

TESTING THE EFFECTIVENESS OF A WEB-BASED INTEGRATED SERVICE MANAGEMENT SYSTEM ON CUSTOMER SATISFACTION AND INCOME GENERATING AT UNY SPORTS BUILDINGS

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ABSTRACT

This research aims to test the implementation stage, namely testing large and small scale development of a web-based integrated service management system to increase satisfaction and income generation at the UNY Sports Hall. This research uses research and development methods using the ADDIE (Analyze, Design, Development, Implementation, Evaluation) model. The research procedure in the first stage used a qualitative descriptive research design. At the Analyze stage, activities are carried out by collecting information in the form of needs analysis and document analysis. The data collection technique uses the Mendeley technique, data analysis uses qualitative thematic. At the Design stage, a focus group discussion was carried out with experts to develop a web-based integrated service management system to increase satisfaction and income generation at the UNY Sports Hall. This Development stage is the stage of realizing the integrated management system that has been created in the design stage so that it becomes a product that has been validated by experts and is ready to be tested. Participants in this research were documents and seven experts. Data analysis uses the Aiken formula. The second stage is Implementation. In the Implementation stage, small-scale field trials and large-scale trials were carried out. In the third stage of evaluation, an effectiveness test was carried out on the web-based integrated service management system to increase satisfaction and generate income at the UNY Sports Hall. Participants in this research were all stakeholders, leaders, managers and sports facility management staff at FIK UNY. Data analysis using product moment. Based on the small-scale trial responses, it shows a total score of 866 with a percentage of 86.60%. Overall, the small-scale trial subjects agreed that the Web-Based Integrated Service Management System was useful for increasing satisfaction and generating income. Meanwhile, the large-scale trial response showed a total score of 1736 with a percentage of 89.03%. Overall, the large-scale trial subjects agreed that the Web-Based Integrated Service Management System was useful for increasing satisfaction and generating income for GOR UNY. The next recommendation is that this Web-Based Integrated Service Management System can be continued at the evaluation stage with effectiveness testing.

Kata Kunci: *Management, web, satisfaction, income generating, sports facilities*