

ABSTRACT

The internet has reached all countries in various parts of the world. Indonesia is no exception. In Indonesia itself has penetrated to all circles. Various activities and activities are carried out using internet technology. Starting from studying, looking for work, working, communicating, shopping can all be done easily using the internet. By early 2022, 62.5% of the world's population had access to the internet. Based on We Are Social & Hootsui data in the Digital 2022 Global Overview Report, of the 7.91 billion world population, 4.95 billion people or 62.5% have accessed the internet. The number of mobile phone holders reached 5.31 billion people or 67.1% of the population. The purpose of this study is to determine the quality of the website, the expectations of PPDB website users at SMK Telkom Bandung and the website quality attributes that must be improved. Type of Quantitative Research with Descriptive method. The population of this study were parents and students using the PPDB SMK Telkom Bandung website, with a sample of 100 respondents. Data collection by questionnaire method. The data analysis technique uses descriptive analysis, using the WebQual 4.0 method. The results of this study are the average quality level of Website Quality, it is found that the quality level on the Usability of System Quality dimension is 78.125% which means High, the quality level on the Information Quality dimension is 76.58% which means high, and the quality level on the Service Quality dimension of 74.79% which means high. From the results of the overall research on the PPDB SMK Telkom Bandung website, the average number of 21 webqual variable statements was 76.57%. The attributes that must be improved are personal information security and transaction security.

Keywords: Website Quality, WebQual 4.0, SMK Telkom Bandung