SUMMARY

TAUFIK MAKBULLAH. Service Quality Analysis of Academic Information Systems Graduate Program In Bogor Agricultural University of User Perspective. Supervised by KUDANG BORO SEMINAR and DRAJAT MARTIANTO.

The existence of information technology currently to higher education institution had become a necessity to support education processes. Information System of Academic (SIMAK) IPB is an application (software) that organize the whole academic activity processes namely compiling lectures’ schedules, re-registration through online KRS completion and academical data reports. The purpose of this study is to analyzing the quality level of SIMAK IPB, analyze the obstacles and to formulate recommendation of policy to SIMAK IPB service improvement.

The population in this study is SIMAK IPB users at user level / SIMAK users of 4, 6 and 8 grade students, academic officers (Faculty, Department, Directorate) and leader. Determination of sample from population 17.000 student with error rate is 10%, hence total sample is 99 responden. The sampling technique used in this study was random sampling, which was sampling from a randomly or unregulated population set based on semesters (4, 6, 8). Data analysis in this study using SERVQUAL Gap shows the level of quality of SIMAK IPB use by its users and Importance Performance Analysis (IPA) to show remodendation improvement that must be done. Analytical tool used is statistical application program that is software SPSS (Statistics for Product and Services Solution) for windows.

Based on the result of SERVQUAL Gap analysis discover that performance degree of the services provide by Bogor Agricultural University was bigger than importance degree perceived by users of academic system in Bogor Agricultural University due to the SERVQUAL score valued > 0, which means the services provide by Bogor Agricultural University have already fulfill users’ expectation. The IPA resulted that in quadrant A of Cartesian Diagram, based on students’ perception, there were 6 attributes which will become the main priority to be improve. Meanwhile, based on academic staffs’ perception indicated that there were 6 attributes that become the main priority to be improve. The conclusion of this study, are as follow: Users’ satisfaction degree to SIMAK IPB obtained from questionnaire deployment to students: average value of importance degree scored 3.30 (agree) and average value of performance degree scored 3.90 (satisfy). Meanwhile, the result obtained from questionnaire deployment among academic staff, average value of importance degree scored 3.38 (agree) and average value of performance degree scored 3.94 (satisfy); Obstacles of SIMAK IPB relatively did not becoming a discrepancy (3). IPB recomendation formulation for SIMAK IPB services improvement i.e. to the attribute SIMAK used to view study recapitulation, absenteeism list, lecture schedule and department schedule.

Keyword : academic information system, information system quality analysis, university system information, SIMAK