

ABSTRACT

The Sadayana application was developed by the Bandung City Communication and Information Service to integrate various public services into one platform. However, in its implementation, this application faces a number of obstacles such as lack of socialization, limited infrastructure, and public perception that is not entirely positive about the quality of services provided. This study aims to evaluate the quality of the Sadayana Application service using the Service Quality (Servqual) and Importance Performance Analysis (IPA) methods. The Servqual method is used to measure the gap between user expectations and perceptions of five service dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Furthermore, the IPA method is used to map these dimensions into four priority quadrants for quality improvement and maintenance. The results of the study show that the dimensions of empathy, assurance, and tangibles are in Quadrant II, which means that all three have a high level of importance and good performance in the eyes of users. Meanwhile, the dimensions of responsiveness and reliability are in Quadrant III, which indicates that these two aspects have a relatively low level of importance and performance. In conclusion, although most service dimensions have met user expectations, improvements are still needed in the responsiveness and reliability aspects to improve overall service quality. These findings are expected to be the basis for the Bandung City Communication and Information Service in formulating strategies for improving digital public services that are more targeted and oriented towards public satisfaction.

Keywords: Bandung City Communication and Information Service, Sadayana Application, Service Quality, Importance and Performance Analysis