

ANALISIS KUALITAS WEBSITE STIE SATYA DHARMA DAN DAMPAKNYA TERHADAP KEPUASAN PENGGUNA MENGGUNAKAN WEBQUAL 4.0 DAN IMPORTANCE PERFORMANCE ANALYSIS (IPA)

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ABSTRAK

Website perguruan tinggi berperan penting sebagai media penyampaian informasi akademik, layanan administrasi, dan promosi institusi. Namun, website STIE Satya Dharma Singaraja masih memiliki beberapa permasalahan, seperti informasi yang belum lengkap, navigasi yang kurang optimal, tampilan yang belum konsisten, serta minimnya interaksi dengan pengguna. Penelitian ini bertujuan untuk menganalisis pengaruh dimensi WebQual 4.0, yaitu *usability*, *information quality*, dan *interaction quality*, terhadap kepuasan pengguna website STIE Satya Dharma Singaraja serta menyusun rekomendasi perbaikan menggunakan metode Importance Performance Analysis (IPA). Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen kuesioner yang dianalisis menggunakan regresi linear berganda dan Importance Performance Analysis (IPA). Hasil penelitian menunjukkan bahwa secara simultan dimensi *usability*, *information quality*, dan *interaction quality* berpengaruh signifikan terhadap kepuasan pengguna ($F = 27,913$; $\text{Sig.} < 0,001$). Secara parsial, *usability* ($t = 4,391$; $\text{Sig.} < 0,001$) dan *information quality* ($t = 2,598$; $\text{Sig.} = 0,010$) berpengaruh signifikan, sedangkan *interaction quality* ($t = 1,851$; $\text{Sig.} = 0,065$) tidak berpengaruh signifikan. Nilai koefisien determinasi ($R^2 = 0,249$) menunjukkan bahwa ketiga dimensi WebQual 4.0 menjelaskan 24,9% variasi kepuasan pengguna. Hasil IPA mengidentifikasi 9 atribut yang menjadi prioritas utama perbaikan. Berdasarkan hasil tersebut, perbaikan kualitas website perlu difokuskan pada atribut prioritas untuk meningkatkan kepuasan pengguna.

Kata Kunci: WebQual 4.0, Importance Performance Analysis (IPA), kualitas website, kepuasan pengguna.

**ANALYSIS OF THE QUALITY OF STIE SATYA DHARMA WEBSITE AND
ITS IMPACT ON USER SATISFACTION USING WEBQUAL 4.0 AND
IMPORTANCE PERFORMANCE ANALYSIS (IPA)**

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ABSTRACT

A university website plays an important role as a medium for delivering academic information, administrative services, and institutional promotion. However, the STIE Satya Dharma Singaraja website still faces several issues, including incomplete information, suboptimal navigation, inconsistent interface design, and limited user interaction. This study aims to analyze the influence of the WebQual 4.0 dimensions, namely usability, information quality, and interaction quality, on user satisfaction with the STIE Satya Dharma Singaraja website and to develop improvement recommendations using the Importance Performance Analysis (IPA) method. This research employed a quantitative approach using questionnaire data analyzed through multiple linear regression and Importance Performance Analysis (IPA). The results indicate that, simultaneously, the usability, information quality, and interaction quality dimensions have a significant effect on user satisfaction ($F = 27.913$; $\text{Sig.} < 0.001$). Partially, usability ($t = 4.391$; $\text{Sig.} < 0.001$) and information quality ($t = 2.598$; $\text{Sig.} = 0.010$) have a significant effect on user satisfaction, whereas interaction quality ($t = 1.851$; $\text{Sig.} = 0.065$) has no significant effect. The coefficient of determination ($R^2 = 0.249$) indicates that the three WebQual 4.0 dimensions explain 24.9% of the variance in user satisfaction. The IPA results identified nine attributes as the main priorities for improvement. Based on these findings, website quality improvement should focus on these priority attributes to enhance user satisfaction.

Keywords: *WebQual 4.0, Importance Performance Analysis (IPA), website quality, user satisfaction.*