# ABSTRACT

In Indonesia, students who have completed their high school education or equivalent continue their studies at universities. Not a few students continue their studies outside the area based on several reasons, including because the study program does not match what they want based on their interests and talents. Indekos itself has an important role for students as a temporary residence. With the advancement of technology, it is easier for students to find information about finding a boarding house that suits their desires. Mamikos is a platform or application that provides rental services for rented houses, boarding houses, and apartments that present a list of boarding houses with detailed explanations. Based on the results of the temporary hypothesis, the Mamikos application still needs to be improved in terms of User Friendliness and Site Organization, so it is concluded that the value of user satisfaction with the performance of the Mamikos application is still below expectations. The purpose of this research is to measure the level of user satisfaction with the service quality of the Mamikos application using the dimensions of the E-Service Quality method that has been modified by defining eight determining factors, namely, Personal Needs, Site Organization, User Friendliness, Efficiency, Responsiveness, Reliability, Privacy and Security. This research also implements Importance Performance Analysis (IPA) which aims to describe what attributes are important and what attributes need to be improved, and it can be concluded whether the Mamikos application has met user expectations or vice versa.

Keywords: Mamikos Application, Service Quality, User Satisfaction, E-.
Service Quality, Importance Performance Analysis (IPA)