ANALISIS PENGGUNA APLIKASI LIVIN' BY MANDIRI MENGGUNAKAN FRAMEWORK COBIT 5.0 PADA WILAYAH KEBON SIRIH

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ABSTRAK

Penerapan teknologi informasi sangat penting bagi perusahaan maupun organisasi saat ini. Di era teknologi yang berkembang pesat ini, teknologi telah dirasakan manfaatnya diberbagai bidang. Aplikasi Livin' by Mandiri merupakan sistem yang dibuat oleh Bank Mandiri. Tujuannya adalah untuk mempermudah nasabah melakukan transaksi langsung secara *mobile* dimanapun dan kapanpun. Untuk tetap dapat mencapai pelayanan yang terbaik untuk nasabah Bank Mandiri, harus dilakukan penilaian kinerja dan evaluasi untuk meningkatkan pelayanan. Penilaian tersebut dilakukan dengan menggunakan kerangka kerja *Control Objectives for Information and Related Technology* (COBIT) 5 yang terdiri dari domain *Align, Plan, and Organize (*APO), *Build, Acquire, and Implement (*BAI), *Deliver, Service and Support* (DSS), *Monitor, EvaluatE, and Assess* (MEA), dan *Evaluate, Direct, and Monitor* (EDM). Penelitian ini berfokus pada pengukuran *Capability Level* di 2 domain yaitu *Align, Plan, and Organize* (APO) dan *Deliver, Service and Support* (DSS). Penelitian ini melakukan penyebaran kuesioner terhadap 378 nasabah aplikasi Livin' by Mandiri. Untuk metode analisis data menggunakan IBM SPSS Statistics 24. Target *capability level* yang diinginkan adalah 3 (tiga). Hasil *capability level* yang didapat untuk masing-masing domain adalah APO01 3 (tiga), APO02 1 (satu), APO04 2 (dua), APO08 1 (satu), APO09 1 (satu), APO10 3 (tiga), APO11 3 (tiga), APO12 1 (satu), APO13 1 (satu), DSS02 1 (satu), DSS03 1 (satu), DSS04 1 (satu), DSS05 1 (satu), dan DSS06 3 (tiga). *Gap* yang didapatkan menghasilkan beberapa rekomendasi salah satunya adalah fitur Tanya Mandiri yang berguna bagi nasabah yang mengalami masalah dalam penggunaan aplikasi Livin' by Mandiri atau transaksi.

Kata kunci: COBIT 5, Capability Level, Livin' by Mandiri

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ABSTRACT

The application of information technology is very important for companies and organizations today. In this era of rapidly developing technology, technology has benefited in various fields. The Livin' by Mandiri application is a system created by Bank Mandiri. The goal is to make it easier for customers to make direct mobile transactions anywhere and anytime. In order to continue to achieve the best service for Bank Mandiri customers, performance assessments and evaluations must be carried out to improve services. The assessment is carried out using the Control Objectives for Information and Related Technology (COBIT) 5 framework consisting of the Align, Plan, and Organize (APO), Build, Acquire, and Implement (BAI), Deliver, Service and Support (DSS) domains. , Monitor, Evaluate, and Assess (MEA), and Evaluate, Direct, and Monitor (EDM). This study focuses on measuring Capability Level in 2 domains, namely Align, Plan, and Organize (APO) and Deliver, Service and Support (DSS). This study distributed questionnaires to 378 customers of the Livin' by Mandiri application. For the data analysis method using IBM SPSS Statistics 24. The desired target capability level is 3 (three). The capability level results obtained for each domain are APO01 3 (three), APO02 1 (one), APO04 2 (two), APO08 1 (one), APO09 1 (one), APO10 3 (three), APO11 3 (three), APO12 1 (one), APO13 1 (one), DSS02 1 (one), DSS03 1 (one), DSS04 1 (one), DSS05 1 (one), and DSS06 3 (three). The gap obtained resulted in several recommendations, one of which is the Ask Mandiri feature which is useful for customers who have problems using the Livin' by Mandiri application or transactions.

Keyword: *COBIT 5, Capability Level, Livin' by Mandiri*