information technology. Online payment applications have created significant changes for their users. One of the current online payment applications is the PosPay application, managed directly by PT. Pos Indonesia. Users of the PosPay application often complain about various issues. Problems include login errors, features that are not easily understood, some features that cannot be used, slow application responses, and considerable processing time. These issues can complicate the user's experience with the application. Based on these problems, research will be conducted with the aim of measuring the satisfaction factors of PosPay application users as a payment application. The method used for this research is the Cabanillas method, which consists of five variables: Accessibility, Trust, Ease of Use, Usefulness, and Satisfaction. The statistical measurement of user satisfaction will be conducted using SEM-PLS/SmartPLS, along with outer model and inner model measurements, validity and reliability tests, and hypothesis testing. The hypothesis testing results showed that eight variables obtained significant values for H1, H2, H3, H4, H5, H6, H7, and H9. However, H8 and H10 yielded non-significant results as their p-values were greater than 0.05.

Keywords : *Analysis, Cabanillas Method, User Satisfaction and Interest*