

## The Effect of The Quality of Service of the Online-Based New Student Admission System on Public Satisfaction in Bogor City

Refina Nurhazizah<sup>1\*</sup>, and Irma Purnamasari<sup>2</sup>

Djuanda University, Faculty of Social Sciences and Social Sciences

**Corresponding Author:** Refina Nurhazizah [refinanurhazizah12@gmail.com](mailto:refinanurhazizah12@gmail.com)

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### ABSTRACT

The acceleration of digital transformation has encouraged local governments to integrate information technology into public service delivery, one of which is through the implementation of the online New Student Admission System (SPMB) in Bogor City. This study aims to evaluate the extent to which the quality of online SPMB services impacts user satisfaction, utilizing an associative quantitative approach. The service quality measurement instrument uses the SERVQUAL framework, which encompasses five dimensions: tangibles, reliability, responsiveness, assurance, and empathy; while public satisfaction is measured through three aspects: conformity to expectations, intention to reuse, and tendency to recommend. This study involved 104 randomly selected respondents from among the parents of SPMB 2025 participants at SMPN 8 and SMPN 23 in Bogor City. Data collection was conducted through a Likert-scale questionnaire, structured interviews, and field observations, then analyzed using the Weight Mean Score (WMS), Pearson correlation, t-test, and coefficient of determination.

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## INTRODUCTION

Advanced information technology and rapid communication can have a significant impact on the provision of public services in various sectors, including education. For example, a significant digital transformation in education is the implementation of an online new student admission system known as the Online New Student Admission System (SPMB). This system represents a concrete manifestation of e-government implementation in educational administration management at the regional level (Dwiyanto, 2020).

Bogor City has implemented SPMB Online through the official portal <https://spmb.kotabogor.go.id>. The Bogor City Education Office acts as the facilitators responsible for providing the system platform, coordinating with implementing schools, and providing technical assistance to the community during the registration period. In 2025, the SPMB system underwent a fundamental update, changing from the previous name PPDB to SPMB. This change was not merely a name change but a comprehensive overhaul of the selection mechanism, data verification, and integration of the national population database (Kemendikdasmen, 2025).

The 2025 SPMB (Student Selection for Employment) offers four pathways: domicile, affirmative action, achievement, and transfer. The change in terminology from zoning to domicile marks a shift in approach from a regional radius to administrative validation based on Family Card data recorded at least one year prior to registration. Verification is carried out automatically through a system integrated with data from the Civil Registration and Population Office (Dukcapil), making the selection process more objective and less susceptible to manipulation (Detik.com, 2025).

Service quality is a critical dimension in the successful implementation of a public service system. In 1988, Parasuraman, Zeithaml and Berry introduced the service quality model SERVQUAL. These five dimensions serve as a standard benchmark for evaluating the extent to which service providers meet user expectations. In the context of SPMB Online, service quality is reflected in ease of system access, procedural reliability, staff responsiveness, personal data security, and concern for the needs of people with diverse digital capabilities.

User satisfaction is a key indicator of the success of a public service system. Kotler and Keller (2016) define satisfaction as a person's emotional expression after comparing the service performance they experienced with their initial expectations. The more responsive and reliable a service is, the greater the chance of sustained satisfaction. Novando, Hernawan, and Ramdani (2024) reinforce this view by emphasizing that satisfaction arises when user needs and expectations are optimally met by the service provider.

However, the implementation of SPMB Online in Bogor City has not been without several challenges in the field. Observations at SMPN 8 and SMPN 23 Bogor City revealed several technical obstacles that emerged during the registration process, including server instability in the first days of the program, uneven internet connections across several schools, and difficulties for some parents in operating the system due to limited digital skills.

## LITERATURE REVIEW

### Quality of Service

The concept of service quality in digital public services refers to the ability of a system and its providers to consistently meet user needs and expectations. Tjiptono (2019) defines service quality as the degree of excellence expected by consumers, along with efforts to manage that degree to meet their needs consistently and continuously.

