

**SARAMARGARETHA SETYAWATI HANDOYO, 22.230.0020.**

**Analisis Kepuasan Pengguna E-Presensi Badan Kepegawaian Daerah (BKD) website menggunakan metode SERVQUAL, di bawah bimbingan DR. P.A. Christianto, M.Kom., dan Hari Agung Budijanto, M.Kom.**

60 hal + xii halaman / 2 gambar / 17 tabel / 112 lampiran / 19 pustaka.

## **ABSTRAK**

*Penerapan sistem presensi elektronik pada Badan Kepegawaian Daerah (BKD) bertujuan untuk mendukung peningkatan efisiensi, transparansi, serta akuntabilitas dalam administrasi kepegawaian. Pemanfaatan sistem e-presensi diharapkan mampu mempermudah proses pencatatan kehadiran dan perizinan pegawai secara digital. Namun, dalam implementasinya masih ditemukan berbagai kendala, khususnya keterbatasan akses bagi pegawai di tingkat kelurahan yang harus mengajukan izin atau cuti melalui kantor kecamatan. Kondisi tersebut berpotensi menimbulkan ketidakefisienan, keterlambatan proses administrasi, serta menurunkan efektivitas pelayanan kepegawaian. Selain itu, perbedaan kemampuan pemanfaatan teknologi di kalangan pegawai turut memengaruhi optimalisasi penggunaan sistem e-presensi. Penelitian ini dilakukan untuk menelaah kualitas layanan sistem e-presensi BKD berbasis website dengan menggunakan metode Service Quality (SERVQUAL) yang mencakup lima dimensi utama, yaitu aspek fisik (tangibles), keandalan (reliability), daya tanggap (responsiveness), jaminan layanan (assurance), dan empati (empathy). Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui instrumen survei berupa kuesioner yang diberikan kepada pegawai kecamatan dan kelurahan sebagai pengguna sistem. Analisis data dilakukan dengan membandingkan skor persepsi dan skor harapan pengguna melalui perhitungan kesenjangan (gap). Hasil penelitian diharapkan mampu memberikan gambaran mengenai tingkat kesesuaian antara layanan yang dirasakan dan ekspektasi pengguna, mengidentifikasi dimensi layanan yang paling membutuhkan perbaikan, serta merumuskan rekomendasi pengembangan sistem. Dengan demikian, sistem e-presensi diharapkan menjadi lebih mudah diakses, ramah pengguna, dan mampu mendukung efektivitas pengelolaan administrasi kepegawaian berbasis teknologi informasi di lingkungan pemerintahan.*

*Kata Kunci : SERVQUAL, BKD, E-Presensi, Analisis, Sistem*

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**Analisis Kepuasan Pengguna E-Presensi Badan Kepegawaian Daerah (BKD) website menggunakan metode SERVQUAL, under the guidance of DR. P.A. Christianto, M.Kom. dan Hari Agung Budijanto, M.Kom.**

60 hal + xii pages / 2 images/ 17 tables / 112 attachments/ 19 library

## **ABSTRACT**

*The implementation of an electronic attendance system at the Regional Personnel Agency (BKD) aims to support improvements in efficiency, transparency, and accountability in personnel administration. The use of the e-presence system is expected to facilitate digital attendance recording and employee leave management. However, in its implementation, several challenges are still encountered, particularly limited access for employees at the village level who must submit leave or permission requests through the sub-district office. This condition has the potential to cause inefficiencies, administrative delays, and a decline in the effectiveness of personnel services. In addition, differences in technological proficiency among employees also affect the optimal utilization of the e-presence system. This study was conducted to examine the service quality of the web-based BKD e-presence system using the Service Quality (SERVQUAL) method, which consists of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The research adopts a quantitative approach, with data collected through a survey instrument in the form of questionnaires distributed to sub-district and village employees as system users. Data analysis was carried out by comparing users' perception scores and expectation scores through gap analysis. The results of this study are expected to provide an overview of the level of alignment between perceived services and user expectations, identify service dimensions that require the most improvement, and formulate recommendations for system development. Therefore, the e-presence system is expected to become more accessible, user-friendly, and capable of supporting the effectiveness of technology-based personnel administration within the government environment.*

*Keyword : SERVQUAL, BKD, E-Presensi, Analisis, Sistem*