

ABSTRACT

THE IMPLEMENTATION OF THE WEB-BASED IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD IN MEASURING THE LEVEL OF COMMUNITY SATISFACTION WITH SERVICES AT PADANG JATI URBAN VILLAGE OFFICE

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This study aims to implement the Importance Performance Analysis (IPA) method and create a web-based application to measure the level of public satisfaction with the services provided by Padang Jati Urban Village Office. Padang Jati Urban Village is one of Urban Village in Ratu Samban Sub-District in Bengkulu City which is tasked with providing public and administrative services to the community. Implementation of the Importance Performance Analysis (IPA) method in measuring the level of community satisfaction with services at the web-based Padang Jati Urban Village Office is a forum built to make it easier for the community to give value to the services provided by officers with the aim of evaluating the satisfaction assessment provided by the community. A web-based application for measuring the level of public satisfaction with services at the Padang Jati Subdistrict Office was created using the PHP programming language and MySQL database which can be accessed online via the domain URL link <http://skmpadangjatikotabengkulu.online/>. Based on the tests that have been carried out, it was found that this application is very helpful in managing and evaluating data assessing community satisfaction with services at Padang Jati Urban Village Office therefore the level of community satisfaction is known and this application can be used as a forum for the community to provide assessments of community satisfaction with services at Padang Jati Urban Village Office.

Keywords: *Importance Performance Analysis (IPA) Method, Community Satisfaction*

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