

ABSTRACT

The development of internet technology has supported the effectiveness and efficiency in various fields of information seeking such as in the field of education, especially its role as a means of communication, publications, and a means to obtain various information. The ease of finding information in the field of education can be felt by high school students who will continue their education to college. Now students can easily find information directly by accessing a special website to provide registration services for new students at Telkom University, namely smb.telkomuniversity.ac.id,

Aims to make it easier for prospective students to explore registration information at Telkom University. This study aims to analyze the application of E-Service Quality on the SMB Website in providing service features of Quantitative Research Type with Descriptive methods. The sampling method uses nonprobability and in the grouping using Quota Sampling. This research method uses a continuum line with 100 respondents divided into three namely 94 respondents of SMA / SMK MA students equivalent, 4 Diploma respondents, and 2 Postgraduate respondents.

The study was conducted in the Telkom University SMB room with the distribution of questionnaires to applicants who visited the Telkom University SMB unit. The results of this study indicate that the overall level of the implementation of E-Service Quality at Telkom University SMB Website case study on prospective students of Telkom University in Akademik Year 2018/2019 who come from West Java, namely, 83% are in a very good position in the percentage range 82.25% -100%.

Keywords: Application of E-Service Quality, analyzing, Telkom University SMB Website.