The SERVQUAL model according to Parasuraman et al. in Firga et al. (2023) identifies five dimensions of service quality measurement. First, tangibles refer to the availability of physical facilities and digital infrastructure that support service delivery, including the readiness of technological devices and system interfaces. Second, reliability relates to the ability of the system and provider to provide accurate, timely, and consistent services according to established procedures. Third, responsiveness describes the readiness and willingness of officers to respond to questions and provide assistance to users quickly and appropriately. Fourth, assurance encompasses guarantees of data security, information certainty, and officers' ability to convince the public that the selection process is fair and transparent. Fifth, empathy demonstrates officers' personal attention and concern for the needs of the community, especially those with limited digital technology capabilities.

### Public Satisfaction

Customer satisfaction, as stated by Kotler and Keller in Andini (2022), can be measured through three main dimensions. The expectation conformity dimension describes the extent to which the service received matches the user's previous expectations. The reuse intention dimension reflects the user's willingness to utilize the same service in the future. The recommendation willingness dimension indicates the extent to which users are willing to recommend or share positive experiences with others regarding the service.

### The Relationship Between Service Quality and Public Satisfaction

Service quality has a very strong correlation with customer satisfaction. Harbani (2007) states that high-quality service is oriented towards user satisfaction. Parasuraman, Zeithaml, and Berry (1985) in Rahmad Hidayatullah (2023) explain that satisfaction is formed when the service received meets customer expectations. If the five dimensions of SERVQUAL are managed effectively, customer satisfaction will increase, while deficiencies in one or more dimensions will decrease satisfaction levels.

## METHODOLOGY

A quantitative method with an associative approach was chosen because it aims to identify the relationship or influence between variables, namely service quality (X) on community satisfaction (Y). The study population was all members of the community or parents of students who registered through the online-based SPMB at SMPN 8 Bogor City (324 people) and SMPN 23 Bogor City (160 people),

as well as SPMB management staff at the Bogor City Education Office and the SPMB committee at both schools.

Sampling for the group of parents of students was carried out using a simple random sampling technique using the Taro Yamane formula (Hamidi, 2010) at an error rate of 10%, resulting in 82 respondents who were then divided proportionally into 55 respondents from SMPN 8 and 27 respondents from SMPN 23. Meanwhile, for the SPMB management group, a census method was used because the population was below 100, resulting in 22 respondents. Thus, the total sample used was 104 respondents.

**Table 1 Population and Research Sample**

Unit	Population	Sample
SMPN 8 Bogor City	324	55
SMPN 23 Bogor City	160	27
SPMB (Census) Committee	22	22
<b>Total</b>	<b>506</b>	<b>104</b>

Data collection techniques include questionnaires (Likert scale 1-5), observations, and interviews.

## RESEARCH RESULT

### 1. Quality of Online SPMB Services in Bogor City

Based on WMS calculations of 104 respondents, the quality of SPMB Online services in Bogor City was 4.33 (very good).

**Table 2 WMS Results of SPMB Online Service Quality**

DIMENSIONS	INDICATOR	AVERAGE	INTERPRETATION CRITERIA
Tangibles (Physical Evidence)	Availability of digital devices and facilities	4.79	<b>Very good</b>
	System appearance and ease of use	3.93	<b>Good</b>
	Adequate service support facilities.	3.82	<b>Good</b>
<b>Average</b>		<b>4.18</b>	<b>Good</b>
Reliability (Reliability)	Timeliness of Service	4.62	<b>Very good</b>
	Accuracy of Service Procedure Implementation	4.58	<b>Very good</b>
	Consistency of service according to standards	4.61	<b>Very good</b>
<b>Average</b>		<b>4.60</b>	<b>Very good</b>
Responsiveness (Responsiveness)	Speed of officer response to questions and complaints	4.00	<b>Good</b>
	Ease of access and use of service systems	3.95	<b>Good</b>

