

# ANALYSIS OF STUDENT SATISFACTION WITH STUDENT MANAGEMENT SERVICES IN THE INFORMATION SYSTEMS STUDY PROGRAM AT PRIMA INDONESIA UNIVERSITY USING THE SERVICE QUALITY (SERVQUAL) METHOD

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**ABSTRAK-** The purpose of this research is to analyze the level of student satisfaction with student management services in the Information Systems Study Program at Prima Indonesia University. The method used in this study is the Service Quality method to measure the level of student satisfaction. The results of the research show that the level of student satisfaction with student management services is 4.28 and the Servqual method has good quality in measuring student satisfaction..

**Keywords :** Service Quality, Management Services, University, Students.

## 1. INTRODUCTION

Higher education is an institution that educates students and produces competent graduates in their fields of study [1][2]. Society's expectations of the quality of higher education have increased as a consequence of the growing understanding of the benefits of higher education [3]. Higher education institutions must be able to manage their services well in order to produce graduates with good academic standards and competitiveness [1].

Continual evaluation of the services offered to students is very important to ensure the quality of service provided by the institution is good or not [4]. The level of service quality must be continuously evaluated from the perspective of students, not from the perspective of the institution [5][6]. Student satisfaction is considered positive if their expectations are met; and services will be considered negative if their expectations are not met [7][8]. Students are the main consumers of higher education institutions, so the services provided to students must be prioritized and the best [9].

The increasing expectations of society for higher education institutions, as well as the demands for producing competitive graduates in the workforce, require each higher education institution to always provide the best services to students [10]. Universitas Prima Indonesia is one of the higher education institutions located in the city of Medan that continues to strive to provide the best services in the field of student management, especially in the Information Systems Study Program.

In a previous study conducted by [11] entitled "Analysis of the Effect of Academic Service Quality on Student Satisfaction and Loyalty," it was found that there is a significant positive relationship between academic service quality and student satisfaction, indicating that if the academic service

quality offered to students by Universitas Halmahera is improved, student satisfaction will increase.

According to [12], there are five dimensions of service quality: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy. It is necessary to evaluate student satisfaction with management services for students, which is why the researcher is interested in conducting a study entitled "Analysis of Student Satisfaction with Management Services for the Information Systems Study Program at Universitas Prima Indonesia Using the Service Quality (Servqual) Method."

## 2. METHODOLOGY

The research type used by the researcher in this study is a quantitative approach. A systematic scientific examination of parts, phenomena, and their cause-and-effect relationships is known as quantitative research [13]. The creation and application of theory, models, and/or mathematical hypotheses related to natural events are the goals of quantitative research. Therefore, establishing the significant relationship between empirical findings and the mathematical expression of quantitative relationships, the measurement process is a key component of quantitative research [14]. In this study, the measurement of service quality assessed includes classroom facilities, laboratory facilities, parking areas, administrative services, faculty services, and the teaching and learning process.

### 2.1 The Research Methodology.

Method Service Quality, which measures the gap between what customers expect in terms of service and what they actually receive, was used in this study [15]. Customers expect services to be provided by service providers, and they have high expectations for service quality.

The Servqual method, also known as Gap, is a tool developed to assess service quality. This satisfaction model has a close relationship [16]. According to the Servqual model, service quality is described as a general evaluation or attitude towards the service provider.

According to [17], many studies have been conducted on various services and have successfully identified five characteristic dimensions that customers use to evaluate service quality. The following five attributes form the dimensions of service quality [18]:

Reliability in delivering high-quality services that are consistent with what is promised and meet the needs and expectations of students related to leadership policies, faculty competence, and staff services.

Responsiveness, or the school staff's ability to handle complaints from students about college issues.

Assurance, or the state in which the institution or school provides service certainty to participants that is inseparable from the personal ability of the institution or school, especially leaders, faculty, and staff, to foster confidence and trust in the institution's promises to students, in addition to other services.

Empathy to mentally put oneself in another person's situation is called empathy. Therefore, understanding the personnel of the institution and working to meet the needs of students is one way to show empathy to the students of the institution and the school.

Tangible, which pertains to the physical elements of the school that are necessary to support the teaching and learning process, such as structure, environmental cleanliness, gardens, laboratories, libraries, and others.

