ABSTRACT

Advances in information technology in the current era mean that the need for ICT (Information and Communication Technology) continues to increase, so Telkom University launched an application called My TelU to improve the quality of more effective learning services. It is necessary to maintain and improve the quality of service for users so that the My Tel-U application can meet user expectations. This research uses two methods, namely, the Electronic Service Quality method and Importance Performance Analysis (IPA). E-Service Quality method to determine the gap between user expectations and perceptions. As well as measuring the level of service quality. As well as knowing important attributes using the E-Servqual dimensional approach, the Importance Performance Analysis (IPA) method to find out what attributes have an influence and play an important role in increasing user expectations, to make improvements a priority. The results of the research showed that the average gap between user expectations and application performance was -0.95. The average value of service quality obtained from calculating user expectation values divided by the application performance value is 0.78. From the results of the average service quality value, it can be concluded that the service provided by the My Tel-U application is not yet, because the average service quality value is less than 1. Quadrant A or Priority in improvement places the attributes X11, X13, X20 and X25. Improvement efforts that can be made are integrating several services to help and make it easier for users to study.

Keywords: My TelU, E-servqual, Importance Performance Analysis, User Satisfaction