

ABSTRAK

UPN “VETERAN” memiliki Perpustakaan yang menjalankan fungsi penting dalam menyediakan layanan pembelajaran. *Website* perpustakaan digital (*digilib*) sampai saat ini belum diketahui kualitas *website*. Kualitas *website* dapat diketahui dari kesesuaian antara persepsi pengguna dan harapan pengguna. Metode Webqual 4.0 dan *Importance Performance Analysis* (IPA) dapat digunakan untuk evaluasi kualitas *website*.

Penelitian menggunakan tiga variabel utama Webqual 4.0 yaitu kualitas kegunaan, kualitas informasi, serta kualitas layanan interaksi. *Importance Performance Analysis* (IPA) dapat menggambarkan tingkat kepuasan pengguna yang dikelompokkan menjadi empat kuadran dan dapat diketahui prioritas perbaikan yang harus dilakukan. Analisis kesenjangan antara *performance* dan *importance* pada kualitas *website* memiliki nilai minus yang menunjukkan bahwa kinerja *website* belum sesuai dengan harapan bagi mahasiswa. Variabel *Usability* memiliki nilai rata-rata kesenjangan -0,50, *Information Quality* nilai rata-rata kesenjangan -0,61, *Service Interaction Quality* memiliki nilai rata-rata kesenjangan -0,60 yang menunjukkan bahwa kinerja pada variabel belum sesuai dengan harapan.

Kualitas *website* perpustakaan belum sesuai dengan harapan pengguna karena kesenjangan nilai pada tiga variabel Webqual 4.0 memiliki nilai negatif. Berdasarkan analisis menggunakan *Importance Performance Analysis* (IPA) indikator prioritas perbaikan yaitu menyediakan informasi akurat, menyediakan informasi relevan, dan menyediakan informasi up to date. Rekomendasi perbaikan yaitu meningkatkan kualitas pegawai terutama yang bertanggung jawab terhadap informasi yang akan disediakan kepada mahasiswa.

Kata kunci: Kualitas, *website*, Webqual 4.0, *Importance Performance Analysis* (IPA)

ABSTRACT

UPN "VETERAN" has a Library that performs an important function in providing learning services. The digital library website (digilib) until now has not known the quality of the website. The quality of the website can be known from the compatibility between perception and user expectations. Webqual 4.0 and Importance Performance Analysis (IPA) methods can be used for website quality evaluation.

The study used three main variables of Webqual 4.0, namely quality of usability, quality of information, and quality of interaction services. Importance Performance Analysis (IPA) can describe the level of user satisfaction which is grouped into four quadrants and can be known the priority of improvements to be made. Analysis of the gap between performance and importance on website quality has a minus value which shows that website performance has not been in line with expectations for students. The Usability variable has an average gap value of -0.50, Information Quality has an average gap value of -0.61, Service Interaction Quality has an average gap value of -0.60 which indicates that the performance of the variable has not been in line with expectations.

The quality of the library website has not been in line with user expectations because the value gap in the three Webqual 4.0 variables has negative values. Based on analysis using Importance Performance Analysis (IPA), improvement priority indicators are providing accurate information, providing relevant information, and providing up to date information. Improvement recommendations are to improve the quality of employees, especially those responsible for the information to be provided to students.

Keywords: *Quality, website, Webqual 4.0, Importance Performance Analysis (IPA)*