

ABSTRACT

One of the government agencies that implements the development of internet technology for ease in its servants is Pasirkaliki Urban Village related to the service of population documents. Pasirkaliki Urban Village has implemented an online-based service program called Sapakat online since 2018 to facilitate the flow and process of submitting residence documents. But in fact, there are problems or constraints on its service, one of which is citizens or consumers perform the service process not in accordance with the established flow, so this is the basis of this research. Based on the indications of the problems obtained, research is needed on how the quality of population document services in Pasirkaliki Urban Village in the Sapakat online program. This research was conducted using Servqual and Importance Performance Analysis (IPA) methods. Based on the results of the study, there are 13 indicators that have a negative gap value, meaning that the performance of services provided is not in accordance with public expectations so that the public is not satisfied. Because all indicators have negative gap values, IPA analysis is then carried out to find out what indicators are the top priorities in the improvement, such indicators are indicators with codes RS1, RE1, and EM2.

Keywords: Servqual, IPA, performance, expectation, satisfaction