## 2.2 Research Procedure

To ensure that this research can proceed smoothly and be completed on time, the researcher has created a research flowchart. The research flowchart can be seen in Figure 1 below:

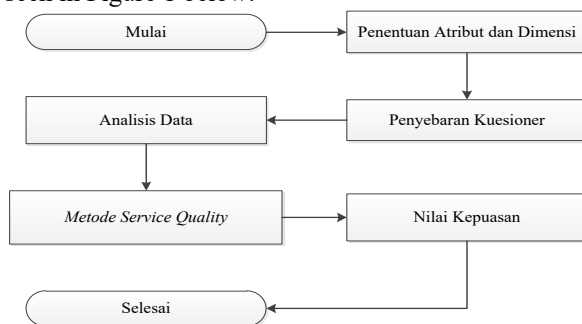


Figure 1. Research Procedure

### 2.2.1 Determination of Attributes and Dimensions

In this stage, the researcher determines the attributes and dimensions that will be included in the questionnaire. The researcher identifies 5 measurement dimensions, namely: Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

Each dimension contains 5 questions, resulting in a total of 25 questions to be distributed to the respondents.

### 2.2.2 Questionnaire Distribution

In this stage, the questionnaire is distributed to the students of the Information Systems Study Program at Universitas Prima Indonesia using Google Forms. The questionnaire was distributed from December 2, 2022, to January 1, 2023.

### 2.2.3 Data Analysis

After obtaining the responses from the questionnaire filled out by the students, the data is analyzed.

### 2.2.4 Service Quality Method

In this stage, data processing will be carried out on the analyzed responses using the Service Quality (Servqual) method.

### 2.2.5 Satisfaction Score

After processing the questionnaire data using the Service Quality (Servqual) method, the satisfaction score of the students towards the services provided by the Information Systems Study Program at Universitas Prima Indonesia is obtained.

## 3. RESULT AND DISCUSSION

### 3.1 Problem Analysis

In addition to applying formulas for more complex statistical tests, this research also employs a statistical approach using the Service Quality method. The distribution of research questionnaire responses using percentage of respondents' answers reflects the uniqueness of the research. Academic service instruments with five dimensions indicators are used in this study. The indicators are 1) Reliability, 2) Responsiveness, 3) Assurance, 4) Empathy, and 5) Tangibles dimensions.

### 3.2 Data Analysis

The data from the questionnaire filled out by 50 students of Universitas Prima Indonesia is used to determine the perception of the quality of management services at Universitas Prima Indonesia. The following characteristics are used to measure how well the management services provided are:

Table 1. Questionnaire Data Entry

No	Column Name	Description
1	Email	Email Mahasiswa/I
2	Name	Nama Mahasiswa/I
3	Nim	Nim Mahasiswa/I
4	Gender	Jenis Kelamin Mahasiswa/I
5	Study Program	Program Studi Mahasiswa/I
6	Semester	Semester Mahasiswa/I
7	Kuesioner	50 Question Items Distributed to Respondents

### 3.3 Response Variable

Using the Likert scale, this variable will be evaluated within a range of 1 to 5. Attitudes, opinions,

and perceptions of an individual or group towards a social phenomenon are measured using the Likert scale [19]. The variable to be measured is converted into indicators using the following Likert scale: Excellent = 4.1 – 5.0, Good = 3.1 – 4.0, Fair = 2.1 – 3.0, Poor = 1.1 – 2.0, Very Poor = 0.0 – 1.0, in accordance with the data scale..

### 3.4 Data Validity and Reliability Test

Validity test is conducted to determine whether a questionnaire is valid or not. A questionnaire is considered valid if its questions accurately describe the variable that will be used to assess it [20]. The correlation between question scores and overall scores is calculated and determined.

If this number is compared to the r table value at a significance level of 0.05 and the sample size is 30 respondents,  $df = n-2$  is 28 and the r table is 0.374 (citation), thus it is said that the questionnaire is valid to be used as a benchmark in conducting research.

The following are the results of validity test calculations for each dimension using Python programming. If the calculated r value is greater than the r table value, the question item is considered valid, while if the calculated r value is less than the r table value, the question item is considered invalid.

Table 2. Validity Test Table

Pertanyaan	Nilai Signifikansi	Keterangan
P1	0.814277	Valid
P2	0.771633	Valid
P3	0.728712	Valid
P4	0.813383	Valid
P5	0.822606	Valid
P6	0.740401	Valid
P7	0.815994	Valid
P8	0.790936	Valid
P9	0.683889	Valid
P10	0.799525	Valid
P11	0.795792	Valid
P12	0.772436	Valid
P13	0.804580	Valid
P14	0.644094	Valid
P15	0.700111	Valid
P16	0.799102	Valid
P17	0.845225	Valid
P18	0.786957	Valid
P19	0.698904	Valid
P20	0.761013	Valid
P21	0.679412	Valid
P22	0.731776	Valid
P23	0.780651	Valid
P24	0.694995	Valid
P25	0.797224	Valid
P26	0.711974	Valid
P27	0.730020	Valid
P28	0.806404	Valid
P29	0.679123	Valid
P30	0.852939	Valid
P31	0.646056	Valid
P32	0.852972	Valid
P33	0.716300	Valid
P34	0.824538	Valid
P35	0.709034	Valid
P36	0.857555	Valid
P37	0.791155	Valid
P38	0.718712	Valid

