

## INTISARI

Aplikasi Sistem Informasi Administrasi dan Manajemen Operasi (SIAMO) adalah sistem yang digunakan oleh Palang Merah Indonesia (PMI) untuk mengelola data relawan dan kegiatan operasional, termasuk kegiatan Jumpa Bakti Gembira (JUMBARA). Saat digunakan, aplikasi ini masih menghadapi beberapa masalah teknis dan operasional yang dapat mempengaruhi kualitas layanan dan kepuasan pengguna. Penelitian ini bertujuan untuk mengevaluasi kualitas layanan aplikasi SIAMO PMI Kabupaten Banyumas pada kegiatan JUMBARA dengan menggunakan model Human, Organization, Technology, and Net Benefits (HOT-Fit). Variabel yang dilihat adalah aspek human, organization, technology, dan net benefits, dengan menggunakan pendekatan kuantitatif deskriptif yang didukung data kualitatif.

Pengumpulan data dilakukan melalui kuesioner, wawancara, observasi, dan studi pustaka. Responden terdiri dari panitia dan peserta JUMBARA PMI Kabupaten Banyumas. Hasil penelitian menunjukkan bahwa aspek human, organization, dan technology mempengaruhi kualitas layanan aplikasi SIAMO. Beberapa indikator, terutama dalam kualitas sistem dan kualitas layanan, masih belum optimal akibat kendala seperti akses sistem yang kurang lancar, server yang tidak stabil, serta keterbatasan dukungan layanan selama kegiatan. Namun, aplikasi SIAMO tetap berguna dalam mengelola administrasi dan data relawan secara terpusat.

Berdasarkan evaluasi yang dilakukan, dapat disimpulkan bahwa kualitas layanan aplikasi SIAMO pada kegiatan JUMBARA masih perlu ditingkatkan, terutama dari sisi teknologi dan pengelolaan layanan. Penelitian ini merekomendasikan perbaikan terhadap stabilitas sistem, penanganan masalah, dan peningkatan dukungan organisasi agar pemanfaatan aplikasi SIAMO dapat berjalan lebih efektif pada kegiatan yang berskala besar.

Kata kunci: SIAMO, HOT-Fit, Kualitas Layanan, PMI, JUMBARA

## **ABSTRACT**

*The Operations Administration and Management Information System (SIAMO) application is a system used by the Indonesian Red Cross (PMI) to manage volunteer data and operational activities, including the Jumpa Bakti Gembira (JUMBARA) event. During use, the application still faces several technical and operational issues that can impact service quality and user satisfaction. This study aims to evaluate the service quality of the SIAMO application in the Banyumas Regency PMI during the JUMBARA event using the Human, Organization, Technology, and Net Benefits (HOT-Fit) model. The variables examined are human, organizational, technological, and net benefits aspects, using a descriptive quantitative approach supported by qualitative data.*

*Data collection was conducted through questionnaires, interviews, observations, and literature review. Respondents consisted of the committee and participants of the JUMBARA PMI in Banyumas Regency. The results indicate that human, organizational, and technological aspects influence the service quality of the SIAMO application. Several indicators, particularly system and service quality, remain suboptimal due to constraints such as poor system access, unstable servers, and limited service support during the event. However, the SIAMO application remains useful for centrally managing volunteer administration and data.*

*Based on the evaluation, it can be concluded that the quality of the SIAMO application's services for JUMBARA activities still needs improvement, particularly in terms of technology and service management. This study recommends improvements to system stability, problem handling, and increased organizational support to ensure more effective use of the SIAMO application for large-scale activities.*

*Keywords: SIAMO, HOT-Fit, Service Quality, PMI, JUMBARA*