

ABSTRACT

ANALYSIS OF WEBSITE SERVICE QUALITY EFFECT ON STUDENT SATISFACTION WITH WEBQUAL METHOD AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) IMPLEMENTATION

This study aims to provide an overview of the quality of SMK Penerbangan Sriwijaya website using Webqual method that refers to three dimensions of usability, information quality, interaction quality. To know what attributes need to be improved and maintained against website services, the method of Importance Performance Analysis (IPA) is used. The sample in this study are students of SMK Penerbangan Sriwijaya as much as 133 people. To determine the sample size of a population using the Taro Yamane formula. The sampling technique using simple random sampling. The questionnaire was tested by using the reliability test and validity test, then tested the classical assumptions such as multicollinearity test, heterokedastisity test, autocorrelation test. Data analysis technique using multiple linear regression model. Then the hypothesis test is done by t test, F test. The result of research shows the variable information quality separately (partial) no significant effect to student satisfaction. While variable usability, information quality, interaction quality simultaneously affect student satisfaction variable. Based on the results of IPA analysis there are several attributes that need to be improved in order to improve the quality of service website SMK Penerbangan Sriwijaya.

Keywords: *Student satisfaction, Webqual, Importance Performance Analysis (IPA)*