

**ABSTRACT**  
**ANALYSIS SERVICE QUALITY OF HIGHER**  
**EDUCATION WEBSITE THE IDEAL ACCORDING TO**  
**WEBQUAL 4.0**

*(Study Case: Unika Musi Charitas, University Tridinanti, University  
Terbuka)*

*This research looks at the level of user satisfaction with the university's website services. The method used in this study is Webqual 4.0. Usability, Information Quality, and Interaction Quality variables as independent variables, while User Satisfaction as the dependent variable. The sample in this study were 96 students from each Unika Musi Charitas College, 86 respondents from Tridinanti University, and 100 respondents from the Open University to determine the number of samples using the Slovin formula with a Simple Random Sampling technique. The results showed that variables that did not partially affect User Satisfaction were usability variables in Unika Musi Charitas and Open University, while at Tridinanti University were Information Quality and Variable Usability, Information Quality, and Interaction Quality variables together influencing User Satisfaction the three Universities. The websites of the three Universities do not fulfill all WebQual 4.0 indicators when viewed based on user satisfaction perceptions so that the university website is not ideal according to WebQual 4.0. The difference between each website is in the display and placement of information.*

**Keywords:** *User Satisfaction, Quality of Website Services, Webqual 4.0*