

## RINGKASAN

Kebijakan Menteri Pendidikan dan Kebudayaan Republik Indonesia melalui Surat Edaran Nomor 4 Tahun 2020 tertanggal 24 Maret 2020 tentang Pelaksanaan Kebijakan Pendidikan dalam Masa Darurat Penyebaran *Corona Virus Disease* (COVID-19) adalah dengan cara mengubah pola pembelajaran konvensional menjadi pembelajaran secara *online*. Pembelajaran *online* sangat membantu keberlangsungan pembelajaran di masa pandemi ini. Perkembangan Teknologi Informasi dan Komunikasi (TIK) serta paradigma keterbukaan (perangkat lunak dan materi ilmu pengetahuan) melahirkan dan meningkatkan perkembangan pembelajaran *online*. Kualitas layanan pembelajaran *online* yang baik akan berpengaruh terhadap kepuasan dan loyalitas pengguna. Implementasi pembelajaran *online* di Universitas Jenderal Soedirman mulai dilaksanakan pada Semester Genap Tahun Akademik 2019/2020 sampai dengan sekarang.

Penelitian ini bertujuan untuk mengetahui kualitas layanan pembelajaran *online* menurut persepsi mahasiswa, perbedaan antara kinerja nyata dan harapan mahasiswa, serta mengetahui atribut yang dianggap lemah dalam layanan pembelajaran *online*. Penelitian ini menggunakan metode deskriptif kuantitatif, dengan teknik pengambilan sampel secara *proportionate stratified random sampling* dengan *close-ended questions* (kuesioner tertutup) dengan skala Likert. Teori yang digunakan adalah *Electronic Service Quality (E-S-QUAL)* yang terdiri atas 7 (tujuh) dimensi yaitu *efficiency*, *fulfillment*, *system availability*, *privacy*, *responsiveness*, *compensation* dan *contact*. Data diolah menggunakan program SPSS Versi 20 dengan uji-T dan *Importance Performance Analysis*.

Hasil penelitian menunjukkan bahwa kinerja layanan pembelajaran *online* di Universitas Jenderal Soedirman memperoleh penilaian “**baik**” berdasarkan persepsi mahasiswa dengan rata-rata nilai 3,67. Penilaian tertinggi terdapat pada *privacy* (3,95), diikuti berturut-turut *responsiveness* (3,76), *fulfillment* (3,71), *efficiency* dan *compensation* dengan skor sama sebesar 3,67, *contact* (3,47) dan *system availability* (3,45). Kriteria penilaian kualitas sistem pembelajaran *online* berdasarkan persepsi mahasiswa termasuk kategori “**sedang**” dengan skor rata-rata *gap* -0,73. Kualitas tertinggi terdapat pada *privacy* (-0,48), berturut-turut diikuti *compensation* (-0,65), *fulfillment* (-0,68), *efficiency* (-0,70), *responsiveness* (-0,71), *system availability* (-0,93) dan *contact* (-0,95).

Hasil analisis kuadran menunjukkan bahwa atribut *system availability* berada pada kuadran B; atribut *efficiency* dan *compensation* berada pada kuadran A dan D; atribut *fulfillment* tersebar pada kuadran A, B, C dan D; atribut *privacy* berada pada kuadran B dan C; atribut *responsiveness* berada pada kuadran A dan B, sedangkan atribut *contact* tidak berada pada semua kuadran. Dimensi *privacy* menempati urutan pertama dari tingkat kesesuaian antara kinerja dengan harapan pengguna. Atribut yang perlu diperbaiki secara prioritas adalah infrastruktur, layanan bantuan teknik bagi mahasiswa dan dukungan tenaga administratif dalam menangani masalah dalam pembelajaran *online* serta jaminan kompensasi ketika layanan pembelajaran *online* bermasalah.

**Kata Kunci:** kualitas layanan, pembelajaran *online*, *E-S-QUAL*

## SUMMARY

The education policy by The Minister of Education and Culture of Republic Indonesia through Surat Edaran Number 4 of 2020 on March 24, 2020 in the midst of the alarming spread of Corona Virus Disease (COVID-19) is implemented by changing conventional learning patterns into online learning. Online learning is considerably helpful for the continuity of learning during this pandemic. The development of information and communication technology (ICT) and the paradigm of openness (software and scientific materials) that give birth to and enhance the development of online learning. The quality service of online learning will affect customer satisfaction and loyalty. The implementation of online learning at Jenderal Soedirman University has started in the Even Semester of the 2019/2020 Academic Year until now.

This study aims to determine the quality of online learning services according to student perceptions; to map the difference between real performance and student expectations of online learning services; and to identify attributes that are considered weak of online learning services. This study uses a quantitative descriptive method, with a sampling technique of proportionate stratified random sampling with closed-ended questions (closed questionnaire) with a Likert scale. It is established upon the 7 (seven) dimensions of Electronic Service Quality (E-S-QUAL), namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation and contact. The data was processed using the SPSS Version 20 with T-tests and Importance Performance Analysis.

The results showed that the performance of online learning services at Jenderal Soedirman University received a "good" rating based on student perceptions with an average value of 3.67. The highest rating is privacy (3.95), followed by responsiveness (3.76), fulfillment (3.71), and efficiency and compensation which share 3.67 ratings. The lowest ratings are in contact (3.47) and system availability (3.45). The quality of online learning system based on student perceptions is in the "medium" category with an average gap score of -0.73. The highest quality is found in privacy (-0.48), followed by compensation (-0.65), fulfillment (-0.68), efficiency (-0.70), responsiveness (-0.71), system availability (-0.93), and the lowest quality is contact (-0.95).

The quadrant analysis results show that system availability attributes are in quadrants B; efficiency and compensation are in quadrants A and D; fulfillment spread from quadrant A, B, C even D; privacy are in quadrants B and C; responsiveness are in quadrants A and B; and contact in neither A, B, C nor D. Privacy ranks first in the level of conformity between the performance and user expectations. The attributes that need to be improved on a priority basis are infrastructure, technical assistance services for students, and administrative support to address problems in online learning. Guaranteed compensation is vital when online learning services have problems.

Keywords: service quality, online learning, E-S-Qual