

ABSTRACT

QUALITY ANALYSIS WEBSITE USING WEBQUAL 4.0 METHOD AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) (Case Study: STIKOM YOS SUDARSO)

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One of the uses of technology is the website, which has an important role in assisting academic management and enhancing the reputation of a company or institution. The quality of website services is one of the factors in the field of education, because the website is the initial picture in an institution. On university web ranking sites, such as webometrics, Indonesia ranks low, with universities in Central Java even ranking in the 1000's. Because of that, in this study looking for why it happened. The research conducted aims to analyze the current quality of academic websites, as well as identify which indicators need to be improved and maintained. In this study using the Webqual 4.0 method, which is used to evaluate website quality based on indicators such as usability, reliability, novelty, and user satisfaction. The next method is to use Importance-Performance Analysis (IPA) to find out which indicators are prioritized for improvement, updating and maintenance based on the perceptions and expectations of website users. This research involved 144 respondents consisting of students and workers at STIKOM Yos Sudarso. The results of the study found several indicators that needed to be improved on the STIKOM Yos Sudarso website, especially in terms of appearance and quality of information, such as novelty and clarity of content. Recommendations resulting from this study include display improvements such as providing improvements to the layout of each menu. Furthermore, improving the quality of information such as recommending that information is always updated, and sustainable. Next is increasing interaction with users such as providing suggestions for adding the live chat feature. It is hoped that this research will provide benefits for STIKOM Yos Sudarso in improving the quality of service on their website.

Keyword : STIKOM YOS SUDARSO, Webqual, Website Quality, Importance-Performance Analysis , Academic Website