

## **ABSTRACT**

**COMPARATIVE ANALYSIS OF WEBQUAL AND E-SERVQUAL  
METHODS ON THE NEW STUDENT ADMISSION WEBSITE OF TELKOM  
INSTITUTE OF TECHNOLOGY PURWOKERTO  
(Case Study: Prospective Student Class Of 2022)**

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*The New Student Admission website is a means for prospective students to register online at the Telkom Institute of Technology Purwokerto. This research was conducted to Comparative Analysis of Webqual and E-Servqual methods on the New Student Admission (PMB) website of Telkom Institute of Technology. Respondents in this study were prospective new students in the class of 2022. In the development of the PMB website, there are shortcomings felt by prospective new students regarding features that are not used by the PMB unit of IT Telkom Purwokerto, but still appear when registering for new student admissions. This issue may confuse users, so it is necessary to analyze the website. This study aims to analyze the level of user satisfaction and analyze the results of the comparison of Webqual and E-Servqual. In this study, the methods used were Webqual and E-Servqual. The results showed that Usability, Information quality, and Service Interaction quality significantly affect User satisfaction ( $F\text{-Count} = 191,183 > F\text{-Table} = 2,141$ ). Service Interaction quality has the greatest influence (regression coefficient = 0.338). Total Electronic Service Quality (TESQ) of PMB ITTP website is 0.32, indicating high user satisfaction. Improvements are needed in quadrant B, quadrant C with low priority at present but a demand in the future and quadrant D which is less important but the quality of the website satisfies users. Based on both methods, it is found that the analysis of WEBQUAL and E-SERVQUAL methods is interrelated in improving the quality of service interaction. Factors such as reputation, information security, personalization, community space, ease of communication, and responsiveness to user problems play an important role in creating a good interaction experience for PMB ITTP website users.*

**Keywords:** Website, Webqual, E-Servqual, New Student Admission.