ABSTRACT

Information Technology is developing rapidly over time. Developed technology helps users to carry out their daily activities. One example of technology is an application. The application created has the aim of helping users. One example of an application is the Presence application. PT. Bali Towerindo Sentra Tbk already has a presence application that is usually used by employees called Balitower Attendance. This research aims to determine employee satisfaction with the presence application of PT. Bali Towerindo Sentra Tbk and also see whether the performance of the features that are available. This research uses the E-Servqual method to determine the performance of available attributes or features and also uses the Importance Performance Analysis method to determine user satisfaction and usage values. Data collection was obtained in 2 ways, namely interviews and also questionnaires. User satisfaction is very important for comfort in using an application, in this research it was found that user satisfaction has not met user expectations because it gets a gap value with an average of -0.55 where a gap value < 0 is a negative gap and there are 2 attributes that must be of important concern to be repaired, namely SA1-10 on the System Availability dimension and FM1-15 on the Fulfillment dimension.

keywords : E-Servqual, Importance-Performance Analysis, Balitower Attendance