

ABSTRAK

Implementation of data quality varies in every aspect, especially in meeting the needs of different industries. This research covers a variety of techniques for defining, assessing, and improving data quality, although requirements for data and its quality vary between organizations. In organizations that operate in various areas, such as health and education, it is important to ensure that all data managed is of good quality and accurate. However, various challenges such as the lack of effective data governance, data management that has not failed, and the risk of data quality that has not been guaranteed are the main issues. In addition, lack of employee knowledge, low awareness of information security, the presence of redundant data, undefined data architecture, unclear data management policies, and lack of documentation in data interactions between units cause serious problems. This research is a Data Quality Model using the Design Science Research method which has been validated by experts in the fields of government, education and health. The goal is to make it easier for organizations to identify current conditions and plan strategies to achieve desired goals, with a focus on good data management, storage, architecture and governance. Evaluation of this model shows very high validity, approaching a value of 0.99, confirming its accuracy in application. It is hoped that this model can be applied in various sectors to improve data quality and support better decision making based on high quality data.

Keywords: Data Quality, Expert Decision, Quality, Effectiveness, Organization Process Model.