

ABSTRACT

The food and beverage industry, including Fore Coffee, relies heavily on the use of digital technology, especially mobile applications. Fore Coffee application users have reported various complaints, including expensive shipping costs, inaccurate order processing time estimates, bugs or errors in the application, limited payment method options, and suboptimal application speed. This study analyzes the level of satisfaction of Fore Coffee application users using the End-User Computing Satisfaction (EUCS) method, which includes five main variables, such as content, accuracy, format, ease of use, and timeliness. Of the 454 questionnaire respondents, 400 were Fore Coffee application users, and this data was used for analysis. The purpose of the study was to identify the dominant factors that contribute to user satisfaction and provide recommendations for application improvements based on specific user needs. The validity and reliability of the data have been confirmed through Factor Loading and Average Variance Extracted (AVE) tests. The results of the hypothesis test show that H5 is accepted, while H1, H2, H3, and H4 are not accepted because the p-value is less than 0.05. Based on these findings, recommendations for app improvements include accurate and dynamic wait time estimation, flexible order scheduling options, relevant promo notifications, points-based loyalty program (check-in), exclusive promo offers (cashback/discount), and user feedback features for continuous optimization..

Keywords: *User satisfaction, Fore Coffee, mobile application, EUCS, Information technology*