

ABSTRACT

Service research at Telkom University's SMB unit has been carried out using TAM and PLS, but research using service quality with IPA analysis has never been done. In this study, measurements of the quality of SMB Telkom University services were carried out with the Service Quality model and IPA (Importance-Performance Analysis) analysis. The service quality method is based on five dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy. The results of the analysis show that although customers feel the services provided are adequate, there are still some aspects that need to be improved to fully meet their expectations. In the Tangibles dimension, visual aspects such as the appearance of the interface and supporting infrastructure are considered good, but there are shortcomings in the appearance that need to be improved to make it more attractive and easy to use. Reliability is a major concern as there is dissatisfaction related to service inconsistency which lowers the level of user trust. The Responsiveness dimension shows that while the service is responsive, the speed and effectiveness in responding to complaints or queries still requires improvement, including improving problem handling procedures and the capacity of the support team. In the Assurance dimension, users felt fairly confident in the competence of staff, but there was a need to improve data security and trust to provide a stronger sense of security. The Empathy dimension had the lowest score, indicating a lack of personal attention to users, which may be due to more generic and less in-depth interactions. Overall, to improve quality and user satisfaction, significant improvements are needed in several areas that have been identified, in order for Telkom University SMB services to be of higher quality, consistent, and in line with user expectations.

Key Words: SMB Telkom University, Service Quality, Importance and Performance Analysis