

ABSTRACT

The rapid growth of the food and beverage (FnB) industry has encouraged digital transformation in various operational aspects, including payroll systems. Lakeside FnB Group, as part of the CAATIS unit at Telkom University, has adopted a digital payroll system to replace the previous manual process, which was prone to delays, inaccuracies, and a lack of transparency. However, it remains unclear whether this new system meets employee expectations. This research aims to evaluate the gap between user expectations and their satisfaction with the payroll system. A quantitative approach was applied using a Likert-scale survey distributed to 23 active employees. The evaluation method used is E-SERVQUAL, covering seven key service quality dimensions. The collected data were validated and analyzed descriptively, followed by gap analysis to assess the differences between perceived and expected service. The results show that all dimensions experienced negative gaps, with an average value of -0.36. The reliability dimension showed the largest gap, while efficiency and compensation were the closest to expectations. These findings indicate that although the system is generally well-received, improvements are still needed, particularly in system consistency and responsiveness, to fully meet user expectations.

Kata Kunci: *Gap Analysis, E Service Quality, Salary Transparency, Digital Payroll, User Satisfaction, FnB Industry.*