ANALISIS KUALITAS *WEBSITE E-LEARNING* UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAKARTA TERHADAP KEPUASAN PENGGUNA MENGGUNAKAN METODE WEBQUAL 4.0 DAN *IMPORTANCE-PERFORMANCE ANALYSIS* (IPA) BERDASARKAN PERSPEKTIF MAHASISWA

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ABSTRAK

Seiring perkembangan teknologi di Indonesia yang begitu pesat, banyak perguruan tinggi yang memanfaatkan *internet* sebagai media pembelajaran jarak jauh. *E-learning* sebagai penerapan dari kemajuan teknologi oleh perguruan tinggi Indonesia yang menjadikan proses pembelajaran dapat terlaksana dimana pun dan kapan pun tanpa dibatasi oleh jarak dan waktu. Universitas Pembangunan Nasional Veteran Jakarta sebagai salah satu perguruan tinggi yang telah menerapkan proses belajar mengajar melalui media *e-learning* pada *website* elearning40.upnvj.ac.id. Untuk membantu pengembangan *e-learning*, maka perlu dilakukan penilaian kualitas dengan metode WebQual 4.0 yang memiliki tiga variabel, yaitu *usability*, *information quality*, dan *service interaction quality* serta 22 indikator. Metode analisis data yang digunakan adalah *Importance-Performance Analysis* (IPA) untuk mengukur tingkat kesenjangan antara kinerja dan kepentingan pengguna sehingga dapat memberi gambaran mengenai indikator-indikator yang perlu diperbaiki atau perlu dipertahankan. Hasil yang diperoleh dari analisis menunjukkan bahwa skor rata-rata *gap analysis* pada seluruh atribut bernilai negatif yang berarti secara keseluruhan kualitas *website e-learning* Universitas Pembangunan Nasional Veteran belum memenuhi harapan pengguna, selain itu pada pemetaan yang berdasarkan *Importance-Performance Analysis* terdapat 13 atribut yang dianggap penting oleh pengguna dan perlu tindakan prioritas, yaitu pada kuadran I dan II.

Kata Kunci: Kualitas, *Website*, *E-Learning*, WebQual 4.0, *Importance Performance Analysis*

UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAKARTA E-LEARNING WEBSITE QUALITY ANALYSIS TOWARDS USERS SATISFACTION USING THE WEBQUAL 4.0 AND IMPORTANCE-PERFORMANCE ANALYSIS BASED ON STUDENTS PERSPECTIVE

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ABSTRACT

The pace of technological development in Indonesia has been speeding up exponentially over the time, many educational institutions began to use the internet as a new medium to assist the online teaching learning process. E-learning is an example of technological development that implemented by educational institutions in Indonesia to ease the teaching learning process without being limited by distance and time. Universitas Pembangunan Nasional Veteran Jakarta is one of educational institutions that has been implementing their teaching learning process through the e-learning, known as elearning40.upnvj.ac.id. In order to assist the e-learning development, it is necessary to do quality evaluation with the WebQual 4.0 method that has three variables, they are usability, information quality, and service interaction quality and also 22 indicators. The method for data analyzing is Importance-Performance Analysis (IPA) to measure the level of the gap between perceived service and the expected service, so that it provides ideas regarding the indicators that require improvement or maintenance. The result of the analysis shows that the average of gap analysis on all of the attributes are negative which means overall quality of the e-learning website does not meet user expextations, other than that on the mapping which based on the Importance-Performance Analysis there are 13 attributes that are considered as important by the users and it need action priotrity, they are in the first and second quadrant.

Keywords: Quality, Website, E-Learning, WebQual 4.0, Importance Performance Analysis