

## ABSTRAK

Perkembangan teknologi informasi dan komunikasi yang semakin pesat menjadikan platform berbasis *website* menjadi sesuatu yang tidak dapat dipisahkan untuk memberikan layanan pengguna. Hal tersebut dapat dibuktikan di Fakultas Teknik Industri Universitas Pembangunan Nasional "Veteran" Yogyakarta yang memanfaatkan *website* untuk menyediakan informasi terkait *profiling* fakultas dan informasi akademik untuk civitas akademika, dan pelayanan online terkait administrasi surat tugas untuk dosen yang dapat diakses di <http://fit.upnyk.ac.id/>. Sejak *website* Fakultas Teknik Industri Universitas Pembangunan Nasional "Veteran" Yogyakarta diimplementasikan sampai saat ini belum diketahui tingkat kualitas *website* tersebut jika diukur berdasarkan persepsi penggunanya. Pengembang *website* juga membutuhkan hasil evaluasi kualitas *website* tersebut untuk perbaikan *website* agar sesuai dengan harapan penggunanya.

Penelitian ini dilakukan untuk mengetahui tingkat kualitas *website* Fakultas Teknik Industri Universitas Pembangunan Nasional "Veteran" Yogyakarta yang diukur menggunakan model WebQual 4.0 dengan variabel *usability*, *information quality*, dan *service interaction quality* dan dianalisis menggunakan metode *Importance Performance Analysis* (IPA) agar menghasilkan prioritas perbaikan *website* jika belum sesuai dengan harapan pengguna. Data pada penelitian ini didapatkan menggunakan kuesioner tertutup dan data yang dianalisis berjumlah 135 terdiri dari dosen dan mahasiswa yang pernah mengakses *website* Fakultas Teknik Industri Universitas Pembangunan Nasional "Veteran" Yogyakarta dan analisis data dilakukan terpisah antara dosen dan mahasiswa.

Hasil penelitian menunjukkan bahwa kualitas *website* Fakultas Teknik Industri Universitas Pembangunan Nasional "Veteran" Yogyakarta belum sesuai dengan harapan penggunanya karena masih terdapat nilai kesenjangan antara *importance* dan *performance* pada tiga variabel WebQual 4.0 yang bernilai negatif dan berarti negatif belum sesuai dengan harapan pengguna. Berdasarkan penilaian mahasiswa pada variabel *usability* memiliki nilai kesenjangan sebesar -0,70, variabel *information quality* sebesar -1,44 dan *service interaction quality* sebesar -1,27. Sedangkan berdasarkan penilaian dosen pada variabel *usability* memiliki nilai kesenjangan sebesar -0,44, variabel *information quality* sebesar -0,59 dan *service interaction quality* sebesar -0,84. Berdasarkan hasil analisis menggunakan *Importance Performance Analysis* (IPA) indikator yang menjadi prioritas utama untuk perbaikan *website* berdasarkan penilaian mahasiswa dan dosen adalah informasi yang *up to date*.

Kata Kunci : Kualitas Website, Webqual 4.0, *Importance Performance Analysis*, *Usability*, *Information Quality*, *Service Interaction Quality*.

## **ABSTRACT**

*The rapid development of information and communication technology has made a website-based platform something that cannot be separated to provide user services. This can be proven at the Faculty of Industrial Engineering, University of National Development Veteran Yogyakarta which uses the website to provide information related to faculty profiling and academic information for the academic community, and online services related to administration of assignment letters for lecturers which can be accessed at <http://fit.upnyk.ac.id/>. Since the website of the Faculty of Industrial Engineering, University of National Development Veteran Yogyakarta was implemented, it is not yet known whether the quality level of the website is measured based on user perceptions. Website developers also need the results of evaluating the quality of the website to improve the website to match the expectations of its users.*

*This research was conducted to determine the quality level of the website of the Faculty of Industrial Engineering, University of National Development Veteran Yogyakarta which was measured using the WebQual 4.0 model with usability, information quality, and service interaction quality variables and analyzed using the Importance Performance Analysis (IPA) method in order to produce website improvement priorities. if not in accordance with user expectations. The data in this study were obtained using a closed questionnaire and the data analyzed were 135 consisting of lecturers and students who had accessed the website of the Faculty of Industrial Engineering, University of National Development Veteran Yogyakarta and the data analysis was carried out separately between lecturers and students.*

*The results showed that the quality of the website of the Faculty of Industrial Engineering, University of National Development Veteran Yogyakarta was not in accordance with the expectations of its users because there was still a value gap between importance and performance on the three WebQual 4.0 variables which were negative and meaning that the negative was not in line with user expectations. Based on student assessments, the usability variable has a gap value of -0.70, the information quality variable is -1.44 and the service interaction quality is -1.27. Meanwhile, based on the lecturer's assessment, the usability variable has a gap value of -0.44, the information quality variable is -0.59 and the service interaction quality is -0.84. Based on the results of the analysis using Importance Performance Analysis (IPA), the indicators that become the main priority for website improvement based on the assessments of students and lecturers are up to date information.*

*Keywords: Website Quality, Webqual 4.0, Importance Performance Analysis, Usability, Information Quality, Service Interaction Quality.*