

ABSTRAK

Website TPID DIY sebagai implementasi strategi Komunikasi Efektif dalam strategi 4K Pengendalian Inflasi yang telah ditetapkan oleh pemerintah. Hadirnya sistem informasi pada suatu organisasi mampu mempermudah pengambilan keputusan maupun penyampaian informasi organisasi tersebut. Semakin baik sistem informasi yang dimiliki sebuah organisasi dapat memberikan kepuasan bagi penggunaannya, selain itu juga dapat mendorong kinerja organisasi. Kepuasan pengguna sistem informasi dapat dipengaruhi oleh beberapa faktor, diantaranya adalah kualitas kegunaan (*usability quality*), kualitas informasi (*information quality*), dan kualitas layanan interaksi (*interaction service quality*).

Penelitian ini dilakukan dalam rangka evaluasi *website* TPID DIY menggunakan metode Webqual 4.0 dengan 60 sampel data responden pengguna *website* TPID DIY yang merupakan anggota Tim Pengendalian Inflasi Daerah DIY. Hasil kuesioner responden akan diolah menggunakan SmartPLS untuk mengetahui pengaruh kualitas kegunaan (*usability quality*), kualitas informasi (*information quality*), dan kualitas layanan interaksi (*interaction service quality*) terhadap kepuasan pengguna *website* TPID DIY.

Berdasarkan hasil analisis evaluasi *website* TPID DIY menggunakan Webqual 4.0, dapat disimpulkan bahwa (1) kualitas kegunaan (*usability quality*) berpengaruh signifikan terhadap kepuasan pengguna *website* TPID DIY (2) kualitas informasi (*information quality*) berpengaruh signifikan terhadap kepuasan pengguna *website* TPID DIY (3) kualitas layanan interaksi (*interaction service quality*) berpengaruh signifikan terhadap kepuasan pengguna *website* TPID DIY.

Kata Kunci : Analisis, Kepuasan Pengguna, Webqual 4.0

ABSTRACT

The TPID DIY website as an implementation of the Effective Communication strategy in the 4K strategy of Inflation Control that has been set by the government. The presence of an information system in an organization is able to facilitate the decision-making and the delivery of organizational information. A better information system owned by an organization can provide satisfaction for its users, but it can also encourage organizational performance. Information system user satisfaction can be influenced by several factors, including usability quality, information quality, and interaction service quality.

This research was conducted to evaluate the TPID DIY website using the Webqual 4.0 method. The study used 60 samples of respondent data from TPID DIY website users who are members of the DIY Regional Inflation Control Team. The results of the respondent's questionnaire will be processed using SmartPLS to determine the effect of usability quality, information quality, and interaction service quality on user satisfaction on the TPID DIY website.

Based on the results of the evaluation analysis of the TPID DIY website using Webqual 4.0, it can be concluded that (1) usability quality has a significant effect on user satisfaction on the TPID DIY website (2) information quality has a significant effect on user satisfaction on the TPID DIY website (3) interaction service quality has a significant effect on user satisfaction on the TPID DIY website.

Keyword: *Analysis, User Satisfaction, Webqual 4.0*