

## **ABSTRACT**

### **QUALITY ANALYSIS OF SMA NEGERI 1 SOKARAJA WEBSITE USING EYE TRACKING METHOD (STUDY CASE: SMA NEGERI 1 SOKARAJA)**

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*Websites play a crucial role in academic management and improve the reputation of an organization or company. In the field of education, the quality of website services is also quite important. It was found that there were problems, namely that the user satisfaction of the website was not known and that there were some unresponsive pages, such as the homepage/home area that needed to be improved or optimized, based on the findings of an interview with the person in charge of the SMA Negeri 1 Sokaraja website. Many respondents to this study will share their opinions on the SMA Negeri 1 Sokaraja website. It is anticipated that the analysis derived from this study will shed light on how well these websites meet the requirements for quality established by the Eye Tracking method. NextThe findings of the analysis will offer a thorough assessment of every aspect of the website's quality. The Eye Tracking method was used in this study to measure the user's gaze pattern, duration, and sequence of views. There are three components to measuring usability: efficacy, satisfaction, and efficiency. People who visited the SMA Negeri 1 Sokaraja website were research respondents. The results of usability testing with the USE Questionnaire method with a feasibility percentage of 84.17% with a very feasible category which means the website is very feasible for users. The results of usability testing with the eye-tracking method that each task is well received by users, but the effectiveness of information delivery reaches a score of 60.95, this score is classified as quite effective. Based on the results of these calculations, the time-based or average time required for respondents to complete each task given is 0.079 sec/goals.*

*Keywords: Analysis, Eye Tracking, Website Quality, User Satisfaction, Usability, Website.*