ANALYSIS OF THE IMPLEMENTATION OF E-SERVICE QUALITY-BASED CHATBOTS TO IMPROVE ACADEMIC SERVICES IN THE MANAGEMENT STUDY PROGRAM AT UPN "VETERAN" JAWA TIMUR

UNDERGRADUATE THESIS

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UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"

JAWA TIMUR

2025

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UNDERGRADUATE THESIS

Submitted in Partial Fulfill Part of the Requirements
for the Degree of Bachelor of Management
Study Program in Management

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I make this statement truthfully, without any coercion from any party, and for it to be used as necessary.

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ABSTRACT

Academic services at universities play an important role in supporting the smooth running of the learning process for students. However, in the Management Study Program at the Faculty of Economics and Business, UPN "Veteran" East Java, academic services still face various challenges, such as delays in information, manual service processes, and limited access, which have an impact on student satisfaction levels. To address these challenges, the use of digital technology such as chatbots is considered a viable alternative solution to enhance the effectiveness of academic services.

This study aims to analyze the quality of technology-based academic servicesthrough the implementation of chatbots in the Discord application, using the e-Service Quality approach. The research method employed is a quantitative approach with data collection techniques involving the distribution of surveys to students. Data processing was conducted using the Customer Satisfaction Index (CSI) method to measure overall satisfaction levels, as well as the Importance Performance Analysis (IPA) to identify improvement priorities for each service attribute.

The research results indicate that the Discord chatbot-based academic services achieved a CSI score of 74.2%, falling into the "Satisfied" category. Several attributes such as trust, reliability, and responsiveness are in the top priority quadrant for improvement according to the IPA analysis. This study contributes to the development of more efficient and responsive digital academic services and can serve as a basis for evaluating and developing service systems in higher education institutions.

Keywords: Chatbot; Discord; e-Service Quality; Student Satisfaction; Academic Services