

ABSTRAK

Transformasi digital mendorong PDAM Tirta Wijaya Kabupaten Cilacap untuk menghadirkan TW Mobile sebagai upaya modernisasi layanan mempermudah pembayaran, pelaporan gangguan, dan pemantauan penggunaan air bagi pelanggan. Meski jumlah unduhan aplikasi relatif tinggi (7.776), hanya sebagian kecil yang aktif menggunakan layanan (1.936), dan terdapat banyak ulasan negatif yang menyoroti lambatnya respons serta keterbatasan fungsionalitas. Fenomena gap antara unduhan dan penggunaan aktif ini menandakan masalah keterlibatan pengguna (engagement) dan kepercayaan terhadap aplikasi, yang berpotensi menurunkan efektivitas transformasi digital dan citra Perumdam sebagai penyedia layanan publik. Berdasarkan kerangka Technology Acceptance Model (TAM) dan literatur brand awareness, persepsi kegunaan dan kemudahan penggunaan aplikasi serta pengalaman layanan diperkirakan menjadi faktor kunci yang memengaruhi kesadaran merek. Oleh karena itu penelitian ini penting untuk mengidentifikasi faktor penyebab rendahnya keterlibatan pengguna, mengevaluasi kualitas TW Mobile, dan merumuskan rekomendasi guna memperkuat brand awareness serta meningkatkan adopsi layanan digital Perumdam.

Penelitian kuantitatif dengan paradigma positivistik menggunakan populasi pengguna aktif TW Mobile ($N = 1.936$) dan sampel 332 responden dihitung dengan rumus Slovin. Pengumpulan data dilakukan melalui kuesioner skala Likert dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (SmartPLS 3.3). Variabel yang diuji meliputi Kualitas Pelayanan, Kepuasan Pengguna, dan Brand Awareness. Validitas dan reliabilitas diuji melalui convergent validity, discriminant validity, composite reliability, AVE, dan Cronbach's alpha; signifikansi jalur diuji dengan prosedur bootstrapping.

Hasil pengujian struktural menunjukkan bahwa variabel eksogen memiliki kemampuan prediktif yang tinggi terhadap variabel endogen, dengan R^2 sebesar 0,736 yang mengindikasikan bahwa 73,6% variasi Brand Awareness dapat dijelaskan oleh kualitas pelayanan dan kepuasan pengguna. Pengaruh Kualitas Pelayanan terhadap Brand Awareness tercatat sangat kuat dan signifikan ($\beta = 0,696$; $t = 14,191$; $p < 0,001$), menggambarkan bahwa pengalaman layanan yang unggul menjadi faktor utama dalam memperkuat pengenalan dan ingatan pengguna terhadap aplikasi TW Mobile. Sementara itu, Kepuasan Pengguna juga menunjukkan pengaruh positif signifikan meskipun dalam intensitas yang lebih rendah ($\beta = 0,191$; $t = 3,776$; $p < 0,001$), yang menandakan bahwa tingkat kepuasan pengguna berkontribusi terhadap peningkatan awareness namun tidak sekuat kualitas layanan. Secara keseluruhan, temuan ini menegaskan bahwa keberhasilan digital branding aplikasi publik seperti TW Mobile sangat bergantung pada kualitas layanan yang konsisten serta pengalaman pengguna yang memuaskan.

Kata Kunci : Kualitas pengguna, Kepuasan Pengguna, *Brand Awareness*, Perumdam Tirta Wijaya

ABSTRACT

Digital transformation has driven PDAM Tirta Wijaya, Cilacap Regency, to introduce TW Mobile as a service modernization effort to simplify payments, report disruptions, and monitor water usage for customers. Although the number of app downloads is relatively high (7,776), only a small portion (1,936) actively uses the service, and there are many negative reviews highlighting slow response times and limited functionality. This gap between downloads and active use indicates issues with user engagement and trust in the app, potentially reducing the effectiveness of digital transformation and the image of Perumdam as a public service provider. Based on the Technology Acceptance Model (TAM) framework and brand awareness literature, perceived usefulness and ease of use of the app, as well as the service experience, are thought to be key factors influencing brand awareness. Therefore, this study is important to identify the factors causing low user engagement, evaluate the quality of TW Mobile, and formulate recommendations to strengthen brand awareness and increase the adoption of Perumdam's digital services.

Quantitative research with a positivistic paradigm using a population of active TW Mobile users ($N = 1,936$) and a sample of 332 respondents calculated using the Slovin formula. Data collection was carried out through a Likert scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (SmartPLS 3.3). The variables tested include Service Quality, User Satisfaction, and Brand Awareness. Validity and reliability were tested through convergent validity, discriminant validity, composite reliability, AVE, and Cronbach's alpha; path significance was tested using a bootstrapping procedure.

The results of the structural test show that exogenous variables have a high predictive ability towards endogenous variables, with an R^2 of 0.736 indicating that 73.6% of the variation in Brand Awareness can be explained by service quality and user satisfaction. The influence of Service Quality on Brand Awareness is recorded as very strong and significant ($\beta = 0.696$; $t = 14.191$; $p < 0.001$), illustrating that superior service experience is a major factor in strengthening user recognition and memory of the TW Mobile application. Meanwhile, User Satisfaction also shows a significant positive influence although in a lower intensity ($\beta = 0.191$; $t = 3.776$; $p < 0.001$), indicating that the level of user satisfaction contributes to increasing awareness but not as strongly as service quality. Overall, these findings confirm that the success of digital branding of public applications such as TW Mobile is highly dependent on consistent service quality and satisfying user experience.

Keywords: User Quality, User Satisfaction, Brand Awareness, Perumdam Tirta Wijaya