P39	0.761660	Valid
P40	0.829652	Valid
P41	0.646056	Valid
P42	0.852972	Valid
P43	0.716300	Valid
P44	0.824538	Valid
P45	0.709034	Valid
P46	0.857555	Valid
P47	0.791155	Valid
P48	0.718712	Valid
P49	0.761660	Valid
P50	0.829652	Valid

### 3.5 Uji Reliabilitas

Using the Cronbach's Alpha approach, reliability test is used to assess the degree of consistency in respondents' answers to the questionnaire items based on their understanding of the depth of the questions under the following conditions.

```
def cronbach_alpha(dfrv):
    dfrv_corr = dfrv.corr()
    N = dfrv.shape[1]
    rs = np.array([])
    for i, col in enumerate(dfrv_corr.columns):
        sum_ = dfrv_corr[col][i+1:].values
        rs = np.append(sum_, rs)
    mean_r = np.mean(rs)
    cronbach_alpha = (N * mean_r) / (1 + (N - 1) * mean_r)
    return cronbach_alpha
print('Nilai Cronbach Alpha :', cronbach_alpha(dfrv))
```

Nilai Cronbach Alpha : 0.9862796897835717

Figure 2. Uji Reliabilitas

With a Cronbach's Alpha standard of 0.6 and a sample size of 30 respondents, it can be concluded from the Cronbach's Alpha output column for Student Satisfaction in Figure 3.1 above that the perception has a total score for 50 items with a Servqual dimension of 0.986, making the data reliable.

### 3.6 Calculating Customer Satisfaction

Service Quality is a process of analyzing data to find out whether a variable is good or bad and can affect the quality of management services or not. To find out whether students are satisfied or not with the management services provided, it can be determined using the following equation, Equation 1:

$$Rk = \frac{Jsk}{Jk}$$

Where:

Rk = Satisfaction Mean Score

Jsk = Total Questionnaire Score

Jk = Number of Questionnaires

In conducting data analysis with the Service Quality method based on the obtained data, which includes Gap indicators for Tangibles, Empathy, Responsiveness, Reliability, and Assurance, quality issues with the services can be identified and improved using the Servqual approach.

The results of this study will offer improvements to performance issues that have been identified. Furthermore, data from 287 student responses to the survey will be evaluated using the Service Quality approach. The results of the questionnaire with the

Service Quality technique are shown in Tables 3, 4, 5, 6, 7, and 8 below.

### 3.6.1 Tangibles Indicator

"Indikator Tangibles" contains 10 questions which can be seen in the following table, showing the results of students' responses to the academic services of the information systems study program."

Table 3. Tangibles Indicator

```
from google.colab import data_table
dft = pd.read_excel('/content/drive/MyDrive/Dataset/Kepuasan Manajemen/Aspek.xlsx', sheet_name='Tangibles')
data_table.DataTable(dft.head(20), include_index=False)
```

Pertanyaan	1 = Sangat Kurang	2 = Kurang	3 = Cukup	4 = Baik	5 = Sangat Baik
P1	2	3	13	61	208
P2	2	8	39	87	151
P3	3	5	32	66	181
P4	10	10	57	92	118
P5	2	8	36	81	160
P6	3	5	18	56	205
P7	3	8	45	76	155
P8	2	6	33	107	139
P9	5	8	48	86	140
P10	6	7	58	90	126
Total	38	68	379	802	1583

In searching for the results of the academic service assessment of students on the Tangibles dimension, they can be seen in the following figure 3:

```
Jsk = (38*1) + (68*2) + (379*3) + (802*4) + (1583*5)
Jk = 38+68+379+802+1583
hasil = Jsk/Jk
print("Hasil Nilai Tangibles = ", hasil)
```

Hasil Nilai Tangibles = 4.332404181184669

Figure 3. Average value of Tangibles

The average satisfaction level determined using the data from Figure 3 is 4.33. The Performance Indicator material falls under the category of Very Satisfied when seen from the Likert Scale evaluation criteria, so it can be concluded that the performance variable produces a Very Satisfied result.

### 3.6.2 Empathy Indicator

The Empathy indicator contains 10 questions which can be seen in table 4 below showing student answers to the academic services of the Information Systems study program.

