

ABSTRAK

Transportasi *online* merupakan contoh pengembangan teknologi berbasis aplikasi yang dianggap salah satu inovasi terbaik saat ini, khususnya transportasi *online* roda dua. Berbagai macam jenis aplikasi transportasi *online* roda dua bermunculan, diantaranya perusahaan Gojek dan Maxim. Rating pada aplikasi *Playstore* menunjukan Maxim lebih unggul dengan memiliki rating 4,7 dengan jumlah unduhan sekitar 50 juta dibandingkan Gojek yang hanya 4,4 namun dengan jumlah unduhan yang lebih banyak yaitu 100 juta. Penelitian ini berfokus mengukur dan menganalisis perbandingan kepuasan pengguna menggunakan metode PIECES yang mencakup *Performance*, *Information*, *Economic*, *Control*, *Efeciency* dan *Service* dan penambahan indikator dari metode Usability Testing berdasarkan *Nielsen Model* yang mencakup *Learnability*, *Memorability*, *Error* dan *Satisfaction* terhadap layanan Go-Ride dan Maxim Bike di wilayah Kota Tasikmalaya, mengevaluasi apakah rating aplikasi pada *playstore* berhubungan dengan kepuasan pengguna layanan Go-Ride dan Maxim Bike di Kota Tasikmalaya, serta mengevaluasi transportasi *online* roda dua mana yang sesuai dengan kepuasan pengguna warga Kota Tasikmalaya. Hasil dari perhitungan pernyataan yang telah diberikan kepada responden pengguna layanan Go-Ride dan Maxim Bike di wilayah Kota Tasikmalaya dengan hasil yang tidak berbeda jauh yaitu keunggulan layanan Go-Ride dengan nilai 4,0 kategori sangat puas sedangkan Maxim Bike bernilai 3,8 dengan kategori puas. Go-Ride unggul dalam delapan indikator yaitu *Performance*, *Information*, *Control*, *Service*, *Learnability*, *Memorability*, *Error*, dan *Satisfaction* sedangkan Maxim Bike unggul pada indikator *Economics* dan *Efficiency*. Hasil keseluruhan ini menunjukan bahwa rating pada *Playstore* berbanding terbalik dengan kepuasan pengguna Go-Ride dan Maxim Bike di Kota Tasikmalaya serta mengetahui transportasi *online* roda dua yang sesuai dengan kepuasan pengguna warga Kota Tasikmalaya adalah Go-Ride.

Kata Kunci: Go-Ride, Kepuasan Pengguna, Maxim Bike, *Nielsen Models*, PIECES

ABSTRACT

Online transportation is an example of application-based technology development which is considered one of the best innovations currently, especially two-wheeled online transportation. Various types of two-wheeled online transportation applications have sprung up, including Gojek and Maxim companies. Maxim is superior by having a rating of 4.7 with a number of downloads of around 50 million compared to Gojek which is only 4.4 but with a greater number of downloads, namely 100 million. This research focuses on measuring and analyzing comparative user satisfaction using the PIECES method which includes Performance, Information, Economic, Control, Efficiency and Service and adding indicators from the Usability Testing method based on the Nielsen Model which includes Learnability, Memorability, Error and Satisfaction for Go-Ride services and Maxim Bike in the Tasikmalaya City area, to find out whether the application rating on Playstore is related to the satisfaction of users of the Go-Ride and Maxim Bike services in Tasikmalaya City, and to find out which two-wheeled online transportation suits the residents of Tasikmalaya City. The results of the calculation of statements that have been given to respondents who use the Go-Ride and Maxim Bike services in the Tasikmalaya City area with results that are not much different are the superiority of the Go-Ride service with a score of 4.0 in the very satisfied category while Maxim Bike has a score of 3.8 in the category satisfied. Go-Ride excels in eight indicators, namely Performance, Information, Control, Service, Learnability, Memorability, Error and Satisfaction, while Maxim Bike excels in the Economics and Efficiency indicators. These overall results show that the rating on Playstore is not related to the satisfaction of Go-Ride and Maxim Bike users in Tasikmalaya City and knowing that the two-wheeled online transportation that suits the residents of Tasikmalaya City is Go-Ride.

Keyword: Go-Ride, Maxim Bike, Nielsen Models, PIECES, User Satisfaction