

Abstract

The Binsuslat Kemdikbud website plays a crucial role in providing information related to courses and training. However, user traffic analysis indicates a 5.41% decline in visits, with an average access time of only 11.06 seconds, and 37.09% of users visiting only a single page. Interview results further reveal issues in navigation, accessibility, and information delivery.

This study evaluates the website's quality using WebQual 4.0, focusing on three key variables: Usability, Information Quality, and Service Interaction Quality. Additionally, the Importance Performance Analysis (IPA) method is applied to identify aspects that require improvement. Data collection was conducted through an online questionnaire involving 150 respondents.

The findings indicate that the highest WebQual Index (0.87) is observed in information presentation (IQ7). However, several aspects require improvement, particularly navigation ease (U3), ease of feature use (U4), and personal information security (SIQ3). The website was redesigned based on evaluation recommendations, followed by post-test assessments. The results show improvements in several indicators, although gaps between user expectations and performance remain.

As a recommendation, improvements should focus on enhancing navigation structure, regularly updating information, and strengthening data security systems. With these enhancements, the Binsuslat Kemdikbud website is expected to provide a better user experience and effectively support educational services.

Keywords: *WebQual 4.0, Importance Performance Analysis, Website Evaluation, User Satisfaction*