

ABSTRAK

Pelayanan publik berbasis digital saat ini menjadi salah satu upaya pemerintah dalam meningkatkan efektivitas dan efisiensi layanan kepada masyarakat. Salah satu bentuknya yaitu *website* SAMSAT online Sleman yang menyediakan informasi mengenai layanan pajak kendaraan, mutasi kendaraan, hingga informasi layanan untuk STNK hilang. *Website* ini telah membantu masyarakat dalam memperoleh informasi secara tepat dan mudah, tetapi masih terdapat beberapa keluhan dari pengguna seperti tampilan *website* yang kurang modern, informasi yang belum lengkap dan kurang ringkas, dan belum tersedia fitur pembayaran pajak secara langsung di dalam *website*. Oleh karena itu, penelitian ini dilakukan guna mengetahui tingkat kepuasan pengguna terhadap layanan *website* SAMSAT online Sleman dan untuk menentukan aspek layanan yang perlu ditingkatkan dan dipertahankan.

Penelitian ini menggunakan metode *End User Computing Satisfaction* (EUCS) termodifikasi dan *Importance Performance Analysis* (IPA). Metode EUCS termodifikasi digunakan untuk mengukur kepuasan pengguna berdasarkan delapan variabel yaitu *content*, *accuracy*, *format*, *ease of use*, *timeliness*, *information quality*, dan *service quality*. Untuk pengumpulan data dilakukan melalui observasi, wawancara, dan penyebaran kuesioner secara daring dengan menggunakan Google Form kepada pengguna *website* SAMSAT online Sleman. Teknik pengambilan sampel menggunakan *purposive sampling* dengan syarat responden yang pernah mengakses *website* minimal satu kali. Data penelitian dianalisis dengan menggunakan SPSS melalui uji validitas, uji reliabilitas, analisis tingkat kesesuaian, analisis kesenjangan (*gap*) serta pemetaan kuadran IPA.

Hasil penelitian menunjukkan bahwa integrasi metode EUCS termodifikasi dan IPA mampu memberikan gambaran yang lebih komprehensif mengenai kepuasan pengguna terhadap layanan *website* SAMSAT online Sleman. Dalam analisis IPA menunjukkan bahwa terdapat beberapa indikator yang telah memenuhi harapan pengguna sehingga perlu dipertahankan kualitas layanannya. Penelitian ini diharapkan mampu menjadi bahan evaluasi dan rekomendasi bagi pengelola *website* SAMSAT online Sleman dalam meningkatkan kualitas layanan digital dan kepuasan pengguna.

Kata kunci: Kepuasan Pengguna, *End User Computing Satisfaction* (EUCS) Termodifikasi, *Importance Performance Analysis* (IPA), *Website* SAMSAT Online Sleman.

ABSTRACT

Digital based public services have become one of the government's efforts to improve the effectiveness and efficiency of services for the community. One form of these services is the SAMSAT Online Sleman website, which provides information regarding vehicle tax services, vehicle mutation services, and information related to lost vehicle registration certificate (STNK) services. This website has helped the public obtain information quickly and easily; however, there are still several complaints from users, such as the website appearance being less modern, incomplete and less concise information, and the absence of a direct tax payment feature on the website. Therefore, this study was conducted to determine the level of user satisfaction with the SAMSAT Online Sleman website service and to identify service aspects that need to be improved and maintained.

This study used the modified End User Computing Satisfaction (EUCS) and Importance Performance Analysis (IPA) methods. The modified EUCS method was used to measure user satisfaction based on eight variables, namely content, accuracy, format, ease of use, timeliness, information quality, and service quality. Data collection was carried out through observation, interviews, and online questionnaire distribution using Google Form to users of the SAMSAT Online Sleman website. The sampling technique used was purposive sampling with respondents who had accessed the website at least once. The research data were analyzed using SPSS through validity testing, reliability testing, conformity level analysis, gap analysis, and IPA quadrant mapping.

The results showed that the integration of the modified EUCS and IPA methods was able to provide a more comprehensive overview of user satisfaction with the SAMSAT Online Sleman website service. The IPA analysis showed that several indicators had met user expectations and therefore their service quality needed to be maintained. This study is expected to serve as evaluation material and recommendations for the managers of the SAMSAT Online Sleman website in improving digital service quality and user satisfaction.

Keywords: *User Satisfaction, Modified End User Computing Satisfaction (EUCS), Importance Performance Analysis (IPA), SAMSAT Online Sleman Website.*