OF SERVICE QUALITY OF THE HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEM (SIM-SDM) BKKBN IN SOUTH SUMATRA PROVINCE USING THE *IMPORTANCE PERFORMANCE ANALYSIS* (IPA) METHOD

ABSTRACT

The Human Resources Management Information System (SIM-SDM) is still experiencing problems, namely, the SIM-SDM service display is still lacking so that users are still mistaken in using existing features, and the SIM-SDM service response is not adequate in handling complaints individual user problems. Based on the problems that occurred, researchers carried out an analysis of the quality of SIM-SDM services using the integration method of Service Quality and Importance Performance Analysis. There are five variables that measure perceived value and service expectations. The aim is to find the level of service quality that influences the quality of SIM-SDM BKKBN SIM-SDM BKKBN services in South Sumatra Province. The results of calculating perceived and expected service quality values based on the service quality scale, it can be concluded that the one with the lowest level of conformity is the tangibles variable with a conformity level of 95.00%, the second variable is empathy of 96.42%, the third variable is responsiveness of 96, 45%, the fourth variable is reliability at 96.58%, the last variable is assurance at 96.59%. Based on research, it shows that the service received by BKKBN SIM-SDM users has not met the desired expectations, so it is necessary to improve the quality of service so that it can be accepted by BKKBN SIM-SDM users.

Keyword: Analysis, Service Quality, SIM-SDM

ANALISIS KUALITAS LAYANAN SISTEM INFORMASI MANAJEMEN SUMBER DAYA MANUSIA (SIM-SDM) BKKBN PROVINSI SUMATERA SELATAN DENGAN MENGGUNAKAN METODE *IMPORTANCE PERFORMANCE ANALYSIS* (IPA)

ABSTRAK

Sistem Informasi Manajemen Sumber Daya Manusia (SIM-SDM) masih mengalami masalah yang terjadi yaitu, pada tampilan layanan SIM-SDM yang masih kurang sehingga pengguna masih keliru dalam menggunakan fitur-fitur yang ada, dan respon layanan SIM-SDM belum memenuhi dalam menangani keluhan masalah pengguna secara individual. Berdasarkan permasalahan terjadi, peneliti melakukan analisis kualitas layanan SIM-SDM dengan menggunakan metode integrasi *Service Quality* dan *Importance Performance Analysis*. Adapun lima variabel yang mengukur nilai persepsi dan harapan layanan. Tujuannya adalah untuk mencari tingkat kualitas layanan yang mempengaruhi kualitas pelayanan SIM-SDM BKKBN SIM-SDM BKKBN Provinsi Sumatera Selatan. Hasil perhitungan nilai kualitas layanan persepsi dan harapan berdasarkan skala kualitas layanan, bisa disimpulkan bahwa yang memiliki tingkat kesesuaian terendah adalah variabel tangibles dengan tingkat kesesuaian sebesar 95,00%, variabel kedua adalah emphaty sebesar 96,42%, variabel ketiga adalah responsiveness sebesar 96,45%, variabel keempat reliability sebesar 96,58%, variabel terakhir assurance sebesar 96,59%. Berdasarkan penelitian menunjukan bahwa layanan yang diterima pengguna SIM-SDM BKKBN belum memenuhi harapan yang diinginkan sehingga perlu peningkatan kualitas layanan agar dapat diterima pengguna SIM-SDM BKKBN.

Kata Kunci: Analisis, Kualitas Layanan, Sistem Informasi.