Analisis Kualitas Sistem dan Kualitas Informasi Terhadap Kepuasan Pelanggan (Studi Kasus KitaLulus) Adrian Senoaji Teguh Yudhoyono1,

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Abstract

In the current digital era, job vacancies are also increasingly sought after by jobseekers in Indonesia. Online job vacancies are also growing and many platforms are preparing like we graduated. Therefore, KitaLulus is here as a platform to find information about companies that are opening job vacancies. Based on a pre-research survey, 11 out of 20 people were disappointed with the KitaLulus platform because it did not meet their expectations because they did not find it easy to upload documents such as a Curriculum Vitae (CV) because the connection was easily lost and I was able to login when registering the application. Through this research, the writer utilizes multiple linear regression analysis by calculating two independent variables, System Quality (X1) and Information Quality (X2) with variable customer satisfaction (Y). On the variable Quality System (X1) mit 5 Dimensionen für mehr Komfort, Benutzerfreundlichkeit, Reaktionszeit, Zuverlässigkeit, Flexibilität und Sicherheit. In the Information Quality variable, three dimensions are obtained for measurement, namely Relevancy, Accuracy, and Timeliness. While the Customer Satisfaction variable has three dimensions to be measured, namely Information Satisfaction, Overall Satisfaction, and Repeat Desire. After doing research and if the value of system quality and information quality has a negative or no effect on customer satisfaction variables, improvements will be made in the form of Prototyp improvements which are expected to increase the value of system quality variables (X2) and system quality (X2) and customer quality (Y).

Keywords: System quality, information quality, user satisfaction, multiple linear regression