ABSTRACT

MEASUREMENT OF NEW STUDENT REGISTRATION WEBSITE QUALITY USING WEBQUAL 4.0 METHOD

(Case Study: New Student Admisson Section, Telkom Institute of Technology Purwokerto)

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The obtaining and maintaining of good accreditation for a higher education institution is a highly important matter, and Institut Teknologi Telkom Purwokerto (ITTP) has successfully achieved this by obtaining the "Very Good" accreditation. However, in order to improve ITTP's accreditation to "Excellent", they have implemented several strategies, including maintaining the quality of the new student registration Website. The Website's quality will be evaluated using the Webqual 4.0 method based on user feedback through three research tools, namely Usability, Information Quality, and Interaction Quality, to help understand the specific user response to the Website's quality. Although the Usability quality of the Website is already good, the evaluation results show that users are still unsatisfied with its service quality. The Usability variable has a t_hitung value of 8,737, the Information Quality variable has a t_hitung value of 8,210, and the Interaction Quality variable has a t_hitung value of 7,398. Therefore, to improve the quality of the ITTP new student registration Website, the focus should be on improving information and Interaction Quality even though the Usability quality is already good. The research results also show that the Webqual 4.0 method is highly effective in measuring the Website's quality and User Satisfaction level.

Keywords: Webqual 4.0 method, ITTP new student registration Website, Website quality