

ABSTRACT

ANALYSIS OF USER SATISFACTION LEVEL OF SERVICE QUALITY *iPusdaBanyumas* THROUGH E-SERVQUAL METHOD

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The increasingly rapid development of information technology provides more convenience for its users. One proof of advances in information technology is the emergence of digital libraries, namely libraries that can be accessed online by visitors without being tied to time and location. One of the digital libraries in Banyumas Regency is iPusdaBanyumas. Apart from the convenience offered by iPusdaBanyumas, there are still users who complain about the services provided. The iPusdaBanyumas service still has shortcomings, such as the appearance of the application being less attractive, there are features that cannot be used, the application is less responsive and the application often goes down. Based on the results of the distribution of the Research Questionnaire which was distributed in August - November 2023, there were 325 respondents who had filled out and completed the questionnaire properly and correctly. The method used to measure the quality of iPusdaBanyumas services is the E-Servqual method. The E-Servqual method is a method used to measure online service quality. The E-Servqual dimensions that will be used in this research are fulfillment, efficiency, privacy, system availability, compensation, responsiveness, and contact. The data analysis method used is quantitative analysis, namely validation and reliability tests, classical assumption tests, multiple linear regression analysis, t test and f test and coefficient of determination. This research aims to determine the dimensions of e-servqual that influence user satisfaction and improve iPusdaBanyumas services. In the Hypothesis test there are seven hypotheses, based on the test results obtained, there are 5 variables that have a significant effect on user satisfaction of the iPusdaBanyumas application, namely the variables Efficiency, Fullfillment, System Availability, Compensation and Contact, while two variables do not have a significant effect on user satisfaction iPusdaBanyumas application, namely the Privacy and Responsiveness variables.

Keywords: User satisfaction, Service quality, E-Servqual, Digital Library