

**EKSPLORASI KEPUASAN PENGGUNA SPOT-UPI
MENGUNAKAN METODE FUZZY-SERVQUAL**

TESIS

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Magister Pendidikan Teknologi dan Kejuruan



Oleh

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**PROGRAM STUDI PENDIDIKAN TEKNOLOGI DAN KEJURUAN
SEKOLAH PASCASARJANA
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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh Gelar
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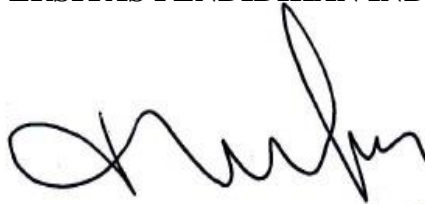


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ABSTRAK

Kepuasan yang berasal dari penggunaan teknologi e-learning memainkan peran penting untuk efektifitas pembelajaran, karena mampu meningkatkan sinergi antara pengguna dan penerimaan teknologi e-learning. Kepuasan terbukti sangat menentukan untuk tujuan niat pengguna yang berkelanjutan dalam menggunakan e-learning. Penelitian ini bertujuan untuk mengetahui tingkat kepuasan mahasiswa terhadap layanan e-learning SPOT UPI. Metode yang digunakan dalam menentukan tingkat kepuasan mahasiswa adalah metode *Servqual* yang memuat lima dimensi yaitu *reliability*, *responsiveness*, *tangibles*, *security* dan *access*. Metode *Servqual* diintegrasikan dengan logika *fuzzy* untuk menghilangkan unsur subjektivitas mahasiswa dalam penilaian. Data dikumpulkan melalui kuesioner online google form yang berisi pernyataan tentang harapan dan persepsi mahasiswa terhadap layanan e-learning SPOT UPI . Data yang terkumpul akan diolah dengan proses *fuzzifikasi* dan *defuzzifikasi* kemudian dilanjutkan dengan menentukan nilai gap (*Servqual*). Hasil penelitian menunjukkan bahwa pengguna layanan e-learning SPOT UPI belum merasa puas atas layanan yang mereka terima. Pada perhitungan nilai *Servqual* (gap) keseluruhan didapatkan hasil negatif. Nilai gap keseluruhan pengguna SPOT sebesar -1,840.

Kata Kunci: SPOT UPI, kepuasan, *Fuzzy-Servqual*.

ABSTRACT

The satisfaction that comes from the use of e-learning technology plays an important role for the effectiveness of learning, because it can increase the synergy between users and the acceptance of e-learning technology. Satisfaction is proven to be very decisive for the goal of continued user intention in using e-learning. This study aims to determine the level of student satisfaction with the SPOT UPI e-learning service. The method used in determining the level of student satisfaction is the Servqual method which contains five dimensions, namely reliability, responsiveness, tangibles, security and access. The Servqual method is integrated with fuzzy logic to eliminate elements of student subjectivity in assessment. The data were collected through an online google form questionnaire which contained statements about students' expectations and perceptions of the SPOT UPI e-learning service. The collected data will be processed with a fuzzification and defuzzification process then followed by determining the gap value (Servqual). The results showed that the users of the SPOT UPI e-learning service were not satisfied with the services they received. In calculating the Servqual value (gap) the overall result is negative. The overall gap value for SPOT users is -1,840.

Keywords: SPOT UPI, satisfaction, Fuzzy-Servqual.

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