

ABSTRAK

Perkembangan teknologi informasi mendorong pemanfaatan website sebagai media penyampaian informasi di lingkungan pendidikan. Website sekolah diharapkan mampu menyediakan informasi yang sesuai dengan kebutuhan pengguna sehingga dapat memberikan kepuasan dalam penggunaannya. Berdasarkan hasil prasurvei, masih ditemukan beberapa permasalahan pada Website SMK Negeri 2 Purwokerto, seperti informasi yang belum sepenuhnya sesuai dengan kebutuhan pengguna, tampilan website yang kurang memudahkan pencarian informasi, serta pembaruan informasi yang belum optimal. Penelitian ini bertujuan untuk menganalisis pengaruh *Content*, *Accuracy*, *Format*, *Ease of Use*, dan *Timeliness* terhadap kepuasan pengguna Website SMK Negeri 2 Purwokerto menggunakan metode *End User Computing Satisfaction* (EUCS). Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 92 siswa yang pernah mengakses website. Analisis data dilakukan menggunakan analisis regresi linear berganda dengan bantuan IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa variabel *Content* dan *Timeliness* berpengaruh terhadap kepuasan pengguna Website SMK Negeri 2 Purwokerto, sedangkan variabel *Accuracy*, *Format*, dan *Ease of Use* tidak berpengaruh terhadap kepuasan pengguna.

Kata kunci: EUCS, Kepuasan Pengguna, Website Sekolah

ABSTRACT

The rapid development of information technology has encouraged the utilization of websites as a medium for delivering information in the educational sector. School websites are expected to provide information that meets users' needs in order to enhance user satisfaction. However, based on the results of the preliminary survey, several issues were identified on the SMK Negeri 2 Purwokerto website, including information that did not fully meet users' needs, a website interface that made it difficult to find information, and information updates that were not carried out optimally. This study aims to analyze the influence of Content Accuracy, Format, Ease of Use, and Timeliness on user satisfaction with the SMK Negeri 2 Purwokerto website using the End User Computing Satisfaction (EUCS) method. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 92 students who had accessed the website. The data were analyzed using multiple linear regression analysis with IBM SPSS Statistics. The results indicate that the Content and Timeliness variables have a significant influence on user satisfaction with the SMK Negeri 2 Purwokerto website, whereas the Accuracy, Format, and Ease of Use variables do not have a significant influence on user satisfaction.

Keywords: End User Computing Satisfaction (EUCS), User satisfaction, School Website.