

**EVALUATION OF WEBSITE QUALITY OF MUHAMMADIYAH
02 SMK KARANGANYAR USING WEBQUAL 4.0
EVALUASI KUALITAS SITUS WEB SMK MUHAMMADIYAH
02 KARANGANYAR MENGGUNAKAN WEBQUAL 4.0**

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ABSTRAK

Website merupakan salah satu teknologi media massa yang dapat digunakan untuk publikasi informasi dengan memanfaatkan jaringan internet. Website memanfaatkan teknologi internet sehingga informasi yang diakses mudah diakses. Smk Muhammadiyah 2 Karanganyar merupakan sekolah yang menggunakan website untuk mempublikasikan informasinya. SMK Muhammadiyah Karanganyar menerapkan teknologi untuk meningkatkan pelayanan berbasis teknologi. Untuk mengukur kualitas sebuah website dapat dilihat dari sudut pandang pengguna terhadap website tersebut. Dalam penelitian ini menggunakan metode WebQual yang telah dimodifikasi dengan menambahkan dimensi Website Design dan kepuasan pengguna dengan tiga dimensi utama WebQual 4.0 yaitu Usability, Information Quality, dan Service Interaction. Penelitian ini dilakukan di Smk Muhammadiyah 2 Karanganyar. Penelitian ini dilakukan dengan menggunakan kuesioner. Metode pengumpulan data dalam penelitian ini ditujukan kepada siswa SMK Muhammadiyah 2 Karanganyar dengan jumlah sampel sebanyak 20 responden. Hasil yang diperoleh dari penelitian ini adalah evaluasi website yang dapat dikembangkan lebih baik, fungsi usability website, kualitas interface lebih baik.

Kata kunci: Webqual 4.0, kualitas situs web, kegunaan

ABSTRACT

Website is a mass media technology that can be used for the publication of information by utilizing the internet network. The website utilizes internet technology so that the information accessed is easily accessible. Smk Muhammadiyah 2 Karanganyar is a school that uses a website to publish its information. Smk Muhammadiyah Karanganyar applies technology to improve technology-based services. To measure a website's quality, it can be seen from the user's perspective on the website. In this study using the WebQual method which has been modified by adding the dimensions of Website Design and user satisfaction with the three main dimensions of WebQual 4.0, namely Usability, Information Quality, and Service Interaction. This research was conducted at Smk Muhammadiyah 2 Karanganyar. This research was conducted using a questionnaire. The data collection method in this study was aimed at students of Muhammadiyah 2 Karanganyar Vocational High School with a total sample of 20 respondents. The results obtained from this study are the evaluation of a website that can be developed better, the function of the website's usability, the quality of the interface is better.

Keywords: Webqual 4.0, website quality, usability

INTRODUCTION

Utilization of technology and information has now become a necessity for business people in all fields including education. This encourages the development of information and communication technology to develop very rapidly. The distribution of information and data knows no boundaries of time, place, region and country. All can be accessed online without a dividing wall and can be done by everyone as long as they are connected to the internet. Utilization of one of the uses of technology and information that is growing is the website. A website is a collection of interconnected web pages and all their related files. The web consists of a page or pages and a collection of pages that start as a homepage. Home is at the top with related pages below it. Usually, each page under the homepage (child page) contains hyperlinks to other pages on the web (Gregorius, 2000).

When the importance of a website for schools is not just a facility for the world of education and getting the latest information related to education, especially the country of Indonesia. But it can also give good unity and professionalism to the school. The importance of the website for schools as a means of supporting education must indeed go hand in hand with technological advances. This technology was created as a result of education. The school website is a website specifically for school agencies. This website can be used as a medium for students to find information about schools. Or as a means of supporting teaching and learning activities. The school's website is equipped with advanced features. These include school profiles, study consultations, academic

calendars. Supporting software is also available such as Online New Student Admission, Online Graduation Announcement, E-Learning, and Online Report Cards.

