Implementation of the Pieces Method at Levelovo Application User Satisfactiont

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Abstract

Technological advances in payment systems replace the role of cash to non-cash forms that are more efficient and economical. One application that has become an alternative choice for many people in making non-cash payment transactions is the OVO application. This research uses the PIECES method which aims to determine the level of satisfaction of OVO application users in Tebat Agung Village based on performance, information, economics, control and security, efficiency and service (service). The results of this research show that the OVO application received an average total score of 3.40, which shows that users are very satisfied with the OVO application in Tebat Agung Village.

Keywords: *Satisfaction, E-wallet, OVO, PIECES, Tebat Agung Village*

1. Introduction

In the era of rapid digital development, the use of technological and information developments has now become an inseparable part of society, especially in big cities, including in villages. The use of technology brings many conveniences and benefits in every activity with very fast access. Technological developments play a role in encouraging changes in the form of money to create efficient transactions. Companies operating in the fields of information technology and finance are competing to provide easy transactions via digital wallets (e-wallets). According to [1], states that "a digital wallet (e-wallet) is a form of technology that allows individuals to store, manage and use electronic money via digital devices such as smartphones, tablets or computers". In general, services on e-wallet applications such as the OVO application hold attractive promotions or cashback for OVO users. According to [2], e-wallets are competing to attract public interest by providing attractive promos and cashback every time they make a transaction and of course this is a special attraction for people to use e-wallets. Apart from attractive promos and cashback, the OVO application also has other features such as cashless transactions with transfers to all banks and free transfers between users (OVO Premier), top ups, credit payments, data packages, paying bills (electricity, telephone, internet, insurance and water), as well as managing and managing financial expenses during transactions. The results of the observations made are that it is not yet known how satisfied OVO users in Tebat Agung Village are with the OVO application services. So, to find out the satisfaction of OVO users, the number of users must be considered by OVO itself so that the satisfaction of each OVO service user can be known as a benchmark for improving the quality of application services. Therefore, the research carried out was to determine the level of user satisfaction from the OVO application in Tebat Agung Village using 6 PIECES variables, namely Performance, Information, Economics, Control and Security, Efficiency and Service. Based on the description above, the researcher took the thesis title Implementation of the PIECES Method on the Level of User Satisfaction of the OVO Application (Case Study: Tebat Agung Village).

2. Theoritical Review

2.1. Understanding Implementation

According to [3], "implementation is the application or implementation of a plan that has been prepared carefully and in detail". According to [4], states that "implementation is an important element in the planning process". Based on expert opinion, it can be concluded that implementation is an activity that is implemented and carried out to achieve a goal that has been set from a plan that has been prepared carefully and in detail.

2.2. Understanding OVO

OVO is a digital wallet (e-wallet) application that makes transactions easy with various attractive offers. According to [5], OVO has various payment features including credit payments, data packages, internet and cable TV, PLN, BPJS, PDAM water, and others, which is one of

the quite rapid advances made in the OVO application. According to [6], OVO is a non-cash payment digital wallet (e-wallet) application with online payment and transaction services, where every time you make a payment transaction via OVO you will have the opportunity to collect points. OVO offers easy transactions without requiring its users Bring too much cash, one way is to simply show the OVO application which contains cash and point balances. Based on the definition above, it can be concluded that OVO is a digital wallet application that provides various conveniences in carrying out transactions using the OVO application features.

2.3. Understanding User Satisfaction

User satisfaction is something that describes the harmony between a person's expectations and the results obtained. According to [7], "user satisfaction is an expression of whether they feel satisfied or not from consuming the product or service they choose". According to [8], user satisfaction is a feeling of happiness or disappointment that occurs after comparing someone's perception or impression with the expected performance. Based on several expert opinions above, it can be concluded that user satisfaction is a person's feeling or hope after successfully getting something that is desired or meets expectations.

3. Research Methods

According to [9], "Research methods are a way of working in research by collecting data and then processing the data, so that the results of data processing can solve problems. According to [10], "quantitative descriptive research is an effort to present the results of quantitative or statistical data collection such as surveys, without calculating or looking at the relationship with other variables". In this research, researchers used descriptive methods with a quantitative approach to analyze the level of satisfaction of OVO application users in Tebat Agung Village.

3.1. Method of Collecting Data

a. Questionnaire
   According to [11], "a questionnaire is a list of questions that must be filled in or answered by the respondent or person who will be measured". Researchers used questionnaires as a data collection technique which was carried out by distributing questionnaires to respondents who used the OVO application in Tebat Agung Village.
b. Observation
   According to [12], observation is a data collection technique where researchers go directly into the field and observe the symptoms being studied. Researchers made direct observations of respondents regarding satisfaction with the OVO application in Tebat Agung Village.
c. Interview
   According to [12] Sahir (2021:28), "interviews are a data collection technique by asking a number of questions related to research to predetermined sources." Researchers use interviews as data collection by conducting questions and answers to obtain information. The interview starts with the Village Head to obtain information about the history, Vision and Mission and Organizational Structure of the Village.
d. Literature Study
   According to [13], "library study is the part that discusses previous research which is used as a reference related to research". Researchers collect data from various sources such as books, e-books and journals.

3.2. Data Testing

3.2.1. Validity

According to [12], "validity is testing research questions with the aim of seeing the extent to which respondents understand the questions asked by researchers". According to [14], the validity test uses Pearson Correlation with the help of SPSS 24, to determine whether a statement item is valid or not, there are two ways, namely:
a. If the significance value is <0.05 then the item is valid, if the significance value is >0.05 then the item is invalid.
b. If r count ≥ r table then the item is declared valid and conversely if r count < r table then the item is invalid.

