ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi kualitas website SMK Ma'arif NU 2 Ajibarang berdasarkan persepsi pengguna. Website sekolah berperan penting sebagai media informasi, komunikasi, dan layanan akademik, sehingga diperlukan evaluasi untuk mengetahui sejauh mana kualitas layanan website telah memenuhi harapan pengguna. Metode penelitian yang digunakan adalah metode kuantitatif dengan teknik pengumpulan data berupa kuesioner yang disebarkan kepada 209 responden, yang terdiri dari siswa dan guru sebagai pengguna aktif website. Pengukuran kualitas website dilakukan menggunakan metode WebQual 4.0 yang mencakup tiga dimensi utama, yaitu usability quality, information quality, dan service interaction quality, serta dipadukan dengan metode Importance Performance Analysis (IPA) untuk menentukan prioritas perbaikan. Uji validitas instrumen dilakukan menggunakan korelasi Pearson Product Moment dengan bantuan aplikasi IBM SPSS, sedangkan uji reliabilitas menggunakan Cronbach's Alpha. Hasil penelitian menunjukkan bahwa secara keseluruhan kualitas website SMK Ma'arif NU 2 Ajibarang berada pada kategori berkualitas, namun masih terdapat beberapa indikator yang berada pada kuadran prioritas utama sehingga memerlukan perbaikan, khususnya pada dimensi information quality. Berdasarkan hasil analisis IPA, penelitian ini menghasilkan rekomendasi perbaikan yang diharapkan dapat meningkatkan kualitas layanan website dan kepuasan pengguna.

Kata kunci: WebQual 4.0, Importance Performance Analysis, Kualitas Website, Website Sekolah, Kepuasan Pengguna

ABSTRACT

This research aims to evaluate the quality of the SMK Ma'arif NU 2 Ajibarang website based on user perceptions. The school website plays an important role as a medium for information, communication, and academic services, making it necessary to evaluate the quality of the website's services and determine how well they meet user expectations. The research method used is quantitative with data collection techniques consisting of questionnaires distributed to 209 respondents, including students and teachers who are active users of the website. Website quality measurement was conducted using the WebQual 4.0 method, which includes three main dimensions: usability quality, information quality, and service interaction quality. This was combined with the Importance Performance Analysis (IPA) method to determine improvement priorities. The instrument validity test was conducted using Pearson Product Moment correlation with the assistance of the IBM SPSS application, while the reliability test used Cronbach's Alpha. The research results indicate that overall, the quality of the SMK Ma'arif NU 2 Ajibarang website is in the quality category, but there are still several indicators that fall into the high priority quadrant and require improvement, particularly in the information quality dimension. Based on the results of the IPA analysis, this research provides recommendations for improvement that are expected to enhance the quality of website services and user satisfaction.

Keywords: WebQual 4.0, Importance Performance Analysis, Website Quality, School Website, User Satisfaction