

## INTISARI

Website SMA Muhammadiyah 4 Belik berfungsi sebagai media informasi mengenai profil sekolah, pendaftaran peserta didik baru, prestasi siswa, data guru, dan fasilitas sekolah. Namun, website ini masih memiliki kekurangan, seperti tampilan yang kurang konsisten dan informasi yang jarang diperbarui. Penelitian ini bertujuan mengevaluasi kualitas website berdasarkan persepsi pengguna dengan metode Webqual 4.0 dan Importance Performance Analysis (IPA). Variabel yang digunakan meliputi Usability, Information Quality, dan Service Interaction Quality. Responden penelitian adalah 173 siswa dari populasi 304 siswa tahun ajaran 2024/2025, dipilih menggunakan simple random sampling. Instrumen penelitian berupa kuesioner Webqual 4.0 dengan skala Likert 5 poin. Hasil analisis menunjukkan tingkat kesesuaian 95,57% dan rata-rata gap -0,19, menandakan kualitas website belum sepenuhnya memenuhi harapan pengguna. Pemetaan IPA mengidentifikasi atribut prioritas perbaikan pada tampilan, konsistensi desain, dan pembaruan informasi. Kesimpulan penelitian ini menyatakan kualitas website cukup baik, namun tetap memerlukan peningkatan pada indikator prioritas.

Kata kunci: evaluasi, website, SMA Muhammadiyah 4 Belik, Webqual, Importance Performance Analysis

## **ABSTRACT**

*SMA Muhammadiyah 4 Belik website functions as an information medium covering the school profile, student admissions, student achievements, teacher data, and school facilities. However, the website still faces limitations such as inconsistent design and infrequent information updates. This study aims to evaluate the website's quality based on user perceptions using the Webqual 4.0 method and Importance Performance Analysis (IPA). The variables measured include Usability, Information Quality, and Service Interaction Quality. The sample consisted of 173 students selected from a population of 304 students in the 2024/2025 academic year using simple random sampling. The research instrument was a Webqual 4.0 questionnaire with a 5-point Likert scale. The analysis results show a suitability level of 95.57% with an overall gap value of -0.19, indicating that the website quality does not fully meet user expectations. IPA mapping identifies priority improvements in visual appearance, design consistency, and information updates. Overall, the website quality is fairly good but still requires improvement in priority indicators.*

*Keywords: evaluation, website, SMA Muhammadiyah 4 Belik, Webqual, Importance Performance Analysis*