	Willingness of officers to assist service users	4.62	Very good
<b>Average</b>		<b>4.19</b>	<b>Good</b>
Assurance (Guarantee)	Security of personal data of service users	3.85	Good
	Clarity and reliability of service information	4.00	Good
	The ability of officers to provide explanations	4.61	Very good
<b>Average</b>		<b>4.15</b>	<b>Good</b>
Empathy	Assistance for people experiencing difficulties	4.55	Very good
	Friendliness and courtesy of staff	4.58	Very good
	Attention to people with limited technological understanding	4.47	Very good
<b>Average</b>		<b>4.53</b>	<b>Very good</b>
<b>Total Average</b>		<b>4.33</b>	<b>Very good</b>

Source: Data (processed, 2026)

The reliability dimension recorded the highest score of 4.60 (very good), indicating that users assessed the SPMB Online system as being able to operate accurately and consistently according to established procedures. Conversely, the tangibles dimension received the lowest score of 4.18 (good), primarily due to limited supporting physical infrastructure, such as the lack of an adequate Wi-Fi network at SMPN 23, forcing officers to utilize mobile phone tethering. This condition aligns with the findings of Firga et al. (2023) who identified limited digital infrastructure as a real obstacle in the implementation of technology-based public services.

## 2. Public Satisfaction with SPMB Online

The level of public satisfaction with the SPMB Online service reached an average value of 4.29 (Very Good).

**Table 3 Summary of WMS Results on Public Satisfaction**

DIMENSIONS	INDICATOR	AVERAGE	INTERPRETATION CRITERIA
Conformity to Expectations	Conformity of service to user expectations	4.55	Very good
	Compliance of service processes with procedures	4.68	Very good
	Ease of access to services	3.95	Good
	Timeliness of service completion	4.69	Very good
	Improving service quality through the SPMB Online system	4.51	Very good
<b>Average</b>		<b>4.47</b>	<b>Very good</b>
Interest in Reusing	Willingness to return to using SPMB services	3.84	Good
	Service experience that encourages people to return to using SPMB Online.	4.09	Good

	SPMB Online services are considered better than similar services.	3.96	Good
	Public confidence to return to using SPMB Online services	4.59	Very good
	Trust in the reliability of the SPMB Online service system	4.62	Very good
<b>Average</b>		4.22	Very good
Willingness to Recommend	Willingness to recommend to others.	4.64	Very good
	Confidence in the benefits of the service	4.59	Very good
	Willingness to suggest to family or relatives	3.84	Good
	Assessment that the SPMB Online service is suitable for use by the wider community.	3.96	Good
	The public's willingness to share positive experiences regarding SPMB Online services.	3.98	Good
		4.20	Good
<b>Average</b>		<b>4.29</b>	<b>Very good</b>

Source: Data (processed, 2026)

The expectation conformity dimension obtained the highest score of 4.47 (very good), indicating that the results and process of the online SPMB were generally in line with public expectations, particularly regarding selection transparency (4.69) and result accuracy (4.68). Meanwhile, the willingness to recommend dimension obtained the lowest score of 4.20 (good), influenced by several indicators that still had good scores, namely the willingness to provide positive reviews (3.84) and encouraging others to register (3.96). The lower score on the recommendation aspect was likely caused by the experience of technical problems on the first day of registration that was still remembered by some respondents.

### 3. Statistical Test Results

#### a. Validity Test

**Table 4. Results of Validity Test of Service Quality and Public Satisfaction Variables**

Variables	Dimensions	r count	r table	Note:
Service Quality (X)	Tangibles	0.474	0.374	Valid
		0.836	0.374	Valid
		0.736	0.374	Valid
	Reliability	0.818	0.374	Valid
		0.897	0.374	Valid

