

**EVALUASI KUALITAS LAYANAN SISTEM
AKU ONLINE-NG TERHADAP KEPUASAN PENGGUNA DI DINAS
KEPENDUDUKAN DAN PENCATATAN SIPIL KABUPATEN
BULELENG MENGGUNAKAN METODE SERVQUAL DAN IPA**

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ABSTRAK

Dinas Kependudukan dan Pencatatan Sipil Kabupaten Buleleng telah mengimplementasikan sistem manajemen data kependudukan berbasis digital yang disebut *Administrasi Kependudukan New Generation* (Aku Online-NG). Meskipun sistem ini bertujuan untuk meningkatkan efisiensi pelayanan, masih ditemukan berbagai kendala dalam penggunaannya, seperti sering terjadi error, bug, sistem yang lambat, beberapa menu yang tidak berfungsi, serta file yang gagal diunduh. Penelitian ini bertujuan untuk mengevaluasi tingkat kesesuaian kualitas layanan, menganalisis pengaruhnya terhadap kepuasan pengguna, serta menyusun rekomendasi perbaikan layanan. Metode yang digunakan adalah *Service Quality* (SERVQUAL), yang mencakup lima dimensi: *Tangibles* (bukti fisik), *Reliability* (keandalan), *Responsiveness* (daya tanggap), *Assurance* (jaminan), dan *Empathy* (empati), serta analisis *Importance Performance Analysis* (IPA) untuk memetakan kesenjangan antara harapan dan kinerja layanan. Hasil analisis menunjukkan tingkat kesesuaian pada masing-masing dimensi: *Tangibles* 77%, *Reliability* 75%, *Responsiveness* 77%, *Assurance* 79%, dan *Empathy* 78%. Secara keseluruhan, kualitas layanan Aku Online-NG dinilai cukup sesuai dengan harapan pengguna, namun masih perlu dilakukan peningkatan. Rekomendasi perbaikan disusun berdasarkan masukan responden melalui kuesioner terbuka, yang kemudian dipetakan menggunakan diagram kartesius IPA untuk menentukan prioritas perbaikan pada setiap dimensi SERVQUAL.

kata – kata kunci : evaluasi, kualitas layanan, Aku Online-NG, SERVQUAL, IPA

**SERVICE QUALITY EVOLUTION OF SYSTEM
AKU ONLINE-NG TOWARDS USER SATISFACTION IN THE
POPULATION AND CIVIL REGISTRATION SERVICE OF
BULELENG REGENCY USING SERVQUAL AND IPA METHODS**

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ABSTRACT

The Population and Civil Registration Service of Buleleng Regency has implemented a digital-based population data management system called the New Generation Population Administration (Aku Online-NG). Although this system aims to improve service efficiency, various obstacles are still found in its use, such as frequent errors, bugs, slow systems, some menus that do not work, and files that fail to download. This study aims to evaluate the level of suitability of service quality, analyze its impact on user satisfaction, and compile recommendations for service improvements. The method used is Service Quality (SERVQUAL), which includes five dimensions: Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (assurance), and Empathy (empathy), as well as Importance Performance Analysis (IPA) analysis to map the gap between expectations and service performance. The results of the analysis show the level of suitability in each dimension: Tangibles 77%, Reliability 75%, Responsiveness 77%, Assurance 79%, and Empathy 78%. Overall, the quality of Aku Online-NG services is considered quite in accordance with user expectations, but still needs to be improved. Recommendations for improvement are compiled based on respondent input through an open questionnaire, which is then mapped using an IPA Cartesian diagram to determine the priority of improvement in each SERVQUAL dimension.

Keywords: *evaluation, service quality, Aku Online-NG, SERVQUAL, IPA*