

**THE APPLICATION OF RAPID APPLICATION  
DEVELOPMENT IN THE DESIGN AND DEVELOPMENT OF  
SERVICE QUALITY MEASUREMENT APPLICATIONS OF SMK  
NEGERI 1 BENGKALIS**

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**ABSTRACT**

*This study aims to apply the Rapid Application Development (RAD) method in designing and developing a service quality measurement application at SMKNegeri 1 Bengkalis. RAD is proposed to overcome time constraints while maintaining high quality. Requirements are gathered through surveys, interviews, and observations. These are analyzed and prioritized to ensure user needs are met. Technical and functional specifications are then outlined. The application follows an iterative development process involving requirements planning, user design, construction, and cutover phases. It provides relevant information to stakeholders and enables data-driven decisions to improve services. Benefits include increased service quality, reliable data for decision making, and contribution to the education system. RAD enables rapid development aligned with user expectations. Further research could adopt RAD for similar applications in other institutions.*

**Keywords:** *rapid application development, service quality, education, web application*