

INTISARI

Universitas Amikom Purwokerto mempunyai layanan akademik berupa sistem informasi akademik yang digunakan untuk membantu dan mempercepat proses pengolahan data akademik, yaitu Student Service Center. Pada student service center masih ditemukan beberapa permasalahan seperti mahasiswa kesulitan ketika melakukan pengisian kartu rencana studi (KRS), tampilan website student service center yang belum responsive ketika diakses menggunakan smartphone, materi perkuliahan yang belum dapat diakses melalui student service center, validasi dalam presensi kehadiran yang terkadang masih terjadi masalah dan tampilan website student service center yang masih sederhana. Penelitian ini bertujuan untuk melakukan evaluasi kualitas website student service center dan mengetahui nilai kesenjangan atau gap antara tingkat harapan ideal dengan persepsi aktual pengguna terhadap kualitas student service center serta mengetahui indikator-indikator yang perlu untuk ditingkatkan dan dipertahankan kualitasnya pada student service center. Berdasarkan metode Webqual 4.0 dengan variabel usability, information quality, dan service interaction quality dan metode importance performance analysis (IPA) dengan pendekatan metode penelitian deskriptif. Hasil yang diperoleh berdasarkan tingkat kinerja (performance) dan tingkat kepentingan (importance) didapatkan hasil kesenjangan atau gap berdasarkan penilaian ketiga variabel yaitu, variabel usability sebesar $-(0,27)$, variabel information quality sebesar $-(0,1)$ dan variabel service interaction quality sebesar $-(0,22)$. Berdasarkan hal tersebut dapat disimpulkan bahwa kualitas aktual atau kinerja website akademik student service center yang dirasakan oleh pengguna belum memenuhi kualitas ideal yang diinginkan pengguna. Hasil importance performance analysis menunjukkan terdapat 2 indikator yang harus mendapat prioritas utama peningkatan kualitas dan 12 indikator yang harus dipertahankan kualitasnya.

Kata kunci: Evaluasi, Importance Performance Analysis, Kualitas Website, Website Akademik, Webqual 4.0

ABSTRACT

Amikom University Purwokerto has an academic service in the form of an academic information system that is used to assist and accelerate the process of academic data processing, namely the Student Service Center. At the student service center there were still some problems such as difficulties for students when filling out study plan cards (KRS), student service center website display that was not responsive when accessed using a smartphone, lecture material that could not be accessed through the student service center, validation in attendance presence that was sometimes problems still occur and the student service center website display is still simple. This study aims to evaluate the quality of the student service center website and find out the value of the gap between the ideal level of expectation and the user's actual perception of the quality of the student service center and to know the indicators that need to be improved and maintained its quality at the student service center. Based on the Webqual 4.0 method with the variables usability, information quality, and service interaction quality and the importance performance analysis (IPA) method with a descriptive research method approach. The results obtained based on the level of performance and the level of importance obtained the results of the gap based on the assessment of the three variables, namely, usability variable of - (0.27), information quality variable of - (0.1) and service interaction quality variable of - (0.22). Based on this it can be concluded that the actual quality or performance of the student service center academic website perceived by the user does not meet the ideal quality desired by the user. The results of the importance performance analysis show that there are 2 indicators that must get top priority in quality improvement and 12 indicators that must be maintained in quality.

Keyword: Evaluation, Importance Performance Analysis, Website Quality, Academic Website, Webqual 4.0