

ABSTRACT

QUALITY EVALUATION OF BANYUMAS REGENCY USING WEBQUAL 4.0 AND IMPORTANCE PERFORMANCE ANALYSIS (IPA)

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This E-Government provides many benefits both from the government side and the community side. Benefits from the government's point of view such as streamlining all existing services, increasing public trust because the government is transparent about information, and so on. From the point of view of the community, namely getting 24-hour information services, facilitating the use of services, and so on. Banyumas Regency is one of the regencies in Central Java Province that has used the website as a form of implementing E-Government. The formulation of the problem is that the Department of Communication and Information has agreed to see how the condition of the Banyumas Regency government website is from a user perspective, and if it is evaluated by the method used. The purpose of this study is to evaluate the Banyumas Regency government website using the Webqual 4.0 assessment method and the Importance Performance Analysis (IPA) analysis method so that later you can see the latest developments related to the government website from the user side of the case study, which later the final results of this research will be submitted to the Regency. Banyumas. Solving problems that exist by this researcher by evaluating quality by making research instruments according to the dimensions that exist in Webqual 4.0, then the results are analyzed using the Importance Performance Analysis (IPA) method and entered into a Cartesian diagram according to the four existing quadrants. The results of the analysis of the level of conformity of the quality of the Banyumas websites resulted in an overall conformity value of 97%. The result of the GAP (GAP Analysis) is -0.1. for all indicators and stated that the quality of the Banyumas Regency government website is still not in accordance with user expectations, namely on the indicators: US1, US2, US3, US4, US5, US6, US7, US8, IQ1, IQ2, IQ3, IQ5, IQ6, WI1, SI2, SI3, SI4, SI6, and SI7. The results of the implementation of the IPA quadrant, namely in quadrant I and quadrant III, require quality improvement because they have low performance so that it affects their importance. Further research recommendations can later be developed more broadly related to the object and the respondents.

Keywords : E-Government, Website Quality, Webqual 4.0, Importance Performance Analysis (IPA), Banyumas Regency