ABSTRACT

EVALUASI KUALITAS SISTEM INFORMASI PENDAFTARAN PENDONOR DARAH MENGGUNAKAN METODE SERVICE QUALITY *(SERVQUAL)* (STUDI KASUS: PMI JAKARTA BARAT)

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The advancement of information technology has driven the digitalization of public services, including the donor registration system at PMI Jakarta Barat. Although a digital system has been implemented, several issues remain, such as accessibility, service speed, and clarity of the registration process. This study aims to evaluate service quality using the SERVQUAL method, which includes five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. A descriptive quantitative approach was used by distributing questionnaires to 60 respondents. The data were analyzed through validity and reliability tests, GAP analysis (Perception – Expectation), and SERVQUAL Index calculations. The results show that all dimensions have negative GAP values, with an overall SERVQUAL Index of -0.17. The Reliability dimension has the largest GAP (-0.31), while Responsiveness has the smallest (-0.11). These findings indicate the need for system improvements, both in technical aspects and in staff service, to better meet user expectations.

Keywords: *Service Quality, SERVQUAL, Donor Registration System, Perception, Expectation, GAP Analysis, PMI Jakarta Barat*