

ABSTRACT

QUALITY EVALUATION OF THE DATA PORTAL IN PEKALONGAN REGENCY USING WEBQUAL 4.0 AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD)

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The development of Information Technology (IT) continues to progress through the interconnected networking of the internet, which serves as a medium for information dissemination. One of its utilities is the website. Hence, governments have extensively developed IT-based websites to facilitate public access to information services. The Pekalongan Regency administration, in order to enhance information services and data transparency, has developed a web-based data portal information system, which serves as a data and information provider. However, there have been user complaints about the system, and the system has never undergone a website quality evaluation. Based on the aforementioned background, this research focuses on evaluating and measuring website quality using the WebQual 4.0 method and Importance Performance Analysis (IPA). The evaluation results of the data portal website quality using both methods indicate that the research hypothesis holds true: usability, information quality, and interaction quality, both individually and collectively, significantly influence user satisfaction. The level of agreement analysis yielded a score of 94.64%, falling short of 100%. This implies that the service has not yet fully met user expectations. The average gap or GAP for all indicators is -0.23, or a GAP value less than 0, indicating unmet user expectations. Based on the Cartesian diagram results from Importance Performance Analysis (IPA), it is evident that quality improvement or enhancement is necessary in Quadrant I, which includes indicators SIQ1 and SIQ5, as well as Quadrant III, encompassing US5, US6, US7, IQ4, IQ6, SIQ4, and SIQ7.

Keywords: Information Technology, Website, Portal Data, Webqual 4.0, Importance Performance Analysis (IPA)