Fuzzy Service Quality Analysis of The ITS Website’s (www.its.ac.id) Users Satisfaction

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Abstract

Institute of Technology Sepuluh Nopember (ITS) is one of the colleges that have a website that is www.its.ac.id. Benefits website for academic users are for information retrieval in order to meet the academic needs of users, measuring ITS’s student satisfaction as a user of the ITS website is useful as an evaluation and consideration for the ITS in providing services oriented to the satisfaction of students as users of the ITS website. Measurements using servqual method, in which respondents provide an assessment of perceptions and expectations of service quality ITS website. However, there is a lack of methods servqual the assessment conducted by the respondents are often subjective and vague. To overcome this fuzzy method is used in the analysis servqual. The results showed that the level of ITS’s student satisfaction on the quality of ITS website is still lacking because based on the value gap, indicating a negative value. This means the quality of service of an attribute is not good so that the ITS website service providers still can not meet optimal user satisfaction. There are 10 quality items have higest negative gap value calculation that must be addressed prior service providers.

Key words: ITS website, user satisfaction, fuzzy, servqual, gap