ABSTRACT

Online games are currently popular with ages 15-35 since the 2022 Sea Games esports was officially inaugurated as a sport that has been competed in the 2022 Sea Games. Although there are many online game players, if you look at it, not all players have devices that are capable of playing games, for example, the game cannot run smoothly. From this phenomenon, software developers created the JM tools application as an application to lighten the graphics of the game being played. However, currently JM Tools is experiencing a problem, namely a decrease in the number of users due to dissatisfaction caused by the JM tools application, data bugs often occur in the manual GFX feature section, the cause of which is the Android security patch and lots of ads when activating JM tools, as a result of consumer dissatisfaction, the application rating has decreased to 3.5 stars. Due to the new policy from Google Play and the decrease in application users per day, which has an impact on the deactivation of the developer account by the Google Play Store. The purpose of this study is to analyze the quality of JM tools services on customer satisfaction and increase application competitiveness. The method used in this study is quantitative descriptive through observation, interviews and questionnaires. The data used are primary and secondary data, The population to be used in this study are application users in the jm tools surabaya group. The analysis uses the E-Servqual method which consists of seven dimensions including: Efficiency, Reliability, Responsiveness, Fulfillment, Privacy, Compensation and Contact. The results of this study based on the results of the expected and perceived values of the seven E-servqual dimensions found that there is a gap or difference between perception and expectation of jm tools application services, where the Reliability dimension is in the top rank with a total gap value (R4) -2.648, then the Responsiveness dimension (RE3) -2.467, Compensation dimension (C2) -2.383, Fulfillment dimension (F2) -2.247, Contact dimension (C03) -2.313, Privacy dimension (P2) -2.267, Efficiency dimension (E3) -1.723. It can be concluded that the quality of jm tools application services has not met user expectations.

Keywords— information system, academics, Telkom, application [Service Quality, JM Tools, User Satisfaction]