ABSTRACT

EVALUATION OF THE QUALITY OF SID SUDAGARAN WEBSITE USING WEBQUAL 4.0 METHOD AND IMPORTANCE PERFORMANCE ANALYSIS

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The rapid development of technology has made it easier for humans to communicate and get news and information around the world. The implementation of the Village Information System (SID) in Indonesia still has several obstacles, such as the community not knowing the news about the progress of the village, the website is often disconnected with the server, there are still bugs, limited services on the website, and slow website performance. Sudagaran SID is present as a pilot digital village in Banyumas Regency that can facilitate the community in taking care of service needs online. Based on the results of interviews, it is known that the SID website has never been analyzed for its website quality and the process of submitting letters through the self-service feature is too complex. The website is also down several times when used and there are features that are less responsive. The purpose of this research is to determine the quality of the Sudagaran SID website using the Webqual 4.0 and Importance Performance Analysis methods and propose recommendations for improvements to indicators that have low performance. Evaluation of the quality of the Sudagaran SID website with both methods resulted in an analysis of the level of conformity of 99.08% or the value of the level of conformity <100%, which means that the service has not met user expectations. The average gap (GAP) of all indicators is -0.05 or the GAP value <0, which means the service is still not in accordance with user expectations. The Cartesian diagram of IPA shows the need for quality improvement or improvement in quadrant I, especially indicators U5, US7, IQ3, IQ4, and SIQ6, and quadrant III, especially US8, IQ6, IQ7, SIQ4, SIQ5, and SIQ7. The findings of this study are expected to be useful for administrators or service providers of the Sudagaran SID website to improve the quality of their services.

Keywords: Website Quality, Village Information System, Sudagaran Village Information System, Webqual 4.0, Importance Performance Analysis