Smk Muhammadiyah02 Karangayar has utilized technology and information media through technology websites. This is a manifestation of the efforts of Smk Muhammadiyah 02 Karanganyar to improve the service and image of the school to the community. The website of Smk 2 Karangayar contains the profile of Smk Muhammadiyah Karangayar and there are several website-based applications that are used to register. Along with the rapid development of technology, Smk Muhammadiyah Karanganyar has the goal of advancing the company by improving the features of the existing website. A website evaluation is needed to improve the quality of the website and the addition of website features to improve the quality of the website.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Zeithaml, et al. (1990), the WebQual method is a development of ServQual which has been widely used before in measuring service quality. WebQual is a method or technique for

measuring website quality based on end user perceptions, which was developed by Stuart Barnes and Richard Vidgen. WebQual is based on the concept of Quality Function Deployment (QFD), which is a process based on the "voice of customer" in the development and implementation of a product or service. From the QFD concept, WebQual is structured based on the end user's perception of a website (Barnes and Vidgen, 2000). The WebQual method has been developed

since 1998 by Barnes and Vidgen on e-commerce and e-government websites. The development of this method began with the Webqual 1.0. Followed by the existence of Webqual 2.0 for B2C websites on online bookstores. Then the existence of Webqual 3.0 was tested by Barnes and Vidgen in 2001 on the auction website. And the last one is Webqual 4.0 (Barnes and Vidgen, 2002).

The development of the WebQual method experienced several interactions in the preparation of categories/dimensions and questions. The latest version is WebQual 4.0 which uses three measurement categories. The three categories are usability, information and service interaction. The usability category is based on studies on the relationship between humans and computers and studies on web usability, including on the ease of navigation, suitability of designs and images presented to users. The information category is reviewed based on a general information system study. This category relates to the quality of website content, namely the appropriateness of information for user purposes, for example regarding the accuracy, format and relevance of the information presented. The service interaction category relates to the service interaction that users feel when deeply involved with the website (Barnes and Vidgen, 2002). Based on the theory of Barnes and Vidgen (2002), three dimensions in the WebQual 4.0 method that represent the quality of a website are usability quality, information quality and service interaction quality.

RESEARCH METHODOLOGY

In this study, quantitative descriptive research methods were used by conducting surveys and collecting

primary data through interviews with the distribution of the police website users as respondents. Then a literature study was carried out to collect theories related to these problems so that models and research variables could be determined. After determining the research model and knowing the variables, the next step is to collect research data by designing a questionnaire and distributing it to a predetermined population or sample. After collecting the questionnaires again, then proceed to the next stage, namely the analysis stage. There is a test of validity and reliability of the results of the questionnaire first. Then the classical assumption test and regression analysis are carried out, the next step is to interpret the results of the analysis so that it can be seen what recommendations can be given to the existing problems. Finally, conclusions and suggestions will be made for this research.

3.1 Questionnaire

Questionnaires are data collection by giving written questions to respondents to be answered. Questionnaires are efficient data collection when the researcher knows for sure the variables to be measured and knows what is expected of the respondents. In this study, the measuring instrument was developed into a set of questionnaires. This is done, so that measuring instruments are easily accessible and easy to use and have reliability in developing a good website, measuring tools provide accurate information and easy-to-use measurement data. The questionnaire used to contain questions in the form of a multilevel scale written in a Likert scale format by stating agreement or disagreement on several levels. The data collected includes:

(1) Respondent identity

(2) Data regarding respondents' responses to the variables that affect user satisfaction. A questionnaire designed to be used in influencing the quality of a website on user perceptions. In the questionnaire there are dimensions that are used to define the purpose of a questionnaire on the object of the questionnaire.

3.2 Population

The population can be said as an area that has been generalized and divided from subjects or objects and has a certain quality and characteristic that has been determined by the researcher with the aim of being studied and then taken, the population can be said to be the total subject or the total subject in the study which can be in the form of objects, people, or things in which can be obtained or can provide research information (data). The author took the population based on the number of users of the Police website, which was 5369 people, namely from the number of Police students.

3.3 Sample

The sample is part of the number and characteristics possessed by the population taken according to the WebQual method, namely Slovin to determine how many respondents to be sampled. The author took based on the number of users of the police website 15 people.

