

# **ANALYSIS OF USER SATISFACTION OF THE PEOPLE'S ONLINE ASPIRATION AND COMPLAINTS (REPORT) SERVICE WEBSITE AT THE PALEMBANG CITY COMMUNICATION AND INFORMATION SERVICE USING THE FUZZY SERVQUAL METHOD**

## **ABSTRACT**

One of the e-government services implemented by the Palembang City Communication and Information Office is the Public Aspiration and Online Complaint Service Website (Lapor). However, there are still several issues with its implementation, such as the lack of response from relevant institutions in addressing complaints and frequent technical issues like bugs or system disruptions. This study uses the Fuzzy Servqual method, which focuses on user satisfaction across five dimensions: reliability, responsiveness, assurance, empathy, and tangible aspects. The research applies a quantitative/statistical approach using a validated questionnaire. The findings indicate that the highest level of dissatisfaction is in the assurance dimension, with a gap value of -5.37. This suggests a significant level of dissatisfaction, where users expect better service than what they currently receive. Meanwhile, two attributes show positive values: reliability, with a value of 0.32, and responsiveness, with a value of 0.69, indicating that these two aspects have sufficiently met user satisfaction. Overall, these results suggest that user satisfaction with the Lapor website still needs to be improved.

**Keyword :** User Satisfaction, REPORT, *Fuzzy Servqual*