

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the results of research conducted on the analysis of technology-based academic service quality using the e-Service Quality approach in the Management Study Program of the Faculty of Economics and Business at UPN “Veteran” Jawa Timur, as well as data processing using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods, the following conclusions can be drawn:

1. The use of a chatbot integrated into the Discord application has made a significant contribution to improving the efficiency, accessibility, and speed of academic services. This is evidenced by the student satisfaction index (CSI) score falling within the “Satisfied” category. This means that most students feel that the use of chatbots has made it easier for them to obtain academic information quickly and independently, without having to rely on staff operating hours.
2. The use of chatbots also demonstrates effectiveness in providing interactive, responsive, and user-friendly services. This is reflected in the “usage” attribute, which received the highest level of suitability, exceeding student expectations.
3. Although its contribution is positive, the results of the Importance Performance Analysis (IPA) identified that there are still several important

attributes such as trust, responsiveness, and reliability that students consider very important but whose performance is not yet optimal. This indicates that technological contributions need to be balanced with improvements to service features to ensure that chatbot implementation fully addresses user needs.

4. The chatbot in Discord has supported more digital and sustainable academic services. This aligns with the institution's efforts to promote digital transformation and bring services closer to students. This implementation is one of the concrete steps in improving the quality of academic services with a cost-effective and easily scalable technological approach.
5. Overall, the use of chatbots not only contributes to user satisfaction but also strengthens the direction of academic service innovation in higher education. This study demonstrates that academic services can be significantly improved through the use of simple yet effective technology.

5.2 Recommendation

Based on the results of the research conducted, the following recommendations can be made as follow-up to the findings and analysis in this study:

1. The Management Study Program at the Faculty of Economics and Business, UPN “Veteran” Jawa Timur, is expected to continuously improve the quality of its academic services, particularly in the use of chatbots based on the Discord application. This is important to address, as

there are still several service indicators that do not fully align with student expectations, despite the research findings indicating that overall student satisfaction levels are currently in the “satisfied” category. Improvements in service quality regarding trust, speed, reliability, and responsiveness should be a top priority to ensure that technology-based academic service systems can provide a more optimal experience for students.

2. This study is expected to serve as a foundation for further research aiming to examine the utilization of digital technology in academic services. It is recommended that future research:
 1. Include additional variables relevant to the evaluation of technology-based systems, such as user engagement, digital literacy, or use the Technology Acceptance Model (TAM) framework to assess the extent to which students accept and are willing to use chatbots, through variables such as perceived usefulness and perceived ease of use.
 2. Employ mixed methods to delve deeper into students' perceptions and experiences, both quantitatively and qualitatively, for example through interviews or focused group discussions (FGDs).
 3. Developing chatbots with more adaptive and contextual artificial intelligence (AI) technology support, so that they not only serve basic questions but are also able to provide solutions according to user needs.

4. Applying research to different study programs or institutions as a form of comparison and context expansion, to assess the effectiveness of chatbots in a broader academic environment.