

## **ABSTRACT**

*Android Development became the most widely used smartphone operating system in the world. The Android system is an option for companies that want a low-cost operating system. This research was conducted to analyse whether Android applications have receipts based on usability criteria. PT. Taspen (Persero) is a state company that manages the retirement and savings of the past, work accident work, as well as the guarantee of death of state officials whose participants are civil servants, government officials and employees of state-owned enterprises. In doing its services PT. Savings and civil servants insurance has an application that facilitates civil SERVANTS to perform services online through the application of civil servants easily recognize the products of existing services*

*This research is a quantitative study with a descriptive and verifiable method. The type of analysis used is a simple example of linear regression research is 100 civil servants. The data collection tools used are questionnaires, observations, and library studies.*

*The research method used is a Probability sampling consisting of civil servants, the sampling technique used is the sampling probability with sampling techniques using Random simple, because the sampling of members of the population is carried out randomly regardless of the strata that exist in the population.*

*Based on the results of this study shows that the mobile application PT. Savings and state insurance officials influence positive and significant towards the Brand Awaranness. The results of descriptive research indicate that the variable (X) Mobile application PT. Savings and State Office insurance that is intended in good category in Total average score of 63% and variable (Y) Brand awareness is intended in high categori with an average score of 65% and the result shows that the Mobile application of PT. Savings and state insurance officials affects brand awareness by 62.6% and the remaining 27.6% is influenced by other factors.*

*Keywords: PT. Tabungan dan Asuransi Pegawai Negeri, Brand Awaranness.*

