

ABSTRAK

BAGAS TRIO SETIAWAN – 22.230.0041

ANALISIS KUALITAS WEBSITE INSTITUT WIDYA PRATAMA TERHADAP KEPUASAN PENGGUNA MENGGUNAKAN METODE WEBQUAL 4.0, di bawah bimbingan Sattriedi Wahyu Binabar, M.Kom. dan Bambang Ismanto, M.Kom.

Website Institut Widya Pratama merupakan media informasi dan layanan digital yang digunakan oleh mahasiswa, calon mahasiswa, dan masyarakat umum. Kualitas website perlu dievaluasi untuk mengetahui tingkat kepuasan pengguna serta aspek yang masih perlu ditingkatkan. Penelitian ini bertujuan untuk menganalisis kualitas website Institut Widya Pratama terhadap kepuasan pengguna berdasarkan metode WebQual 4.0 yang meliputi dimensi Kualitas Kegunaan (Usability Quality), Kualitas Informasi (Information Quality), dan Kualitas Interaksi Layanan (Service Interaction Quality). Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan studi kasus. Populasi penelitian berjumlah 5.577 kunjungan website Institut Widya Pratama per bulan. Penentuan jumlah sampel menggunakan rumus Slovin dengan tingkat kesalahan 10%, sehingga diperoleh jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan purposive sampling. Data dikumpulkan melalui kuesioner menggunakan skala Likert 1–5 dan dianalisis menggunakan uji validitas, uji reliabilitas, dan statistik deskriptif dengan bantuan IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa dimensi Kualitas Kegunaan memperoleh nilai rata-rata sebesar 4,01 dengan kategori Baik, Kualitas Informasi memperoleh nilai rata-rata sebesar 4,01 dengan kategori Baik, dan Kualitas Interaksi Layanan memperoleh nilai rata-rata sebesar 4,10 dengan kategori Baik. Sementara itu, Kepuasan Pengguna memperoleh nilai rata-rata sebesar 3,90 dengan kategori Baik. Hasil pengujian instrumen menunjukkan seluruh item pernyataan dinyatakan valid karena nilai r -hitung lebih besar dari r -tabel sebesar 0,195. Instrumen penelitian juga dinyatakan reliabel dengan nilai Cronbach's Alpha pada seluruh variabel lebih besar dari 0,70. Berdasarkan hasil penelitian, dapat disimpulkan bahwa kualitas website Institut Widya Pratama secara umum telah dinilai baik oleh pengguna dan pengguna merasa puas terhadap layanan yang tersedia. Meskipun demikian, beberapa aspek, khususnya pembaruan informasi dan kualitas tampilan website, masih perlu diperhatikan untuk meningkatkan kualitas layanan dan kepuasan pengguna.

Kata Kunci: *Kualitas Website, Kepuasan Pengguna, WebQual 4.0, Institut Widya Pratama.*

ABSTRACT

BAGAS TRIO SETIAWAN – 22.230.0041

ANALYSIS OF THE WEBSITE QUALITY OF INSTITUT WIDYA PRATAMA ON USER SATISFACTION USING THE WEBQUAL 4.0 METHOD, under the supervision of Satriedi Wahyu Binabar, M.Kom. and Bambang Ismanto, M.Kom.

The Institut Widya Pratama website serves as a medium for information and digital services used by students, prospective students, and the general public. The quality of the website needs to be evaluated to determine the level of user satisfaction and identify aspects that still need improvement. This study aims to analyze the quality of the Institut Widya Pratama website in relation to user satisfaction based on the WebQual 4.0 method, which includes the dimensions of Usability Quality, Information Quality, and Service Interaction Quality. This study employed a quantitative descriptive method with a case study approach. The research population consisted of 5,577 monthly visits to the Institut Widya Pratama website. The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a sample of 100 respondents. The sampling technique used was purposive sampling. Data were collected through questionnaires using a 1–5 Likert scale and analyzed using validity testing, reliability testing, and descriptive statistical analysis with the assistance of IBM SPSS Statistics 25. The results showed that the Usability Quality dimension obtained an average score of 4.01, categorized as Good, Information Quality obtained an average score of 4.01, categorized as Good, and Service Interaction Quality obtained an average score of 4.10, categorized as Good. Meanwhile, User Satisfaction obtained an average score of 3.90, categorized as Good. The instrument testing results indicated that all statement items were valid, as the calculated r-values were higher than the r-table value of 0.195. The research instrument was also declared reliable, with Cronbach's Alpha values for all variables exceeding 0.70. Based on the findings, it can be concluded that the quality of the Institut Widya Pratama website has generally been rated positively by its users, and users are satisfied with the services provided. However, several aspects, particularly information updates and website interface quality, still require attention to further improve service quality and user satisfaction.

Keywords: *Website Quality, User Satisfaction, WebQual 4.0, Institut Widya Pratama.*