EVALUATION OF THE UNY REGISTRATION INFORMATION SYSTEM (SIREG UNY) BASED ON THE KANO MODEL

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ABSTRACT

A good system does not only prioritize technology, but also considers user satisfaction with the system's functionality. This research will further adapt one of the system quality measurement models based on user satisfaction, namely the Kano Model. Kano Model quality evaluation is classified into six, including Attractive (A), Must-be (M), One-dimensional (O), Indifferent (I), Questionable (Q), and Reverse (R). This evaluation is intended to determine the level of acceptance of the UNY Registration Information System (SIREG UNY) according to its users. The system measurement aspect uses three indicators in the Webqual 4.0 instrument. The three main dimensions of WWebqual 4.0 that will be used are usability quality, information quality and service interaction quality.

The research will be conducted at Yogyakarta State University as the institution that implements SIREG UNY. The research was conducted from March to October 2022. The population of this research was all students using SIREG UNY from Bachelor's, Applied Bachelor's, Master's and Doctoral levels. The next research sample will take new students from the class of 2022 from each level of education. Data collection techniques and instruments use questionnaires. The questionnaire will contain an assessment of each system function which is presented through a pair of questions (functional and dysfunctional). Functional questions are asked in a positive way and dysfunctional questions are asked in a negative way. Each question is given 5 (five) answer choices, namely: (1) I like it; (2) For me, that's how it should be; (3) I am neutral; (4) I don't like it but can still accept it; and (5) I don't like it so I can't accept it. Respondents are asked to choose among five options for each question.

Data analysis for this research will use the Kano Model developed by Dr. Noriaki Kano. This model aims to categorize the attributes of products or services based on how well the product or service is able to satisfy user needs. Service attributes can be divided into six categories. Attractive classification (A) is a category where the level of customer satisfaction will increase very highly with increasing attribute performance, while a decrease in attribute performance will not cause a decrease in satisfaction levels. Must-Be (M) is a category where customers become dissatisfied if the performance of the attribute in question is low but customer satisfaction will not increase much above neutral even though the performance of the attribute is high. This category is a basic need that must be met by service providers to their consumers. One-Dimensional (O) is a category that, if fulfilled, can increase customer satisfaction and will cause dissatisfaction if it is not fulfilled. Or in other words, the level of customer satisfaction is linearly related to attribute performance, so that decreasing attribute performance will also reduce the level of customer satisfaction. Indifference (I) occurs if the presence or absence of the service will not have an influence on consumer satisfaction. Reverse (R) is the opposite of the One-Dimensional category where if the attribute is fulfilled it can reduce customer satisfaction or by decreasing the performance of the attribute it will actually increase the level of customer satisfaction. Questionable (Q) is a questionable category. Typically, the answers given by respondents do not fall into this category. In general, this category indicates that the question was phrased incorrectly, or that the interviewee misunderstood the question or marked the wrong answer.

Kata Kunci: *kano model, information system, partial least square*