

ABSTRACT

The rapid development of information technology (IT) is currently pushing the organization to use it, with the aim of increasing productivity and customer satisfaction. Taman Pintar did IT investments in the service sector for the customers as service products is unknown impacts on productivity and customer satisfaction as a benchmark for the success of IT investments. Analysis of the impact of IT investments on customer satisfaction conducted by using the theory of the Effect of IT Investments on Customer Satisfaction, while researching the impact of the productivity of IT investments that have been made, the researchers used ex post Cost/Benefit Analysis (CBA). The result show that IT investments made by Taman Pintar as product services for customers to be able to increase productivity (revenue). In addition, IT investments also give significant effect on increasing customer satisfaction in Taman Pintar Yogyakarta.

Keywords: productivity paradox, IT investment, Cost/Benefit Analysis, Theory Effect of IT Investment on Customer Satisfaction

INTISARI

Perkembangan teknologi informasi (TI) yang pesat saat ini mendorong keinginan organisasi untuk menggunakannya, dengan tujuan meningkatkan produktivitas dan kepuasan pelanggan. Investasi TI yang dilakukan pada sektor layanan pengunjung di Taman Pintar sebagai produk jasa layanan, belum diketahui dampaknya bagi produktivitas dan kepuasan pelanggan, yang menjadi tolak ukur keberhasilan investasi TI tersebut. Analisis dampak investasi TI terhadap kepuasan pelanggan dilakukan menggunakan teori *Effect of IT Investment on Customer Satisfaction*, sedangkan untuk meneliti dampak produktivitas investasi TI yang telah dilakukan, peneliti menggunakan *ex post Cost/Benefit Analysis* (CBA). Hasil penelitian menunjukkan investasi TI yang dilakukan Taman Pintar sebagai produk jasa layanan bagi pengunjung dapat meningkatkan produktivitas (pendapatan). Selain itu investasi TI juga berpengaruh signifikan terhadap meningkatnya kepuasan pengunjung di Taman Pintar Yogyakarta.

Kata kunci – investasi TI, *Cost/Benefit Analysis*, Teori *Effect of IT Investment on Customer Satisfaction*, produktivitas, kepuasan pelanggan