ABSTRACT

Web-based academic information system is an integrated system that processes data to produce a scholarly academic information needed by the users that are used by BPPTKPK Bandung to help students and other users to be able to obtain learning materials in accordance with the needs of its users. The purpose of this study was to determine the impact of the use of web-based academic information systems on satisfaction and loyalty of consumers (users).

The research method is quantitative and qualitative. Technique data collecting by observation, interviews and questionnaires. These research units are vocational students in Bandung, amounting to 130 people and uses random sampling stratafied. For the analysis of data using Pearson Product Moment correlation techniques, and path analysis coefficient of determination and t test to test his hypothesis. While processing the data using SPSS 15 For Windows.

The results showed that the respondents gave a good response to the use of web-based academic information system BPPTKPK Bandung. While customer satisfaction included in the category are not satisfied, this is because the still was still quite a lot of features in a web-based academic information systems that are less supportive of consumer desire this included learning materials that do not fit with the current curriculum. Next to loyalty get enough responses, this is caused because the system is web-based academic information BPPTKPK Bandung because it is needed by students in obtaining information. Results of correlation analysis showed high levels of closeness / close, which means the better the web-based academic information system implemented, it will increase customer satisfaction and loyalty (the user). Furthermore, web-based academic information systems had a positive and significant impact on satisfaction and loyalty. Furthermore, simultaneous larger impact than partial. This means a web presence should indeed align with customer needs and requirements so that it will create customer loyalty at the same time satisfaction (users).

Keywords: academic web-based information systems, customer satisfaction (users), the loyalty of consumers (users).