3.4 Validity Test

An item that has a positive correlation with the criteria (total score) as well as a high correlation, indicates that the item has high validity as well. If the measuring instrument is $< r_{table}$ (invalid) and $> r_{table}$ (valid). Based on this understanding, this is done with the aim of not only knowing which ones are valid or which are invalid, by consulting the data with a significant level of r_{table} if the tool

the measure is $< r_{table}$ (invalid). Statistical testing refers to the criteria:

- (1) $r_{count} < r_{table}$ then invalid
- (2) $r_{count} > r_{table}$ then valid

3.5 Reliability Test

After testing the validity of those used in the study, then the questions were tested. The test is carried out with the aim of knowing whether the data collection tool basically shows the level of accuracy, accuracy, consistency or consistency of the tool in revealing certain symptoms from a group of individuals, carried out at different times. Reliability concerns the accuracy of measuring instruments. For the technique of calculating the reliability of the questionnaire used in the study this is by using Statistical Product and Service Solution (SPSS) 22 for windows. The item is said to be reliable if the Cronbach's Alpha value is greater than the critical value. Set critical value is 0.6.

- (1) If the Alpha value > 0.3 then reliable
- (2) If the Alpha value < 0.3 then it is not reliable

RESULTS AND DISCUSSIONS

This research was conducted using survey techniques/methods, which included distributing questions for primary data collection (questionnaires). In general, data were collected from 15 respondents as a sample. The significance level has been set to 5%. Because it is not used as an analytical variable, the respondent's profile such as age, place of residence, etc. is not included in this questionnaire. The measuring scale uses a Likert scale which has 4 points. Respondents gave an assessment of the quality of the Sikabi website using a scale of 4 (strongly agree), 3 (agree) 2 (disagree), 1 (strongly disagree).

1. Validity Test

Validity Test Validity test was conducted to test each variable, namely Website Quality (X1), Information Quality (X2), Service Quality (X3), User Satisfaction (Y) using the following table.

Table 1. Usability Variable Validity Test Results (X1)

No	r mean	r tabel	info
1	0,665	0,200	Vali
2	0,558	0,200	Vali
3	0,501	0,200	Vali
4	0,613	0,200	Vali
5	0,650	0,200	Vali

Table 2. Results of Information Quality Variable Validity Testing (X2)

No	r mean	r tabel	Info
1	0,508	0,200	Vali
2	0,535	0,200	Vali
3	0,554	0,200	Vali
4	0,586	0,200	Vali
5	0,504	0,200	Vali

Table 2. Results of Information Quality Variable Validity Testing (X2)

No	r mean	r tabel	informatio
1	0,687	0,200	Val
2	0,600	0,200	Val
3	0,721	0,200	Val
4	0,700	0,200	Val
5	0,695	0,200	Val

Table 4. Results of Validity Testing for User Satisfaction Variables (Y)

No	r mean	r tabel	Info
1	0,593	0,200	Vali
2	0,495	0,200	Vali
3	0,585	0,200	Vali
4	0,506	0,200	Vali
5	0,497	0,200	Vali
6	0,505	0,200	Vali

In the output of the correlation value, it can be seen in the correlation value column, it is known that the X1 correlation with a score of 0.665. Also look at the correlations X2, X3 and Y with a total score showing the correlation value above the r table value of 0.200, it can be concluded that all user satisfaction questionnaires are declared valid.

CONCLUSION

The results of the table research show that the quality level of the website of SMK Muhammadiyah 02 Karanganyar together from the four tables is the independent variable, namely the Usability Quality, Information Quality and Interaction Quality variables on the dependent variable of user satisfaction giving a positive value, namely the user is quite satisfied. It can be seen that the test validation variable has a positive and significant value on the user satisfaction variable. The conclusion that can be drawn is that the SMK Muhammadiyah Karanganyar website is easy to access and has a web appearance that meets UI standards, and is easily understood by website visitors. It can be concluded that users feel comfortable doing activities via the web and the website has a good reputation.

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