

ABSTRACT

Wahyu Prima, 2019. *The Development of the Academic Guidance Service Information System Model Based on Customer Relationship Management (CRM) at the University.*

This research was based on the results of preliminary studies and needs analysis conducted on academic guidance services in the university. The problem encountered was that academic guidance services had not been implemented optimally, so that the problems faced by students as the main customers in the university were not entirely resolved, due to the lack of information obtained by academic supervisors. Therefore, it is required a model of information systems for academic guidance services that can provide information and fit the needs of students. Some research results also showed that the method of Customer Relationship Management (CRM) understands the needs of students as customers in the university. The purpose of this research is to develop a valid, practical, and effective CRM-based academic service information system model in the university, which may improve the quality of services, student satisfaction, student trust, student commitment, and student loyalty

This research employed the stage of ADDIE development, which has five stages, namely: Analyse, Design, Develop, Implement, and Evaluate. In order to ensure the validity of the product, the instrument was validated by experts. The data analysis used the Aiken's V test for product validation, the frequency analysis was applied for the practicality test, and the guided books and the Wilcoxon test were utilized for the effectiveness test. The research subjects were active students and lecturers at the University of Dharmas Indonesia.

The results of the research on the development of a CRM-based academic guidance service information system model resulted in four syntax models, namely: portfolio analysis, building intimacy, determining service strategies, and evaluation. The CRM-based academic guidance service information system model was in valid criteria. The CRM-based academic guidance service information system model was in very practical criteria. The CRM-based academic guidance service information system model was effectively used to improve service quality, student satisfaction, student trust, student commitment, and student loyalty.

Keywords: *Information Systems, Academic Guidance Services, Customer Relationship Management, University.*

ABSTRAK

Wahyu Prima, 2019. Pengembangan Model Sistem Informasi Layanan Bimbingan Akademik Berbasis *Customer Relationship Management* (CRM) di Perguruan Tinggi. Disertasi Pascasarjana Fakultas Teknik Universitas Negeri Padang.

Berdasarkan hasil studi awal yang dilakukan tentang penerapan sistem informasi layanan bimbingan akademik di Perguruan tinggi ditemui permasalahan bahwa belum terlaksanakan layanan bimbingan akademik secara optimal, sehingga kebutuhan mahasiswa sebagai pelanggan utama belum terpenuhi secara maksimal. Untuk itu perlu dikembangkan sebuah model sistem informasi layanan bimbingan akademik yang dapat memberikan pelayanan sesuai dengan kebutuhan mahasiswa sebagai pelanggan utama. Salah satunya adalah model sistem informasi layanan bimbingan akademik berbasis *Customer Relationship Management* (CRM). Tujuan penelitian adalah mengembangkan model sistem informasi layanan bimbingan akademik berbasis CRM di perguruan tinggi yang valid, praktis, dan efektif serta dapat meningkatkan kualitas pelayanan, kepuasan mahasiswa, kepercayaan mahasiswa, komitmen mahasiswa, dan loyalitas mahasiswa.

Jenis penelitian ini adalah penelitian pengembangan dengan model pengembangan ADDIE yang memiliki lima tahapan, yaitu: *Analyze, Design, Develop, Implement, dan Evaluate*. Untuk menjamin keabsahan produk, instrumen divalidasi oleh pakar. Analisis data menggunakan uji Aiken's V untuk validasi produk, analisis prekuensi untuk uji praktikalitas model dan buku panduan, sedangkan uji efektifitas model menggunakan uji *Wilcoxon*. Subjek uji coba penelitian ini adalah mahasiswa aktif dan dosen yang ada di lingkungan Universitas Dharmas Indonesia.

Hasil dari penelitian pengembangan model sistem informasi layanan bimbingan akademik berbasis CRM menghasilkan empat sintak model, yaitu: analisis portofolio, membangun ikatan, menentukan strategi layanan, dan Evaluasi. Model sistem informasi layanan bimbingan akademik berbasis CRM berada pada kriteria valid, sangat praktis dan efektif untuk meningkatkan kualitas pelayanan, kepuasan mahasiswa, kepercayaan mahasiswa, komitmen mahasiswa, dan loyalitas mahasiswa.

Kata Kunci: Sistem Informasi, Layanan Bimbingan Akademik, *Customer Relationship Management*, Perguruan Tinggi.