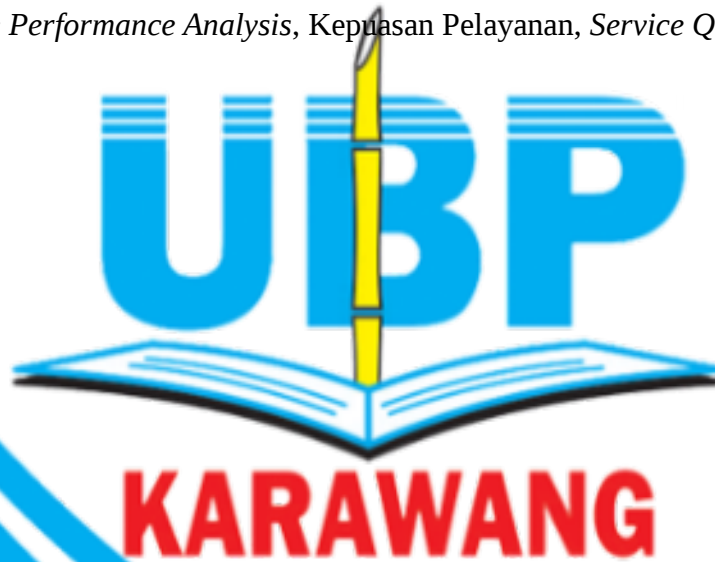


ABSTRAK

Dampak dari pandemi *Covid-19* pada SMA XYZ mengubah pola belajar konvensional menjadi daring, dampaknya keterbatasan penggunaan media dan peralatan daring seperti *handphone*, laptop, paket data internet serta kurangnya pemahaman terhadap materi pembelajaran yang diajarkan. Metode *Service Quality (Servqual)* digunakan untuk mengukur tingkat kepuasan pelayanan pembelajaran daring berdasarkan nilai *gap* dan metode *importance performance analysis* untuk pemetaan diagram. Hasil dari penelitian menunjukkan bahwa penilaian kualitas pembelajaran daring pada SMA XYZ dengan nilai *gap* antara persepsi dan harapan masih negatif sehingga memiliki makna pelayanan yang diberikan pada pembelajaran daring ada SMA XYZ masih kurang memuaskan. Sedangkan metode *Importance performance analysis* digunakan memetakan atribut, atribut prioritas tinggi yaitu atribut TN1, RS3 dan EP1 sedangkan atribut yang termasuk prioritas rendah yaitu atribut TN6, RS2 dan RS5.

Kata Kunci: *Importance Performance Analysis*, Kepuasan Pelayanan, *Service Quality*.



ABSTRACT

The impact of the Covid-19 pandemic on SMA XYZ has changed conventional learning patterns to go online, resulting in limited use of online media and equipment such as mobile phones, laptops, and internet data packages and a lack of understanding of the learning material being taught. The Service Quality (Servqual) method is used to measure the level of satisfaction with online learning services based on gap values and the importance-performance analysis method for mapping diagrams. The results of the study showed that the assessment of the quality of online learning at XYZ High School with a gap between perceptions and expectations was still negative which meant that the services provided for online learning at XYZ High School were still unsatisfactory. While the Importance performance analysis method was used to map the attributes, the high-priority attributes were the TN1, RS3, and EP1 attributes while the low-priority attributes were TN6, RS2, and RS5.

Keywords: Importance Performance analysis, Service Satisfaction, Service Quality.

