

ABSTRACT

ANALYSIS OF THE LEVEL OF SATISFACTION USING THE MERDEKA LEARN WEBSITE - MERDEKA CAMPUS (MBKM) USING WEBQUAL 4.0

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The Merdeka Learning - Merdeka Campus (MBKM) education program was launched by the Ministry of Education, Culture, Research and Technology which aims to provide flexible, independent and relevant access to education for students, so an MBKM website was designed. User satisfaction is an important factor in determining the quality of a website, therefore pre-research was conducted to determine user satisfaction. The results of the pre-study indicated that there were obstacles that needed to be corrected, such as sending registration requirements files that were not optimal, the financing tracking function that was not functioning, and the help desk's slow response. This study uses the WebQual 4.0 approach which measures website quality based on three domains: usability quality, information quality, service interaction quality and user satisfaction. As many as 100 respondents from the internship program and certified independent study (MSIB) participated in a survey to evaluate the quality of the MBKM website based on their perceptions. The results of data analysis on user satisfaction with the MBKM website through the results of a hypothesis test show low user satisfaction related to the service quality of the MBKM website because there is no significant and positive correlation between variable X3 (quality of service interaction) and User Satisfaction (Y) variable based on the results of evaluating the value of calculating $1.132 > t_{table} 2.262$ and a significance value of $0.193 < 0.01$. This research is expected to provide a better understanding of the obstacles faced by users of the MBKM website as well as a basis for improvement and improvement of the quality of services provided by MBKM.

Keywords: *User Satisfaction, SPSS, MBKM website, WebQual 4.0*