		0.663	0.374	Valid
	Responsiveness	0.817	0.374	Valid
		0.861	0.374	Valid
		0.432	0.374	Valid
	Assurance	0.751	0.374	Valid
		0.680	0.374	Valid
		0.672	0.374	Valid
	Empathy	0.849	0.374	Valid
		0.386	0.374	Valid
		0.598	0.374	Valid
Public Satisfaction (Y)	Conformity to Expectations	0.749	0.374	Valid
		0.750	0.374	Valid
		0.763	0.374	Valid
		0.733	0.374	Valid
		0.538	0.374	Valid
	Interest in Reusing	0.821	0.374	Valid
		0.489	0.374	Valid
		0.647	0.374	Valid
		0.588	0.374	Valid
		0.774	0.374	Valid
	Willingness to Recommend	0.712	0.374	Valid
		0.712	0.374	Valid
		0.660	0.374	Valid
		0.707	0.374	Valid
		0.715	0.374	Valid

All 30 statement items spread across two variables were declared valid, because the calculated r value of each item exceeded the table r of 0.374.

### b. Reliability Test

This test was conducted to verify the instrument's consistency in measuring research variables. The minimum Cronbach's Alpha value set is 0.60; an instrument is considered reliable if the value obtained exceeds this threshold.

**Table 5 Service Quality Variables**

Cronbach's Alpha	N of Items
.929	15

The results for the service quality variable (X) were recorded at 0.929 – far above the threshold of 0.60 – so that the instrument for this variable was declared reliable and suitable for use as a measuring tool.

**Table 6 Community Satisfaction Variables**

Cronbach's Alpha	N of Items
.922	15

The results for the public satisfaction variable (Y) of 0.922 are also above the limit of 0.60, so this instrument is also declared reliable in measuring public satisfaction consistently.

**c. Normality Test**

The normality test aims to determine whether residual data is normally distributed. The criteria are that data is considered normal if the Asymp. Sig. value is > 0.05 and abnormal if it is < 0.05.

**Table 7 Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		104	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Standard Deviation	4.65564048	
Most Extreme Differences	Absolute	.054	
	Positive	.034	
	Negative	-.054	
Test Statistics		.054	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup> Sig.		.644	
99% Confidence Interval		Lower Bound	.631
		Upper Bound	.656

a. Test distribution is Normal.

The result is 0.200, this number exceeds the limit of 0.05 so it is normally distributed.

**d. Linearity Test**

This test is conducted to ensure that there is a linear relationship between variables X and Y.

**Table 8. Linearity Test Results**

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Y * x	Between Groups	(Combined)	2006.153	21	95,531	3,990	.000
		Linearity	1737.130	1	1737.130	72,546	.000
		Deviation from Linearity	269,023	20	13,451	.562	.928
	Within Groups		1963.501	82	23,945		
	Total		3969.654	103			

The result of  $0.928 > 0.05$  confirms that the relationship between the service quality variables (X) and public satisfaction (Y) is significantly linear. The linearity requirement for the correlation test is thus met.

**e. Product moment correlation test**

This test is applied as a measuring tool for the strength and direction of the relationship between the quality variables of SPMB Online services and citizen satisfaction in Bogor City.

**Correlations**

		quality service	of public satisfaction
quality of service	Pearson Correlation	1	.662**
	Sig. (2-tailed)		.000
	N	104	104
public satisfaction	Pearson Correlation	.662**	1
	Sig. (2-tailed)	.000	
	N	104	104

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient (r) obtained is 0.662 with a significance level of 0.000 and N = 104. The degrees of freedom are calculated through  $df = n - 2 = 102$ , so that the r table at  $\alpha = 5\%$  is 0.192. Because the calculated r (0.662) exceeds the r table (0.192) and the p-value (0.000)  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted.

**f. t-test (Partial Test)**

This test aims to assess whether service quality (X) has a significant influence on public satisfaction (Y).

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	19,467	5,082		3,830	.000
X	.693	.078	.662	8,909	.000

a. Dependent Variable: Y

The service quality variable (X) produces a calculated t = 8.909 with a p-value of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted.

**g. Coefficient of Determination (R<sup>2</sup>)**

At this stage, it is used to calculate the contribution of the independent variable (X) to the dependent variable (Y) in percentage form.

**Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.662a	.438	.432	4.67841

a. Predictors: (Constant), X

b. Dependent Variable: Y

The KD (R<sup>2</sup>) of 0.438 means that the contribution of the service quality variable to public satisfaction is 43.8%, which is obtained from the calculation of  $Kd = (0.662)^2 \times 100\% = 43.8\%$ . This figure reflects that service quality, including ease of use of the system, clarity of information presented and the availability of technical assistance for users, contributes significantly to shaping public satisfaction with the SPMB Online service. The remaining 56.2% of other external variables influence this research, which is calculated using epsilon (ε) as follows:

$$\epsilon = 100\% - Kd$$

$$\epsilon = 100\% - 43.8\%$$

$$\epsilon = 56.2\%$$

This value of 56.2% shows that public satisfaction is not solely determined by the quality of service but rather there are other influences from various other

determinants identified in the study, including: The availability of supporting facilities during the registration process, ease of access to SPMB Online services, and the digital literacy status of the local community. Not all users have the same level of technological proficiency, so some still require assistance from schools or officers. This condition underscores the importance of digital literacy factors and socialization of system use in contributing to user satisfaction. Thus, it can be concluded that although service quality contributes 43.8% to public satisfaction, there are 56.2% other factors outside the research that also play a role in shaping Bogor City public satisfaction with the implementation of SPMB Online.

## DISCUSSION

This study aims to examine the impact of online SPMB service quality on user satisfaction in Bogor City. The analysis shows that both variables received high appreciation from respondents, with an average service quality score of 4.33 and public satisfaction rating of 4.29, both categorized as very good. Therefore, there is still room for improvement, particularly in terms of ease of system access and public willingness to recommend the service to others.

All research instruments were declared valid and reliable, and the data also met the assumptions of normality and linearity, ensuring that all prerequisites for statistical analysis were met and the test results were reliable. This finding aligns with the view of Parasuraman, Zeithaml, and Berry (1985), who stated that user satisfaction occurs when the service performance meets or exceeds their initial expectations.

The t-test yielded a t-value of 8.909 with a significance of 0.000, which convincingly proves the real influence of service quality on public satisfaction. Kotler and Keller's (2007) view that satisfaction arises when service performance meets or matches expectations also supports this finding. The regression equation  $Y = 19.467 + 0.693X$  means that every one-unit increase in service quality will trigger an increase in public satisfaction of 0.693 units. The magnitude of the influence of service quality of 43.8% on public satisfaction is quite substantial and confirms that service quality is the main determinant in shaping public satisfaction in Bogor City towards SPMB Online services.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the overall analysis of the quality of SPMB Online services which includes five dimensions of SERVQUAL, it is proven to have a significant influence on the satisfaction of the people of Bogor City.

However, a number of technical and operational constraints require attention, including server disruptions during registration, suboptimal delivery of procedural information, limited internet access in some schools, and minimal support for parents who have difficulty accessing the system.

Based on these findings, several recommendations are proposed as follows: (1) increasing server capacity and resilience to accommodate the surge in users during the peak registration period; (2) simplifying the registration flow accompanied by intensifying the socialization of procedures to the community; (3) providing adequate internet facilities and technological devices in all

implementing schools; (4) increasing the competence of responsive, empathetic, and informative human resources and (5) developing a sustainable digital-based complaint and evaluation system.

### **Advanced Research**

Every study has limitations that should be considered for further research. This study only involved 104 respondents from two schools, SMPN 8 and SMPN 23, Bogor City, so the results may not be representative of the entire SPMB Online user community in Bogor City. Expanding the research scope to various sub-districts through the participation of more schools is highly recommended in future studies to ensure data completeness.

In terms of methods, this study used correlation analysis and t-tests, which were sufficient to determine whether there was an influence between variables. However, to obtain a more detailed picture of the contribution of each dimension of service quality, further studies are recommended using multiple regression analysis or more comprehensive methods.

Furthermore, the study's findings indicate that 56.2% of citizen satisfaction is influenced by factors other than service quality. Therefore, future research is recommended to include additional variables such as socialization of the SPMB system and ease of service access, as both may also influence citizen satisfaction when using online SPMB in Bogor City.

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