

ABSTRACT

The telecommunications industry currently faces challenges in providing reliable applications for its users. In the Customer Insight Management Division of PT Telekomunikasi Selular, the Lapers Bot Telegram application is used as an alternative when the U2020 application undergoes maintenance. Although designed as a backup, the use of Lapers Bot Telegram has shown a significant decline, indicating dissatisfaction with its performance quality, which could impact the company's overall operations.

This study aims to analyze the various factors that influence employees' preferences for both applications and provide recommendations for improving the Lapers Bot Telegram to function more effectively and in real-time, as well as enhance the company's operational efficiency. It is hoped that the results of this study can offer guidance to the company in selecting the most suitable application to support operations in the future.

The research method applied in this study uses a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. A Google Form-based questionnaire was distributed to 183 respondents who actively use the Lapers Bot Telegram. The collected data were then analyzed descriptively and multivariately to examine the relationships between the identified variables.

The research findings indicate that the variables of System Quality, Service Quality, Privacy and Security Concerns, Performance Expectancy, Facilitating Conditions, Utilitarian Value, Confirmation, Satisfaction, and Continued Intention to Use have a significant impact on the use of the Lapers Bot Telegram. However, the variables of Social Influence on Confirmation, Service Quality on Confirmation, and Information Quality on Confirmation do not have a significant effect.

The findings of this study provide important contributions in evaluating the use of Lapers Bot Telegram in supporting employee performance. The recommendations derived from this research can be used by the company to develop more efficient and high-quality applications, which in turn can enhance user satisfaction and support smooth operational activities for the company in the future

Keywords: System Quality, Information Quality, Service Quality, Privacy and Security Concerns, Performance Expectancy, Social Influence, Facilitating Conditions, Utilitarian Value, Satisfaction, Confirmation, Continued Intention to Use Lapers Bot Telegram.