

ABSTRACT

**MEASUREMENT OF THE QUALITY OF SERVICE IN THE
APPLICATION OF THE TOWN BOOK USING THE E-SERVQUAL
METHOD**

(Case Study: Villages Around Banyumas)

Oleh
Miftahul Jannah
19103056

Indonesia is a country with a large population of 272 million people. The government established the Population and Civil Registration Service to make it easier to record population administration data for its citizens, with the placement of these offices in every region. Banyumas Regency has a Grave Staple Book application that is used to make it easier for the people of Banyumas Regency to report deaths through the Village/Kelurahan. The Grave Staple Book Application is a new application that is used as a substitute for manual services. The Grave Staple Book application was created so that the population database can be orderly and well recorded. Therefore, this study aims to measure the quality of service in the Buku Pokok Tomb application on user satisfaction. The method used to measure service quality is the Electronic Service Quality (E-SERVQUAL) method. The E-SERVQUAL method is a development of the Service Quality method. The E-SERVQUAL method uses seven dimensions, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. The sample used in this study was 80 respondents using the Slovin formula. The results of the study state that based on the R-Square value, user satisfaction has a value of 0.806, which is included in the strong category and states that 80.6% is influenced by the variables Efficiency, Fullfilment, System Availability, Privacy, Responsiveness, Compensation, and Contact. Based on the hypothesis test, not all variables have a positive effect on user satisfaction in the Grave Staple Book Application. Based on the seven independent variables, there are three variables whose hypotheses are accepted and four variables whose hypotheses are rejected. The variables whose hypothesis is accepted are the variables of Fullfillment, Responsiveness, and Compensation. While the rejected variables are Efficiency, System Availability, Privacy, Contact variables.

Keyword : Aplikasi Buku Pokok Makam, Slovin Formula, Electronic Service Quality, User Satisfaction, Service Quality