ABSTRAK

Di masa pandemi COVID-19, teknologi informasi dan komunikasi berpengaruh terhadap proses pembelajaran di semua lini pendidikan termasuk SMP/SMA Menlo Park School. Saat ini Menlo Park School sudah memiliki *website* yang digunakan oleh siswa/masyarakat dalam mencari berbagai informasi terkait Menlo Park School, namun *website* yang digunakan masih memiliki berbagai kekurangan terutama terkait dengan dimensi informasi yang menurut data pra penelitian, 76% responden merasa bahwa dimensi ini masih harus ditingkatkan lagi, dan 92% responden setuju bahwa diperlukan redesain *website* Menlo Park School, oleh karena itu penulis tertarik untuk mengukur kualitas *website* menggunakan *framework* Webqual 4.0 dan *Importance Performance Analysis* (IPA). Setelah dilakukan pengumpulan data terhadap 147 responden diperoleh nilai 0,70 sebagai nilai indeks webqual. Dari sini juga ditemukan 9 indikator yang nilai indeks webqualnya dibawah 0,70 diantaranya UQ_2, UQ_4, IQ_1, IQ_2, IQ_5, IQ_7, SQ_5, dan SQ_7, indikator ini akan menjadi dasar dari bagian *website* yang akan di redesain. Untuk membantu manajemen MPS dalam memprirotaskan pengembangan/ peningkatan *website* MPS, peneliti menggunakan penilaian IPA, dan diperoleh 6 indikator yang akan menjadi prioritas utama dalam perbaikan/ peningkatan kualitas *website* menloparkschool.com, yaitu SQ_7, IQ_5, UQ_2, IQ_1, IQ_7, UQ_4. Peneliti berharap rekomendasi yang telah diberikan kepada menloparkschool.com dapat ditindaklanjuti guna meningkatkan nilai indeks webqual dan kepuasan pelanggan *(user)* dalam mencari informasi di menloparkschool.com

Kata Kunci: Webqual 4.0, IPA, Menlo Park School, Evaluasi, dan *Website*.

ABSTRACT

During the COVID-19 pandemic, information and communication technology had an influence on the learning process in all lines of education including Menlo Park School Middle/High School. Currently Menlo Park School already has a website that is used by students/community in searching for various information related to Menlo Park School, but the website used still has various deficiencies, especially related to the information dimension which, according to pre-research data, 76% of respondents feel that this website information quality should be improved, and 92% of the respondents agreed that a redesign was needed for the the website, therefore, the authors are interested in measuring the quality of the menlo park school website using the Webqual 4.0 framework and Importance Performance Analysis (IPA). After collecting data on 147 respondents, a value of 0.70 was obtained as the webqual index value. The researcher also found 9 indicators whose webqual index value was below 0.70 including UQ_2, UQ_4, IQ_1, IQ_2, IQ_5, IQ_7, SQ_5, and SQ_7, these 9 indicators will be the basis the part of the website that will be redesigned. To assist MPS management in making priorites to the development/improvement of the MPS website, researchers used an importance performance analysis assessment, and obtained 6 (six) indicators that would be top priorities in improving the quality of the menloparkschool.com website, namely SQ_7, IQ_5, UQ_2, IQ_1, IQ_7, UQ_4. Researchers hope that the recommendations that have been given to menloparkschool.com can be followed up in order to increase the customer satisfaction in finding information on menloparkschool.com

Keyword: Webqual 4.0, IPA, Menlo Park School, Evaluation, and Website.