

ABSTRAK

ANALISIS KUALITAS LAYANAN WEBSITE DENGAN MENGGUNAKAN METODE WEBQUAL DAN IMPORTANCE PERFORMANCE ANALYSIS (Studi Kasus : Website ITBA DCC PSDKU Kotabumi)

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Sebuah website merupakan representasi pemilik website di dunia maya. Oleh karena itu pemilik website perlu memperhatikan kualitas website, karena kualitas website dapat memberikan gambaran dari kualitas pemilik website. Pengukuran tingkat kualitas website perlu dilakukan untuk mengetahui tingkat kualitas website itu sendiri, karena website yang berkualitas mencerminkan kualitas perguruan tinggi pemilik website tersebut. Perguruan Tinggi Institut Teknologi Bisnis dan Bahasa (ITBA) Dian Cipta Cendikia PSDKU Kotabumi menggunakan website sebagai media administrasi informasi, sehingga website mempunyai peran yang sangat penting bagi Perguruan Tinggi Institut Teknologi Bisnis dan Bahasa (ITBA) Dian Cipta Cendikia PSDKU Kotabumi. Sedangkan pihak kampus belum melakukan pengukuran terhadap kualitas website sehingga belum diketahui tingkat kualitas dari website yang ada. Terdapat beberapa keluhan yang disampaikan oleh mahasiswa terkait website seperti ketersediaan website dan informasi yang tidak akurat. Keluhan-keluhan mengenai website tersebut yang mendorong peneliti untuk melakukan penelitian mengenai kualitas website.

Metode yang digunakan adalah *Webqual Index (WQI)*, dan Indeks Kepuasan Pengguna (IKP). Tahap pertama dalam penelitian ini dilakukan uji validitas dengan pendekatan *Pearson Product Moment*, kemudian uji reliabilitas dengan menggunakan *Cronbach's Alpha*.

Dengan analisa *Webqual Index* diperoleh indeks kualitas website sebesar 0,71 dan Indeks Kepuasan Pengguna sebesar 0,71. Hasil analisa *Importance Performance Analysis* menyatakan bahwa sub dimensi yang ada di dimensi *availability*, *information quality*, *service interaction quality*, dan *usability* perlu diprioritaskan untuk meningkatkan kualitas website kedepannya.

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

ABSTRACT

ANALYSIS OF WEBSITE SERVICE QUALITY USING WEBQUAL AND IMPORTANCE PERFORMANCE ANALYSIS METHODS (Case Study: ITBA DCC PSDKU Kotabumi Website)

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A website is a representation of the website owner in cyberspace. Therefore, website owners need to pay attention to the quality of the website, because the quality of the website can provide an overview of the quality of the website owner. Measuring the level of website quality is necessary to determine the level of quality of the website itself, because a quality website reflects the quality of the university that owns the website. The Dian Cipta Cendikia PSDKU Kotabumi Institute of Business and Language Technology (ITBA) uses a website as a medium for information administration, so the website has a very important role for the Dian Cipta Cendikia PSDKU Kotabumi Institute of Business and Language Technology (ITBA). Meanwhile, the campus has not yet measured the quality of the website so the level of quality of the existing website is unknown. There are several complaints submitted by students regarding the website such as website availability and inaccurate information. Complaints about the website prompted researchers to conduct research on website quality.

The methods used were the Webqual Index (WQI) and the User Satisfaction Index (IKP). The first stage of this research was a validity test using the Pearson Product Moment Test approach, followed by a reliability test using Cronbach's Alpha.

The Webqual Index analysis yielded a website quality index of 0.71 and a User Satisfaction Index of 0.71. The Importance Performance Analysis (IPA) revealed that sub-dimensions such as availability, information quality, service interaction quality, and usability need to be prioritized to improve website quality going forward.

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