Table 4 Empathy Indicator

```
from google.colab import data_table
dft = pd.read_excel('/content/drive/MyDrive/Dataset/Kepuasan Manajemen/Aspek.xlsx', sheet_name='Empathy')
data_table.DataTable(dft.head(20), include_index=False)
```

Pertanyaan	1 = Sangat Kurang	2 = Kurang	3 = Cukup	4 = Baik	5 = Sangat Baik
P1	5	5	34	108	135
P2	5	8	27	102	145
P3	2	7	34	99	145
P4	1	8	41	101	136
P5	3	8	38	98	140
P6	2	6	38	104	137
P7	4	5	45	95	138
P8	4	10	40	98	135
P9	3	3	34	97	150
P10	0	7	40	103	137
Total	29	67	371	1005	1398

In looking for the results of student academic service assessment on the Empathy dimension, it can be seen in Figure 4 below:

```
Jsk = (29*1)+(67*2)+(371*3)+(1005*4)+(1398*5)
Jk = 29+67+371+1005+1398
hasil = Jsk/Jk
print("Hasil Nilai Empathy = ", hasil)
```

Hasil Nilai Empathy = 4.280836236933798

Figure 4 Average Value of Reliability

The average satisfaction level determined using data from Figure 4 is 4.28. Performance Indicator material is included in the Very Satisfied category when viewed from the Likert Scale assessment criteria, so it is concluded that the performance variable produces Very Satisfied results.

### 3.6.3 Responsiveness Indicator

The Tangibles indicator contains 10 questions which can be seen in table 5 below showing student answers to the academic services of the Information Systems study program.

Table 5 Responsiveness Indicator

```
from google.colab import data_table
dft = pd.read_excel('/content/drive/MyDrive/Dataset/Kepuasan Manajemen/Aspek.xlsx', sheet_name='Responsiveness')
data_table.DataTable(dft.head(20), include_index=False)
```

Pertanyaan	1 = Sangat Kurang	2 = Kurang	3 = Cukup	4 = Baik	5 = Sangat Baik
P1	5	6	30	105	141
P2	0	7	37	100	143
P3	1	5	41	103	137
P4	6	8	52	101	120
P5	25	25	42	80	115
P6	4	4	60	103	116
P7	2	4	39	100	142
P8	5	5	37	88	152
P9	4	8	36	102	137
P10	3	5	36	98	145
Total	55	77	410	980	1348

In looking for the results of student academic service assessment on the Responsiveness dimension, it can be seen in Figure 5 below

```
Jsk = (55*1)+(77*2)+(410*3)+(980*4)+(1348*5)
Jk = 55+77+410+980+1348
hasil = Jsk/Jk
print("Hasil Nilai Responsiveness = ", hasil)
```

Hasil Nilai Responsiveness = 4.215679442508711

Figure 5. Average Responsiveness

The average level of satisfaction determined using data from figure 5 is 4.21. Performance Indicator material is included in the Very Satisfied category when viewed from the Likert Scale assessment criteria, so it is concluded that the performance variable produces Very Satisfied results.

### 3.6.4 Reliability Indicator

The Tangibles indicator contains 10 questions which can be seen in the following table showing the results of student evaluations of the academic services of the Information Systems study program

Table 6 Reliability Indicators

```
from google.colab import data_table
dft = pd.read_excel('/content/drive/MyDrive/Dataset/Kepuasan Manajemen/Aspek.xlsx', sheet_name='Reliability')
data_table.DataTable(dft.head(20), include_index=False)
```

Pertanyaan	1 = Sangat Kurang	2 = Kurang	3 = Cukup	4 = Baik	5 = Sangat Baik
P1	1	5	36	103	142
P2	5	19	53	95	115
P3	2	6	36	97	146
P4	2	4	30	95	156
P5	3	9	55	85	135
P6	4	5	42	97	139
P7	3	5	42	96	141
P8	6	4	41	104	132
P9	3	7	37	102	138
P10	3	5	36	91	152
Total	32	69	408	965	1396

In looking for the results of student academic service assessments on dimensions Responsiveness can be seen in Figure 6 below

```
Jsk = (32*1)+(69*2)+(408*3)+(965*4)+(1396*5)
Jk = 38+68+379+802+1583
hasil = Jsk/Jk
print("Hasil Nilai Reliability = ", hasil)
```

Hasil Nilai Reliability = 4.262717770034843

Figure 6 Average Reliability Value

The average level of satisfaction determined using data from figure 6 is 4.26. Performance Indicator material is included in the Very Satisfied category when viewed from the Likert Scale assessment criteria, so it is concluded that the performance variable produces Very Satisfied results.

