ABSTRACT

MEASUREMENT OF ACADEMIC INFORMATION SYSTEM SERVICES OF ABC INSTITUTIONS BASED ON SERVICE QUALITY AND QUALITY FUNCTION DEPLOYMENT

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This study measures the quality of Academic Information System (SIAKAD) services at ABC Institution through the Service Quality and Quality Function Deployment (QFD) approaches. Using the Service Quality questionnaire, a service gap analysis was conducted to identify critical attributes. The application of QFD helps to prioritize improvements by involving the identification of student needs, assessment of attribute importance, calculation of Improvement Ratio, and prioritization. The findings show significant gaps, especially in the Assurance and Reliability dimensions. Critical attributes involve SIAKAD's ability to deliver services, reliability in managing student data, and speed of response to curriculum changes. This research provides recommendations for improvement and service prioritization for ABC Institution. The results are expected to increase student satisfaction and the effectiveness of SIAKAD according to student expectations and needs.

Keywords: Service Attributes, SIAKAD, Service Quality, QFD.