

## **ABSTRAK**

### **ANALISIS KUALITAS WEBSITE SISTEM INFORMASI AKADEMIK (SIKAD) ITBA DIAN CIPTA CENDIKIA MENGGUNAKAN METODE WEBQUAL 4.0**

Disusun Oleh:

**Ganesis Alexander**  
**2321211039P**

Kualitas website sistem informasi akan menjadi salah satu gambaran kualitas dari perguruan tinggi. Sedangkan saat ini pihak kampus belum melakukan analisa terhadap kualitas website, sehingga belum diketahui sejauh mana tingkat kualitas dari website yang ada saat ini. Untuk mengukur tingkat kualitas website menggunakan metode yang digunakan dalam penelitian ini adalah *Webqual 4.0*. Kemudian Indeks Kepuasan Pengguna (IKP) yang terlebih dahulu kuesioner yang ada diuji dengan uji validitas dan reliabilitas, kemudian analisa menggunakan *Importance Performance Analysis (IPA)* yang digunakan untuk membagi atribut kuesioner kedalam 4 kuadran diagram kartesius yang masing-masing memiliki prioritas untuk pengembangan website. Pada penelitian ini dilakukan uji validitas, dimana semua atribut kuesioner dinyatakan valid karena  $r$  Hitung lebih besar dari  $r$  Tabel, kemudian uji reliabilitas dengan menggunakan *Cronbach's Alpha* dinyatakan bahwa atribut kuesioner kesemuanya reliable karena hasil hitung lebih besar dari 0,6. Dengan analisa *Webqual Index* diperoleh indeks kualitas website sebesar 0,64 dimana semakin mendekati nilai 1 semakin baik, dan Indeks Kepuasan Pengguna berbanding lurus dengan indeks kualitas website yaitu sebesar 0,64. Hasil analisa metode *Importance Performance Analysis* menyatakan 5 atribut pada kuesioner yang masuk ke dalam kuadran A yang menjadi prioritas dalam pengembangan website kedepannya.

Kata Kunci: *webqual index*, indeks kepuasan pengguna, *importance performance analysis*, diagram kartesius.

## **ABSTRACT**

### **WEBSITE QUALITY ANALYSIS OF ACADEMIC INFORMATION SYSTEM (SIKAD) ITBA DIAN CIPTA CENDIKIA USING WEBQUAL 4.0 METHOD**

Compiled by:

**Ganesis Alexander**  
**2321211039P**

The quality of the information system website will be one of the images of the quality of the university. While currently the campus has not conducted an analysis of the quality of the website, so it is not yet known to what extent the quality level of the current website is. To measure the level of website quality using the method used in this study is Webqual 4.0. Then the User Satisfaction Index (IKP) which first tested the existing questionnaire with validity and reliability tests, then analyzed using Importance Performance Analysis (IPA) which was used to divide the questionnaire attributes into 4 quadrants of the Cartesian diagram, each of which has a priority for website development. In this study, a validity test was carried out, where all questionnaire attributes were declared valid because  $r$  Calculate is greater than  $r$  Table, then the reliability test using Cronbach's Alpha stated that all questionnaire attributes were reliable because the calculated results were greater than 0.6. With the Webqual Index analysis, the website quality index was obtained at 0.64 where the closer to 1 the better, and the User Satisfaction Index is directly proportional to the website quality index, which is 0.64. The results of the Importance Performance Analysis method analysis stated that 5 attributes in the questionnaire were included in quadrant A which were a priority in future website development.

*Keywords: webqual index, user satisfaction index, importance performance analysis, cartesian diagram.*