

INTISARI

Website Dolan Banyumas adalah platform yang menyediakan informasi pariwisata di Kabupaten Banyumas. Namun, masih ditemukan masalah seperti tampilan yang tidak konsisten, desainnya sederhana, kurangnya pembaruan informasi, gambar yang ditampilkan kurang estetik, email pengelola website tidak responsif, tersedia nomor WhatsApp tetapi harus diketik manual, dan ketiadaan tautan media sosial sehingga menghambat interaksi langsung. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas website Dolan Banyumas terhadap kepuasan pengguna berdasarkan variabel usability quality, information quality, dan service interaction quality. Berdasarkan hasil pengujian pada uji T menunjukkan variabel usability tidak berpengaruh signifikan terhadap kepuasan pengguna, sedangkan kualitas informasi dan interaksi layanan memiliki pengaruh signifikan. Uji F menunjukkan semua variabel bebas bersama-sama berpengaruh signifikan terhadap kepuasan pengguna. Uji determinasi menunjukkan variabel bebas mempengaruhi kepuasan pengguna sebesar 64,5%. Rekomendasi pengembangan meliputi perbaikan desain, pembaruan rutin informasi wisata, serta penambahan fitur interaktif seperti chatbot dan peningkatan keamanan layanan. Langkah ini diharapkan dapat membantu Dinporabudbpar sebagai bahan rekomendasi untuk mengoptimalkan kepuasan pengguna.

Kata kunci: analisis, website, kepuasan, pengguna, webqual 4.0

ABSTRACT

The Dolan Banyumas website is a platform that provides tourism information in Banyumas Regency. However, there are still problems such as inconsistent appearance, simple design, lack of information updates, less aesthetic images displayed, unresponsive website manager email, WhatsApp number available but must be typed manually, and the absence of social media links which hinders direct interaction. This study aims to analyze the effect of the quality of the Dolan Banyumas website on user satisfaction based on the variables of usability quality, information quality, and service interaction quality. Based on the test results in the T test, the usability variable does not have a significant effect on user satisfaction, while the quality of information and service interaction have a significant effect. The F test shows that all independent variables together have a significant effect on user satisfaction. The determination test shows that independent variables affect user satisfaction by 64.5%. Development recommendations include design improvements, regular updates to tourism information, and the addition of interactive features such as chatbots and increased service security. This step is expected to help Dinporabudbpar as a recommendation material to optimize user satisfaction.

Keywords: analysis, website, satisfaction, users, webqual 4.0