

## **ABSTRACT**

*Indonesia is one of the many countries that use websites in higher education institutions. Telkom University as one of the universities that have used website media has never conducted in-depth research to find out whether the main website it manages still has a gap between expectations and perceptions from the perspective of its users. When this has been done, Telkom University can create a university website design that adapts to the expectations of its users, as one of the supporting tools to help achieve its vision.*

*Through this research, the level of expectations and perceptions of users of Telkom University's website, the level of the gap between expectations and perceptions of users, and the prioritized factors for improvement will be measured, to improve the quality of Telkom University's website.*

*To collect the required data, researchers spread questionnaires to 400 research respondents in the form of stakeholders from the Telkom University website. The researcher also conducted interviews with Telkom University, a website expert, and a visual design expert. The collected data were analyzed using descriptive analysis method, Gap Analysis, Importance-Performance Analysis, and comparison matrix. Data processing is assisted by using SPSS version 25.*

*Based on the research that has been done, it can be concluded that the user's expectations for the quality of Telkom University's website are 93.49%, with a perception of 72.25%. There are still gaps between the expectations and perceptions of users with a difference of 21.24%, with several factors that need to be corrected including the response speed of the website page, the completeness of available information, attractive website appearance, ease of using the website, ease of searching information on the website, reputation of the website, availability of information that is easy to understand, suitability of design with the type of website, and also display of multimedia content.*

*The proposal is to fix the technical aspects of the website and visual design, as well as adding infographic content and interactive chatbots. The website manager must also do user testing to find out what information is needed by the user, how to form information that is easy to understand, and how users can find information on a university website.*

*Keywords : media, university, user satisfaction, website, webqual 4.0*

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