

ABSTRACT

Academic information system has an important role in providing information in the form of electronic services. Electronic services not only as a form of added value delivered to consumers. This are now things to be offered by service providers to understand and improve the quality of services / services electronic.

A method of a canoe aimed at categorizes atribut-atribut products and services based on how products and services is able to satisfy needs consumers. After that every attribute positioned with used calculation the coefficients customer satisfaction. The coefficients customer satisfaction used to know attribute which has the most influence or dominant to satisfaction and dissatisfaction consumers .

This type of research isdescriptive with the methods quantitative. The population in this study were students S1 Telkom University class of 2012-2014. The sample size (number of respondents) is determined by using a formula Isaac Michael, so we get a sample number of 363 respondents. Sampling techniques used is a cluster sampling. Data analysis used in a kano methods.

In the attributes of efficiency dimension into the category of most attractive, in the dimension of reliability attributes of the highest in the category of one-dimensional, in the fulfillment dimension attributes most in the category of one-dimensional, in the privacy dimension both attributes included into the category of one-dimensional, on the dimensions of responsiveness attributes of the highest in the category indiffent, in the compensation dimensional both attributes included into the category indifferent, in the dimension contact both attributes included into the category indifferent

Each attribute gives different effect on student satisfaction and dissatisfaction against the i-Graciashaving an effect on satisfaction and dissatisfaction of student looks on the highest grade of better and worse.

Keywords: Quality Electronic Services , Academic Information Systems , Kano Methods, Customer Satisfaction Coefficient