

User Satisfaction Analysis of Academic Information Systems (Siakad) Using Electronic Service Quality (E-servqual) and PIECES Framework (Case Study: Trunojoyo University Madura)

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ABSTRACT

The Academic Information System is used for processing academic data and makes it easier for students to carry out academic administration such as, compiling study plans, viewing study results and others. In the Siakad system there is a criticism and suggestion section on Siakad in which there are still some student complaints related to service or system performance that is less than optimal. The level of quality of electronic services or in this study Siakad will be seen from the high level of satisfaction of its users.

The purpose of this study was to measure the level of customer satisfaction by using electronic service quality variables. This study uses a combination of electronic service quality (e-servqual) methods and the PIECES Framework (Performance, Information, Economy, Control, Efficiency, and Service). This research consists of 4 stages consisting of literature study, data collection, data analysis, and results (conclusions). Data analysis was performed using the Customer Satisfaction Index (CSI) and Potential Gain In Customer Value (PGCV) methods. The research was conducted by distributing online questionnaires to 208 students as respondents. The results obtained indicate the level of student user satisfaction in using Siakad which is 0.6705 or 67% in the PUAS category and there are 5 variables including Responsiveness, Compensation, Contact, Performance, Fulfillment which are the priority of system improvement.

Keywords: Analysis of user satisfaction, academic information systems, e-service quality, PIECES Framework.