### 3.6.5 Assurance Indicator

The Assurance indicator contains 10 questions which can be seen in table 7 showing the results of student evaluations of the academic services of the information systems study program

Table 7 Assurance Indicators

```
from google.colab import data_table
df1 = pd.read_excel('/content/drive/MyDrive/Dataset/Kepuasan Manajemen/Aspek.xlsx', sheet_name='Assurance')
data_table.DataTable(df1.head(20), include_index=False)
```

Pertanyaan	1 = Sangat Kurang	2 = Kurang	3 = Cukup	4 = Baik	5 = Sangat Baik
P1	3	5	35	92	152
P2	2	6	42	90	147
P3	4	4	47	96	136
P4	3	7	34	98	145
P5	8	6	55	93	125
P6	2	5	36	100	144
P7	7	11	47	98	124
P8	4	7	51	101	124
P9	2	6	44	97	138
P10	4	3	48	97	135
Total	39	60	439	962	1370

In looking for the results of student academic service assessments on the Responsiveness dimension, it can be seen in Figure 7 below:

```
Jsk = (39*1)+(60*2)+(439*3)+(962*4)+(1370*5)
Jk = 39+60+439+962+1370
hasil = Jsk/Jk
print("Hasil Nilai Empathy = ", hasil)
```

Hasil Nilai Empathy = 4.241811846689895

Figure 7 Average Assurance Value

The average level of satisfaction determined using data from figure 7 is 4.24. Performance Indicator material is included in the Very Satisfied category when viewed from the Likert Scale assessment criteria, so it is concluded that the performance variable produces Very Satisfied results.

### 3.7 Assessment Summary

Table 8 below presents the recapitalization of all final value variables obtained from calculations using the Service Quality approach in managing service management.

Table 8 Assessment Recapitulation

Indikator	Nilai	Kategori Penilaian
Hasil Nilai Tangibles	4.33	Sangat Puas
Hasil Nilai Empathy	4.28	Sangat Puas
Hasil Nilai Responsiveness	4.21	Sangat Puas
Hasil Nilai Reliability	4.26	Sangat Puas
Hasil Nilai Assurance	4.24	Sangat Puas

The final score for all Servqual methods is a final score of > 4.28 based on the results of the recapitulation of all Servqual variables in Table 8, and it can be concluded that student satisfaction with the financial services provided by the Information Systems Study Program is in the Very Satisfied category. Very Satisfied in the sense that the ability of the management department really helps improve the standard of service provided to students, resulting in student satisfaction and positive feedback.

### 3.8 Data Visualization

A pie chart or Pie Chart is a statistical graph in the form of a circle divided into slices whose area is proportional to the numerical proportions or the amount of data stored. One circle represents one hundred percent or the whole part. The semicircle represents a percentage of half the total or fifty percent. In Figure 8 below we can see the results of the data visualization summary:

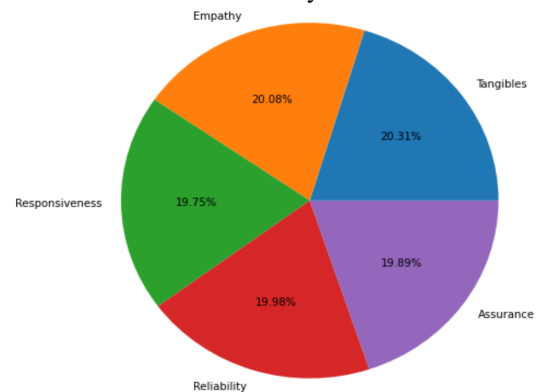


Figure 8 Pie Chart of Recapitulation Results

After distributing the survey to Prima Indonesia University students, the Information Systems Study Program then processed the data for the responses given by 287 students. The largest comparison of the value of management service quality provided by the Information Systems Study Program was obtained in the Tangibles aspect with a total percentage of 20.31%, followed by the Empathy Aspect with a total percentage of 20.08%, the third aspect of Reliability with a total percentage of 19.98%, the four aspects Assurance with a total percentage of 19.89%, and the most recent aspect is Responsiveness with a total value of 19.75%.

### 4. CONCLUSION

Some conclusions that can be drawn based on the results and discussion in this study are as follows:

1. The level of student satisfaction at Prima Indonesia University in the Information Systems Study Program for Management Services is 4.28, so it can be concluded that student satisfaction with the new building is very satisfied.
2. The Servqual method is quite good in analyzing student/I satisfaction because in this method the expected value becomes a benchmark in assessing student/I satisfaction so that the final value of the calculation is accurate

It is hoped that in future research, more variables will be added to add assessment benchmarks so that the assessment is not only on management services.

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