An item is said to be valid if it is able to measure what it should measure. The validity test is useful to find out whether the statements in the questionnaire should be replaced or not if they are deemed irrelevant.

3.2.2. Reability Test

According to [12] Sahir states that "reliability is testing the consistency of respondents' answers". A measuring instrument is said to be reliable if the instrument when measuring objects at different times shows the same results. According to [15], states that "reliability testing is carried out using the Cronbach's Alpha analysis technique with the help of SPSS 24. The Cronbach's Alpha value is said to be reliable if the value is greater than 0.60". Therefore, the reliability test aims to find out whether the data collection tool shows the level of accuracy, stability or consistency of the tool even though it is carried out at different times.

4. Research Result

In the section discussing the results of research conducted by researchers, the results of the research are seen in the validity and reliability tests as follows:

4.1. Validity Test

Validity testing was carried out using SPSS 24 by looking at the Pearson correlation value, with the following criteria:
a. If r count ≥ r table then the question is declared valid and conversely if r count < r table then the question is invalid.
b. The researcher tested the validity of the question items using a significance level of 0.05 with the condition that degree of redom (df) = n-2 is the number of respondents in this study, namely 158 respondents, so 158 – 2 = 156 and obtained an r table of 0.1562.

Table 1: Validity Test Results

Variable	Code	r Table	r count	Information
(Performance)	PE1	0.1562	0.809	Valid
	PE2	0.1562	0.859	Valid
	PE3	0.1562	0.828	Valid
	PE4	0.1562	0.835	Valid
	PE5	0.1562	0.867	Valid
(Information)	IN1	0.1562	0.844	Valid
	IN2	0.1562	0.774	Valid
	IN3	0.1562	0.826	Valid
	IN4	0.1562	0.796	Valid
	IN5	0.1562	0.813	Valid
(Economics)	EC1	0.1562	0.772	Valid
	EC2	0.1562	0.705	Valid
	EC3	0.1562	0.812	Valid
	EC4	0.1562	0.737	Valid
	EC5	0.1562	0.738	Valid
(Control and Security)	CO1	0.1562	0.828	Valid
	CO2	0.1562	0.800	Valid
	CO3	0.1562	0.812	Valid
	CO4	0.1562	0.814	Valid
	CO5	0.1562	0.734	Valid
(Efficiency)	EF1	0.1562	0.815	Valid
	EF2	0.1562	0.840	Valid
	EF3	0.1562	0.779	Valid
	EF4	0.1562	0.801	Valid
	EF5	0.1562	0.800	Valid
(Service)	SE1	0.1562	0.832	Valid
	SE2	0.1562	0.828	Valid
	SE3	0.1562	0.816	Valid
	SE4	0.1562	0.871	Valid
	SE5	0.1562	0.820	Valid

Based on the results of testing the validity of the questionnaire, it can be seen that the calculated r results are greater than the r table. So it can be concluded that all question items used in this research are declared valid, meaning that the questionnaire used in this research can be a benchmark for the PIECES variable indicators to analyze the level of satisfaction of OVO application users.

4.2. Reliability Test

Reliability testing was carried out using SPSS 24 by looking at the Cronbach's alpha value. If the Cronbach's alpha value is > 0.60 then the question is declared reliable, if Cronbach's alpha < 0.60 then the question is not reliable.

Table 2: Reliability Test Results

Variable	Cronbach's Alpha	Information
Performance	0.894	Reliable
Information	0.869	Reliable
Economics	0.803	Reliable
Control and Security	0.851	Reliable
Efficiency	0.860	Reliable
Service	0.887	Reliable

Based on the results of reliability testing of the questionnaire, it can be seen that if the value of the Cronbach's alpha variable is greater than > 0.60, it can be concluded that all the question indicators used in this research are declared reliable or reliable.

The results of this research are in line with [16] research entitled "Analysis of Service User Satisfaction Levels DANA E-wallet Using the PIECES Method" states that this research seeks to determine the results of data analysis with variables (Performance, Information, Economics, Control and Security, Efficiency, and Service) to describe the level of satisfaction with the DANA e-wallet. Next, the research conducted by [17] was entitled "Evaluation of the Performance of Using Accounting Information Systems an PIECES Method" Based on the results of calculating the PIECES variables, all variables consisting of Performance, Information, Economics, Control and Security, Efficiency, and Service is in the SATISFIED category.

5. Conclusion

Based on the overall conclusion of research conducted to analyze the level of satisfaction of OVO application users in Tebat Agung Village using the PIECES method, distributing questionnaires and SPSS calculations. So based on the results of this analysis the researcher drew the following conclusions:

1. From the PIECES method there are 6 variables (performance, information, economics, control and security, efficiency, service), each variable has 5 question items where the total is 30 question items with the highest answers agree and strongly agree which can be said to be very satisfied or valid.
2. From the respondents' responses to the level of satisfaction of OVO application users in Tebat Agung Village, based on the calculation results from the PIECES variable analysis, they are said to be very satisfied. Judging from the total average, it can be seen that the performance variable obtained a value of 3.42, the information variable obtained a value of 3.45, economic variables obtained a value of 3.45, control and security variables obtained a value of 3.45, the efficient variable obtained a value of 3.36 and the service variable obtained a value of 3.31. Regarding the total score, the overall average is 3.40, so the results are in the strongly agree category and it can be concluded that users feel very satisfied in using the OVO application in Tebat Agung Village.

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