ABSTRACK

Information technology at the moment can result in many changes in every element of life covering all aspects in many fields, one of them in the world of education, The development of technology in the education world has undergone many changes so that it helps in the process of learning in the educational world, Customer satisfaction is an important role in the use of the application, because basically the convenience of using the application especially E-Learning is one of the forms of customer satisfaction. PT Telkom Indonesia is one of the leading telecommunications service providers in Indonesia. Division of Business Services (DBS). One of them is PT Telkom Indonesia Witel Bandung. DBS became the leading guard in the spread of the market in Bandung City.

This type of research uses quantitative descriptive methods. For sampling techniques using the method of Nonprobability Sampling and Purposive Sampler Take, this research population is the SMK Kartika Bandung that has already used the application Pijar School. In data collection, this study uses a questionnaire method. Data analysis techniques use descriptive analysis and also use Importance Performance Analysis (IPA) and Customer Satisfaction Index methods (CSI).

For the results of the calculation, the reality of the satisfaction of using the Pijar Sekolah application at SMK Kartika is 90% and is in a very good position. Expectations for the satisfaction of using the Pijar Sekolah application at SMK Kartika are 94% and are in a very good position. The results obtained from the Importance Performance Analysis (IPA) matrix, obtained the result that for the data management feature at school, when users use the Pijar application, it should be further improved to make users feel happy and also the features of the school data management system are even better. seen from the calculation results in the Customer Satisfication Index (CSI) formula, the result is 83.21%, which means that users are satisfied with the use of the Pijar Sekolah application for learning needs at school.

Keywords : Pijar Sekolah, Usage Satisfaction, E-Learning, Importance Performance Analysis (IPA), Customer Satisfiaction Index