ABSTRACT

ANALYSIS OF INFORMATION TECHNOLOGY (IT) SERVICES ON i-GRACIAS WITH THE SERVICE QUALITY METHOD
(CASE STUDY: TELKOM UNIVERSITY STUDENTS)

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The Directorate of Information Technology Centers (PuTI) is an institution under the auspices of Telkom University which serves as a provider and manager of Information Technology services at Telkom University. One of the services managed by PuTI that supports all activities at Telkom University with the help of information technology is i-Gracias. i-Gracias is a service in the form of a website-based application that supports business processes in academic and non-academic activities. There is a phenomenon of gaps between what customers expect and what customers receive. If this happens to one of the important services at Telkom University, namely i-Gracias, it will certainly cause disappointment to its users and will have an impact on the credibility of PuTI. Therefore, this study was conducted to analyze whether there is a gap between i-Gracias services and Telkom University Students using the Servqual method, where the assessment of service quality will be carried out based on the GAP model previously developed by Parasuraman et.al. Service providers (PuTI) use GAP 3, while service users (Students) use GAP 5. The results obtained using the Servqual method will result in gap scores from both perspectives, namely users and service providers. From the results of the gap, it can be seen the cause of the problem, which can then be made recommendations for the service based on the open questions that have been given.

Keywords: Information Technology, Servqual, Service Quality, GAP Analysis