DEVELOPMENT OF A WEB-BASED INTEGRATED SERVICE MANAGEMENT SYSTEM TO IMPROVE SERVICE QUALITY AND INCOME GENERATING AT UNY SPORTS BUILDING

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ABSTRACT

This study aims to develop a web-based integrated service management system to improve service quality and income generation at the UNY Sports Building.

This study uses research and development methods using the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). The research procedure in the first stage used a qualitative descriptive research design. At the Analyze stage, activities are carried out by collecting information in the form of needs analysis and document analysis. Data collection techniques using the Mendeley technique, and data analysis using qualitative thematic. At the Design stage, focus group discussions were conducted with experts to develop a web-based integrated service management system to improve service quality and income generating at the UNY Sports Building. This development stage is the stage of realizing an integrated management system that has been made in the design stage so that it becomes a product that is expertly validated and ready to be tested. The participants in this study were documents and seven experts. Data analysis using the Aiken formula. The second stage is Implementation and Evaluation. The Implementation phase is carried out by small-scale field trials and large-scale trials. In the Evaluation stage, an effectiveness test was conducted on a web-based integrated service management system to improve service quality and income generating at the UNY Sports Building. Participants in this study were all stakeholders, leaders, managers, and staff managing sports facilities at FIK UNY. Data analysis using product moment.

Based on data analysis, the results of the calculation of validity using Aiken's V Index obtained results from 10 statement items, it is known that the lowest V score is 0.821 and the highest V score is 0.964. The conclusion of the validity results using the Aiken's V Index by comparing the Aiken's V Index with the V table value. The magnitude of the V table for items assessed by 7 validators with 5 alternative scale options at a significance level of 5% is 0.750. Based on the calculation results, it can be concluded that all 10 items have an Aiken's V Index value greater than the V table (>0.750), which means that all items are declared valid. Based on the results of the validity test, it was concluded that the web-based integrated service management system developed was declared valid based on the assessment by expert validators including the accuracy of color and image selection, clarity of layout, suitability of font selection, language use, application display, completeness of information, coherence of presentation. information, ease of operation, and usefulness for users. The statistical calculation of the validity test using Aiken's V Index obtained valid results.

Kata Kunci: *Management, web, services, income generating, sports facilities*