

ABSTRACT

I-Miss U - Integrated Academic Information System Universitas Telkom, shortened as I-Miss-U, is an academic service of Business and Communication Faculty of Telkom University in the form of a website, which is used to help students of the Faculty of Communication and Business to do various letter-making and registration such as internships, Desk Evaluation, Thesis, and Academic Session. As more and more students that accessing the website, website quality measurement is needed to satisfy the student that accessing this website. Therefore this study aims to determine how is the impact of e-service quality of the I Miss-U website using the SCANMIC model measuring instrument to the satisfaction of students of the Faculty of Communication and Business.

The method in this study uses quantitative methods of descriptive research. Sampling was done using probability sampling method with the type of Proportionate Satisfied Random Sampling, with 266 respondents from the Faculty of Communication and Business. The data analysis technique used in this study is simple linear regression analysis.

the results of this study, the quality e-service of the website I Miss-U has a positive and significant effect on the variable student satisfaction with a contribution of 45.3%. Based on these results it can be concluded that if the quality level of e-service website I Miss-U is high, then user satisfaction will be created

Keywords: website quality, e-service, scanmic model, student satisfaction

