

Abstract

SIRAMA, Telkom University Student Academic Registration System, is an integral part of the institution's business process support in accordance with Telkom University's vision and mission through Information Technology services. SIRAMA Telkom University is indispensable to improve the quality of service, especially with a focus on academic service user satisfaction. However, Telkom University's SIRAMA service has not yet had a service quality survey. So, Telkom University cannot find out what the condition of the services that have been provided is. This study aims to measure the performance of the SIRAMA website using five dimensions of service quality, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Through in-depth analysis, it was found that although the services provided by SIRAMA are generally considered adequate by users, there are still some areas that need improvement to be able to fully meet their expectations. In the Tangibles dimension, the visual aspects of the service such as the interface and supporting infrastructure are considered quite good, although there are still shortcomings in the display quality that need to be improved to be more user-friendly and attractive. Reliability, or service reliability, is a major concern because there is user dissatisfaction with inconsistencies in service delivery, which contributes to a decrease in trust in the system. In the Responsiveness dimension, although the service is considered to be quite responsive, there is still a need to improve the speed and effectiveness of responding to user complaints or questions, which requires improvements in troubleshooting procedures as well as the capacity of the support team. The Assurance dimension shows that users have a sufficient level of confidence in the competence and knowledge of SIRAMA staff, but improvements in data security and trust aspects are still needed to strengthen the user's sense of security. Empathy emerged as the lowest scoring dimension, indicating that personal attention to the user is still lacking, which is likely due to more generic and less in-depth interactions. In conclusion, in order to improve the quality, reliability, and user satisfaction of SIRAM services, it is necessary to make significant improvements in the areas that have been identified. This improvement will

help SIRAMA in providing a more quality, consistent, and in accordance with user expectations.

Keywords: SIRAMA, service quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy, User satisfaction, reliability.