

**IMPLEMENTATION OF ACADEMIC MANAGEMENT INFORMATION  
SYSTEM SERVICES IN ENHANCING LEARNING QUALITY THROUGH THE  
WEBQUAL METHOD AT ITBA DCC KOTABUMI**

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**ABSTRACT**

This research aims to evaluate how the implementation of the Academic Information System impacts the quality of learning at ITBA DCC Kotabumi. The focus is on analyzing the system's effectiveness in supporting academic processes, identifying existing weaknesses, and providing recommendations for improvement. This study is classified as field research, which aims to intensively explore the current background and interactions within a social unit, whether individuals, groups, institutions, or communities. The sample consists of 76 students and faculty from ITBA DCC Kotabumi. The data analysis method used is WebQual.

The results indicate that the usability dimension contributes a value of 0.003969, indicating a very low relationship; the information quality dimension contributes a value of 0.0144, also showing a very low relationship; and the service interaction quality dimension contributes a value of 0.0121, reflecting a very low relationship as well.

**Keywords:** *Webqual, Usability, Information Quality, Service Interaction Quality.*