

Rizaldi Firdaus Akbar, 2019. **Analisis Kualitas Website E-Learning Fakultas Psikologi Universitas Airlangga (PsyCHE) dengan Metode Webqual 4.0 dan Importance Performance Analysis (IPA)**. Skripsi ini di bawah bimbingan Endah Purwanti, S.Si., M.Kom. dan Faried Effendy, S.Si., M.Kom.. Program Studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga.

ABSTRAK

Latar Belakang: PsyCHE adalah e-learning dari Fakultas Psikologi, Universitas Airlangga, yang dikembangkan oleh Unit Sistem Informasi (USI) Fakultas Psikologi Universitas Airlangga. PsyCHE telah beroperasi selama beberapa decade dan membutuhkan konsistensi pelayanan yang harus dilakukan tetapi tidak ada penelitian tentang *website* PsyCHE.

Tujuan: Menganalisis kualitas *website* pada layanan *E-learning* PsyCHE menggunakan metode WebQual 4.0 dan Importance Performance Analysis (IPA).

Metode: Penelitian ini bersifat kuantitatif, menggunakan kuesioner dan metode *purposive sampling*. Metode Webqual 4.0 dan *Important Performance Analysis* (IPA) digunakan untuk menentukan faktor-faktor kualitas *website*, dengan variabel yang kegunaan, kualitas informasi, kualitas layanan interaksi, dan kualitas keseluruhan. Data diproses menggunakan perangkat lunak SPSS.

Hasil: Terdapat kesenjangan (*gap*) antara dua perspektif penilaian kualitas layanan *website* PsyCHE yaitu kinerja dan harapan kualitas layanan *website* PsyCHE. Secara keseluruhan, perbedaan dari dua perspektif penilaian (*gap*) adalah negatif, di mana tingkat harapan lebih tinggi dari kinerja, dengan nilai kesenjangan 0,42.

Kesimpulan: Kepuasan pelanggan rendah sehingga disarankan pengembang segera mengambil tindakan untuk meningkatkan kinerja *website* PsyCHE dan merevisi perencanaan strategis mereka. Dalam melakukan itu, mereka harus memprioritaskan atribut yang memiliki kesenjangan (*gap*) terbesar.

Kata Kunci: *E-learning*, *PsyCHE*, *Webqual*, *Importance Performance Analysis* (IPA), *Statistical Product and Service Solution* (SPSS).

Rizaldi Firdaus Akbar, 2019. Analysis E-Learning Website Quality of the Faculty of Psychology Airlangga University (PsyCHE) By Using the Webqual 4.0 Method and Importance Performance Analysis (IPA). This thesis was written under the supervision of Endah Purwanti, S.Si., M.Kom. and Faried Effendy, S.Si., M.Kom.. Bachelor Degree Information System Study Program Faculty of Science and Technology, Airlangga University.

ABSTRACT

Background: *PsyCHE is an e-learning from the Faculty of Psychology, Airlangga University, which was developed by (USI) Information Systems Unit of the Faculty of Psychology, Airlangga University. As long as PsyCHE has been in operation for decades, it requires consistency of services that meet the conditions that must be done but there is no research about the satisfaction of the psyche website*

Objective: *Analyze of website quality on PsyCHE e-learning services using the WebQual 4.0 method and Importance Performance Analysis (IPA).*

Methods: *This study is quantitative in nature, using questionnaires and purposive sampling method. The Webqual 4.0 and Important-Performance Analysis (IPA) were used to determine the customer satisfaction factors, with the variables being usability, information quality, service interaction quality, and overall quality. The data was processed using SPSS software.*

Results: *There is a gap (gap) between the two perspectives of PsyCHE website service quality assessment namely performance and importance of PsyCHE website service quality. Overall, the difference from the two valuation perspectives (gaps) is negative, where the level (importance) is higher than (performance), with a gap value of 0.42.*

Conclusion: *The customer satisfaction was low so it is advisable that the developer immediately take an action to improve their performance and revise their strategic planning. In doing so, they must prioritize the attributes which have the biggest gap because these are the ones that will improve customer satisfaction.*

Keyword: *E-learning, PsyCHE, Webqual, Importance Performance Analysis (IPA), Statistical Product and Service Solution (SPSS).*