

**ANALYSIS OF USER SATISFACTION OF THE ACADEMIC
INFORMATION SYSTEM OF IAIQI AL-ITTIFAQIAH INDRALAYA USING
THE MODEL E-SERVQUAL**

ABSTRACT

Academic Information System (SIMAK) plays an important role in managing academic administration in higher education. IAIQI Al-Ittifaqiah Indralaya has implemented SIMAK to improve the quality of academic services. However, users still face obstacles such as system slowness, lack of response to problems, and limited features that support their needs. Therefore, this study aims to evaluate the level of user satisfaction with SIMAK service quality using the E-SERVQUAL model. This research uses a quantitative method with a survey approach through a questionnaire. The evaluation was conducted based on the five dimensions of E-SERVQUAL, namely reliability, responsiveness, fulfillment, efficiency, and privacy. The data obtained were analyzed to identify gaps between user expectations and perceptions. The results show that the Total Electronic Service Quality (TESQ) is -0.15, which indicates that SIMAK services have not met user expectations. The privacy dimension has the highest perception score (3.85), indicating satisfaction with data protection. In contrast, system availability has the lowest perception score (3.29), indicating complaints related to access reliability. The highest expectation was in the system availability dimension (4.95), while the lowest expectation was in the contact dimension (4.90). The largest gap occurs in the dimensions of system availability and responsiveness (-1.66), indicating that this aspect needs immediate improvement. The quality of SIMAK services at IAIQI Al-Ittifaqiah Indralaya still needs to be improved, especially in terms of system reliability and responsiveness to users, in order to meet their expectations and increase their satisfaction.

Keywords: Analysis, User Satisfaction, E-Servqual, SIMAK

ANALISIS KEPUASAN PENGGUNA SISTEM INFORMASI AKADEMIK IAIQI AL-ITTIFAQIAH INDRALAYA MENGGUNAKAN MODEL *E-SERVQUAL*

ABSTRAK

Sistem Informasi Akademik (SIMAK) berperan penting dalam pengelolaan administrasi akademik di perguruan tinggi. IAIQI Al-Ittifaqiah Indralaya telah mengimplementasikan SIMAK untuk meningkatkan mutu layanan akademik. Namun, pengguna masih menghadapi kendala seperti lambatnya sistem, kurangnya respons terhadap permasalahan, dan keterbatasan fitur yang mendukung kebutuhan mereka. Oleh karena itu, penelitian ini bertujuan untuk mengevaluasi tingkat kepuasan pengguna terhadap kualitas layanan SIMAK menggunakan model E-SERVQUAL. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei melalui kuesioner. Evaluasi dilakukan berdasarkan lima dimensi E-SERVQUAL, yaitu keandalan, daya tanggap, pemenuhan, efisiensi, dan privasi. Data yang diperoleh dianalisis untuk mengidentifikasi kesenjangan antara harapan dan persepsi pengguna. Hasil penelitian menunjukkan bahwa Total Electronic Service Quality (TESQ) sebesar -0,15, yang mengindikasikan bahwa layanan SIMAK belum memenuhi harapan pengguna. Dimensi privasi memiliki skor persepsi tertinggi (3,85), menunjukkan kepuasan terhadap perlindungan data. Sebaliknya, ketersediaan sistem memiliki skor persepsi terendah (3,29), mengindikasikan keluhan terkait keandalan akses. Harapan tertinggi berada pada dimensi ketersediaan sistem (4,95), sementara harapan terendah ada pada dimensi kontak (4,90). Kesenjangan terbesar terjadi pada dimensi ketersediaan sistem dan daya tanggap (-1,66), menunjukkan bahwa aspek ini perlu segera diperbaiki. Kualitas layanan SIMAK di IAIQI Al-Ittifaqiah Indralaya masih perlu ditingkatkan, terutama dalam hal keandalan sistem dan respons terhadap pengguna, guna memenuhi ekspektasi dan meningkatkan kepuasan mereka.

Kata Kunci: Analisis, Kepuasan Pengguna, *E-Servqual*, SIMAK