

ANALISIS KUALITAS LAYANAN WEBSITE PPDB KOTA BLITAR TERHADAP KEPUASAN PENGGUNA DENGAN METODE WEBQUAL 4.0

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ABSTRAK

Penelitian ini membahas kualitas layanan *website* penerimaan siswa baru di Kota Blitar dan pengaruhnya terhadap kepuasan pengguna menggunakan metode WebQual 4.0, yang berfokus pada *Usability*, *Information Quality*, dan *Service Interaction Quality*. Menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner *online* serta menggunakan Uji *Probability Plot* untuk menilai normalitas distribusi data dan analisis regresi untuk menentukan hubungan antara dimensi kualitas *website* dan kepuasan pengguna. Hasil penelitian menunjukkan bahwa ketiga dimensi WebQual 4.0 secara signifikan mempengaruhi kepuasan pengguna. Kesimpulannya, metode WebQual 4.0 efektif untuk menilai dan meningkatkan kualitas *website* penerimaan siswa, berpengaruh positif terhadap kepuasan pengguna baik secara parsial maupun simultan. Hasil uji hipotesis menggunakan uji t dan uji F menunjukkan bahwa *usability quality* (X_1), *information quality* (X_2), dan *service interaction quality* (X_3) masing-masing berpengaruh positif terhadap *user satisfaction* (Y) dengan nilai signifikansi $0,000 < 0,05$ dan t-hitung 4,468, 11,305, dan 5,753 $>$ t-tabel 1,960. Uji F menunjukkan pengaruh signifikan bersama dengan nilai signifikansi $0,000 < 0,05$ dan F-hitung 261,896 $>$ F-tabel 2,635. Nilai *Adjusted R Square* sebesar 0,695 menunjukkan bahwa 69,5% variasi *user satisfaction* dijelaskan oleh ketiga variabel tersebut, sedangkan 30,5% dijelaskan oleh variabel lain. Rekomendasi mencakup peningkatan kualitas informasi, interaksi, tampilan, dan edukasi pengguna untuk efisiensi pendaftaran siswa.

Kata kunci: *Kualitas Website, Kepuasan Pengguna, PPDB, WebQual 4.0*

**ANALYSIS OF THE QUALITY OF BLITAR CITY'S STUDENT ADMISSION
WEBSITE SERVICES TOWARDS USER SATISFACTION USING
WEBQUAL 4.0 METHOD**

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ABSTRACT

This study discusses the quality of new student admission website services in Blitar City and its effect on user satisfaction using the WebQual 4.0 method, which focuses on Usability, Information Quality, and Service Interaction Quality. Using quantitative methods with data collection techniques through online questionnaires and using the Probability Plot Test to assess the normality of data distribution and regression analysis to determine the relationship between website quality dimensions and user satisfaction. The results showed that the three dimensions of WebQual 4.0 significantly affect user satisfaction. In conclusion, the WebQual 4.0 method is effective for assessing and improving the quality of student admission websites, positively affecting user satisfaction both partially and simultaneously. The results of hypothesis testing using the t-test and F-test show that usability quality (X_1), information quality (X_2), and service interaction quality (X_3) each have a positive effect on user satisfaction (Y) with a significance value of $0.000 < 0.05$ and t -calculated 4.468, 11.305, and 5.753 $>$ t -table 1.960. The F test shows a joint significant effect with a significance value of $0.000 < 0.05$ and F -count 261.896 $>$ F -table 2.635. The Adjusted R Square value of 0.695 indicates that 69.5% of the variation in user satisfaction is explained by the three variables, while 30.5% is explained by other variables. Recommendations include improving the quality of information, interaction, appearance, and user education for efficient student enrollment.

Keywords: Website Quality, User Satisfaction, Student Admission, WebQual4.0