

INTISARI

Website Magenta merupakan platform magang resmi dari Kementerian BUMN yang digunakan sebagai sarana bagi mahasiswa untuk mengakses informasi terkait program magang di lingkungan perusahaan BUMN. Namun, ditemukan berbagai kendala yang dialami pengguna yang berdampak pada efektivitas penggunaan website tersebut. Penelitian ini bertujuan untuk melakukan evaluasi terhadap kualitas website Magenta menggunakan metode WebQual 4.0. Data diperoleh melalui penyebaran kuesioner kepada mahasiswa di Kabupaten Banyumas. Penelitian ini menggunakan tiga variabel utama dari WebQual 4.0 yaitu Usability, Information Quality dan Service Interaction Quality. Metode analisis yang digunakan mencakup uji validitas, uji reliabilitas dan analisis WebQual Index. Hasil penelitian menunjukkan kualitas pelayanan pada variabel Usability dan Information Quality dan Service Interaction Quality masuk dalam kategori “Baik”. Secara keseluruhan website Magenta memiliki tingkat kualitas “Baik”.

Kata kunci: Evaluasi Kualitas Website, WebQual 4.0, WebQual Index, Website Magenta



ABSTRACT

Magenta website is the official internship platform from the Ministry of State-Owned Enterprises (BUMN), which serves as a medium for university students to access information related to internship programs within BUMN companies. However, several issues experienced by users have been identified, affecting the effectiveness of the website's usage. This study aims to evaluate the quality of the Magenta website using the WebQual 4.0 method. Data were collected through a questionnaire distributed to university students in Banyumas Regency. This research employs the three main variables of WebQual 4.0, namely Usability, Information Quality, and Service Interaction Quality. The analysis methods used include validity testing, reliability testing, and WebQual Index analysis. The results show that the service quality in the variables of Usability, Information Quality, and Service Interaction Quality falls into the “Good” category. Overall, the Magenta website has a “Good” level of quality.

Keywords: Website Quality Evaluation, WebQual 4.0, WebQual Index, Magenta Website

