ANALYSIS OF THE QUALITY OF THE WEBSITE OF THE INTEGRATED ISLAMIC SCHOOL OF HARAPAN MULIA PALEMBANG USING THE WEBQUAL 4.0 METHOD

ABSTRACT

Information technology has proven to be the most effective and efficient means of disseminating information to the public. The website of Harapan Mulia Integrated Islamic School Palembang was designed with the intention of organising academic data. The users of the website are students, teachers, and school administrators. Problems faced by users related to the system, namely in the interface section, profiles that are not all functional, some menu features must access the website again, profile photos are still cartoons, and some features are just information. The purpose of this study was to determine the quality of the website of Harapan Mulia Integrated Islamic School Palembang in terms of Usability Quality, Information Quality, and Service Interaction Quality. Implementation of data collection methods with observation, interviews, questionnaires, and literature studies, then data analysis with the Webqual 4.0 method. The results obtained are the percentage value of each Usability Quality variable (X1) 81.66% of respondents are satisfactory, the Information Quality variable (X2) 83.66% of respondents are satisfactory, and the Service Interaction Quality variable (X3) 82.08% of respondents are satisfactory. And obtained a weighted average percentage value of measurement items of 82.48% satisfactory respondents.

Keywords: Quality Analysis, Website, Webqual 4.0

ANALISIS KUALITAS *WEBSITE* SEKOLAH ISLAM TERPADU HARAPAN MULIA PALEMBANG MENGGUNAKAN METODE *WEBQUAL 4.0*

ABSTRAK

Teknologi informasi terbukti membuat sarana penyebaran informasi yang paling efektif dan efisien kepada masyarakat. *Website* Sekolah Islam Terpadu Harapan Mulia Palembang dirancang dengan maksud mengorganisir data akademik. Pemakai dari *website* tersebut adalah siswa, guru, dan admin sekolah. Permasalahan yang dihadapi pengguna terkait dengan sistem, yakni pada bagian *interface*, profil yang belum berfungsi semua, fitur beberapa menu harus akses lagi ke *website*, foto profil masih kartun, dan beberapa fitur hanya sekedar informasi. Tujuan penelitian ini untuk mengetahui kualitas *website* Sekolah Islam Terpadu Harapan Mulia Palembang ditinjau dari *Usability Quality*, *Information Quality*, dan *Service Interaction Quality*. Pelaksanaan metode pengumpulan data dengan observasi, wawancara, kuesioner, dan studi pustaka selanjutnya analisis data dengan metode *Webqual* 4.0. Hasil yang didapat ialah nilai persentase tiap-tiap variabel *Usability Quality* (X_1) 81,66% responden memuaskan, variabel *Information Quality* (X_2) 83,66% responden memuaskan, dan variabel *Service Interaction Quality* (X_3) 82,08% responden memuaskan. Serta memperoleh nilai persentase dari bobot rata-rata item pengukuran 82,48% responden memuaskan.

Kata Kunci: Analisis Kualitas, *Website*, *Webqual* 4.0