

ABSTRACT

The implementation of the Electronic Government System (SPBE), such as the Sadayana Bandung application in Bandung City, aims to enhance public service efficiency. However, it is necessary to evaluate the services provided. One evaluation method that can be carried out is by using the Service Quality (SERVQUAL) approach and Kano analysis. This study aims to assess the service quality of the Sadayana Bandung application developed by the Bandung City Communication and Information Office (Diskominfo) using service quality (SERVQUAL) and Kano Analysis. The research method combines quantitative and qualitative analysis of 128 application users (calculated using the Cochran's formula with a 10% margin of error) through a questionnaire based on the SERVQUAL model dimensions (reliability, responsiveness, assurance, empathy, and tangibles) and classification of user needs using the Kano model (must-be, one-dimensional, and attractive). Results reveal negative gaps between user expectations and perceptions across all service attributes, with must-be category (basic needs) which means all attributes are recommended for improvement. Critical findings include slow application performance (35% of total complaints), CCTV access issues (30%), and data security concerns (20%). The integration of SERVQUAL and Kano identified the True Customer Needs of the Sadayana Bandung application. Key recommendations include optimizing application speed, improving data encryption, and simplifying the interface. The implementation of these recommendations is expected to increase the service quality of the Sadayana Bandung application.

Keywords (English): Service Quality, SERVQUAL, Kano Analysis, SPBE, Sadayana Bandung Application, True Customer Needs.