ABSTRACT

USER SATISFACTION ANALYSIS OF IT TELKOM PURWOKERTO ACADEMIC WEBSITE USING KANO AND WEBQUAL 4.0 METHODS

by

Kalyana Galih Ayuning Tyas

19103015

Universities need a website as a means of fast and interactive communication for users who frequently access it, namely students. One of the higher education institutions that utilize the website as a means of fast and interactive communication is the Telkom Purwokerto Institute of Technology (ITTP) for academic information services. The ITTP academic website contains all information regarding ITTP academics, but based on the results of the pre-questionnaire distributed to students related to the ITTP academic website, it can be seen that many students rarely access the ITTP academic website due to several problems on the website. One of the obstacles they complained about was the unattractive website design. Through existing problems, this study will analyze ITTP academic website user satisfaction which aims to measure the level of satisfaction of ITTP academic website users as a consideration in sustainable development. Analysis of user satisfaction using Kano and WebQual 4.0 methods. The sampling technique used the slovin formula and the Stratified random sampling method, while the data collection technique used a questionnaire based on 3 parameters of the Webqual 4.0 method. The result of the calculation of the Kano method is that all the attributes of the academic website tested get an Indifferent (I) grade or an attribute that receives less attention from its users. The ITTP academic website can be said that level of user satisfaction is still very low, users feel dissatisfied with the ITTP academic website as a whole because the overall value range of the attributes tested in this study is in the range of values 0.00 – 0.34. The attributes of the Webqual 4.0 method used for preparing the questionnaire do not affect student satisfaction with the ITTP academic website. One of the recommendations for improving the ITTP academic website to increase user satisfaction is updating the website design. Recommendations can be used by ITTP academic website managers as consideration for improving the website so that user satisfaction increases.

Keywords: *Webqual 4.0 Method, Kano Method, Website, Website Academic, User Satisfaction.*