

ANALISIS KUALITAS *WEBSITE* DISKOMINFOTIK BENGKALIS MENGGUNAKAN METODE *WEBQUAL*

4.0

Student Name : Rahmad Hafif Nst
NIM : 6304211411
Advisor : Depandi Enda, S.ST., M.Kom

ABSTRACT

The Bengkalis Diskominfo website is an important means of conveying information to the public, so its quality needs to be evaluated to ensure the effectiveness of communication and user satisfaction. This study aims to analyze the quality of the Bengkalis Diskominfo website using the webqual 4.0 method, which includes three main dimensions: usability quality, information quality and service quality. This method was chosen because it can provide a comprehensive picture of the user experience on the website. Data were collected through a survey involving active users of the website. The number of respondents in this study consisted of 100 people. The results of the analysis showed that the three variables of the webqual 4.0 method, usability quality, information quality and service interaction quality, significantly influenced user satisfaction. The results of the respondents' answers themselves showed that the quality of usability and information quality received relatively good ratings, while the dimension of service interaction quality showed low results although still in the very good category. Based on these findings, it is recommended that the Bengkalis Diskominfo focus on improving service interactions. Thus, it is hoped that the website can provide a better experience for users and increase its effectiveness as a public communication channel.

Keywords: *Quality analysis, User satisfaction, Website quality, Webqual 4.0.*