

ABSTRACT

Information Communication Technology (ICT) has changed the way everyone does their activities, including the government. Electronic government (e-government) was asserted as new approach for public administration to interact with their citizen, increase their operation performance regarding service delivery, and to reducing the cost. There are number of types of social media that government use for example blogs, wikis, and social networking sites. In the tourism sector, Indonesia government has been using official Indonesia tourism website to promote tourism destinations and events. The purpose of this study is to know the customer satisfaction index of official Indonesia tourism website and also to know what indicators of e-government service quality that should be improved to enhanced the service quality of official Indonesia tourism website.

This study is using quantitative and descriptive analysis. The indicators are analyzed by using Customer Satisfaction Index (CSI) method and Importance Performance Analysis (IPA) technique based on the seven dimensions of e-service quality that are: web site design, reliability, responsiveness, security, personalization, information, and ease of usage. The type of data is primary data by giving out 400 questionnaires using the confidence level of 95% and the margin of error of 5%. The questionnaires were giving out by using by using google form (online) and physical forms. The seven dimension items were asked to the respondents by using Likert scale as measurement scale from not at all satisfied to very satisfied for importance and performance level.

The result of this study indicated that the CSI of official Indonesia tourism website is 79.879%. The result of satisfaction index indicates that the satisfaction is in the borderline. Also based on the Importance Performance Analysis technique that has been conducted in this study, the indicator that need to be improved is Information that is “www.indonesia.travel information is easy to understand.”

Key words: E-government service quality, customer satisfaction index, importance performance analysis.