

## **ABSTRACT**

On February 17, 1976, RSUD Dr. Mohammad Zyn Sampang was established in response to the increasing complexity of health service needs in Sampang Regency. Following technological developments, this hospital has adopted the use of websites since 2019 to provide online health services to the community. This study aims to investigate how the quality of usability, quality of information, and quality of service interaction on the RSUD Dr. Mohammad Zyn Sampang website affect user satisfaction. Website service quality measurement uses the webqual4.0 method with a focus on four main dimensions: Usability quality (usability quality), information quality (information quality), service interaction quality (service interaction quality), and user satisfaction. The purpose of this study is to determine the level of user satisfaction with the RSUD Dr. Mohammad Zyn Sampang website and find suggestions for improvement based on the results of the Importance Performance Analysis (IPA) analysis.

Keywords: Usability Quality, Information Quality, Service Interaction Quality, User Satisfaction, Webqual, IPA