

INTISARI

Penelitian ini bertujuan untuk mengukur kualitas *website e-learning* FEB UMY berdasarkan tingkat *performance* dan *importance* persepsi pengguna. Kualitas layanan *website* tersebut diukur berdasarkan dimensi dari WebQual 4.0 : *usability, information quality, service interaction quality*. Selain itu, penelitian ini juga menganalisis kendala-kendala yang dihadapi dalam penerapan *website e-learning* FEB UMY serta solusi atas kendala tersebut. Objek dalam penelitian ini adalah Website E-learning FEB UMY dan subjek dengan jumlah 63 responden yang terdiri dari dosen dan mahasiswa yang menggunakan e-learning dalam rentang waktu 6 bulan terakhir dan informan dari pihak penyedia layanan dan pihak admin e-learning FEB UMY yang menangani, terkait atau memahami *website e-learning* FEB UMY. . Data yang terkumpul dianalisis dengan *Importance Performance Analysis (IPA)*. Hasil penelitian membuktikan bahwa terdapat *kesenjangan* (gap) antara dua perspektif penilaian kualitas layanan *website e-learning* FEB UMY yaitu antara kualitas yang dirasakan dan kualitas yang diharapkan. Hasil penelitian menunjukkan bahwa dari 21 item yang dianalisis dengan metode IPA dikelompokkan ke dalam kuadran I (3 item), kuadran II (7 item), kuadran III (4 item) dan kuadran IV (8 item). Item yang dianggap penting dan perlu segera ditingkatkan terletak pada kuadran I mengenai ketersediaan informasi yang akurat, *website* memiliki reputasi baik, dan *website* memberi ruang kesan menarik minat dan perhatian.

Kata kunci : Kualitas *Website*, *WebQual 4.0*, *Importance Performance Analysis (IPA)*

ABSTRACT

This study aims to measure the quality of FEB UMY e-learning website based on the level of performance and the importance of user perception. The website service quality is measured based on the dimensions of WebQual 4.0: usability, information quality, service interaction quality. In addition, this study also analyzed the obstacles encountered in implementing the FEB UMY e-learning website and the solutions to these obstacles. The objects in this study were UMY FEB E-learning Website and 63 respondents consisting of lecturers and students who used e-learning within the past 6 months and informants from service providers and FEB UMY e-learning administrators who handled UMY. , related to or understanding of the UMY FEB e-learning website. . The data collected was analyzed with Importance Performance Analysis (IPA). The results of the study prove that there is a gap between the two perspectives of the assessment of the quality of e-learning services website FEB UMY, namely between perceived quality and expected quality. The results showed that of the 21 items analyzed by the IPA method were grouped into quadrant I (3 items), quadrant II (7 items), quadrant III (4 items) and quadrant IV (8 items). The items that are considered important and need to be improved immediately are located in quadrant I regarding the availability of accurate information, the website has a good reputation, and the website gives the impression of attracting interest and attention.

Keywords: Website Quality, WebQual 4.0, Importance Performance Analysis (IPA)