

**PERBANDINGAN KUALITAS WEBSITE *MICROBLOGGING*
MENGUNAKAN METODE WEBQUAL 4.0 DAN IMPORTANCE
PERFORMANCE ANALYSIS (STUDI KASUS: WEBSITE X (TWITTER)
DAN THREADS)**

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ABSTRAK

Studi ini dirancang untuk mengevaluasi dan membandingkan mutu layanan website/media sosial X (Twitter) serta Threads dengan menerapkan pendekatan WebQual 4.0 yang mengkaji tiga dimensi utama, antara lain usability, information quality, serta service interaction quality. Metodologi yang diimplementasikan bersifat kuantitatif dengan melibatkan 100 orang responden yang pernah memanfaatkan kedua platform tersebut. Pengolahan data dilaksanakan melalui Importance Performance Analysis (IPA) dan uji Paired Sample t-Test. Temuan riset memperlihatkan bahwa rerata skor keseluruhan platform X mencapai 4,12, melampaui Threads yang hanya memperoleh 3,78. Pada aspek usability, X meraih nilai 4,18 sementara Threads 3,85; pada information quality, X mendapat 4,10 sedangkan Threads 3,72; dan pada service interaction quality, X memperoleh 4,08 berbanding 3,76 untuk Threads. Pengujian Paired Sample t-Test menghasilkan taraf signifikansi 0,000 ($p < 0,05$) yang mengindikasikan adanya kesenjangan yang bermakna antara kedua platform tersebut. Berdasarkan pemetaan IPA, mayoritas atribut X berada pada Kuadran II (pertahankan kinerja), sedangkan Threads masih memiliki sejumlah atribut yang masuk kategori Kuadran I (prioritas perbaikan). Secara umum, X dipersepsikan memiliki standar kualitas yang lebih unggul dibanding Threads oleh para responden, kendati pada tahap pra-survei mayoritas responden justru lebih condong memilih Threads.

Kata kunci: WebQual 4.0, IPA, Paired Sample t-Test, kualitas website, X, Threads.

**COMPARISON OF MICROBLOGGING WEBSITE QUALITY USING
WEBQUAL 4.0 AND IMPORTANCE PERFORMANCE ANALYSIS (CASE
STUDY: X (TWITTER) AND THREADS)**

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ABSTRACT

This research was conducted to evaluate and compare the service quality of the X (Twitter) and Threads websites by employing the WebQual 4.0 framework, encompassing three core dimensions: usability, information quality, and service interaction quality. A quantitative research design was adopted, engaging 100 participants who had experience using both platforms. The collected data underwent analysis through Importance Performance Analysis (IPA) combined with a Paired Sample t-Test. Findings demonstrated that the aggregate mean score for platform X reached 4.12, surpassing Threads which recorded 3.78. Regarding the usability dimension, X achieved 4.18 against 3.85 for Threads; in information quality, X attained 4.10 while Threads obtained 3.72; and in service interaction quality, X garnered 4.08 versus 3.76 for Threads. The Paired Sample t-Test produced a significance level of 0.000 ($p < 0.05$), confirming a statistically meaningful distinction between the two platforms. IPA mapping revealed that the majority of X attributes are positioned in Quadrant II (maintain performance), whereas several Threads attributes remained within Quadrant I (priority for improvement). In conclusion, X was perceived by respondents as having superior website quality compared to Threads, notwithstanding the fact that preliminary survey data had initially shown greater preference for Threads.

Keywords: WebQual 4.0, Importance Performance Analysis, Paired Sample t-Test, website quality, X, Threads.