

ABSTRACT

The Bandung City Government, through the Department of Communication and Informatics (Diskominfo), has developed the Web SADAYANA application as part of the implementation of the Electronic-Based Government System (SPBE). This application serves to support administrative and internal communication activities across departments. However, a systematic evaluation of the service quality of this application from the perspective of its internal users has not yet been conducted. This study aims to assess the quality of the Web SADAYANA service using the WebQual 4.0 method, which includes three key dimensions: usability, information quality, and service interaction. Additionally, the Importance Performance Analysis (IPA) method is used to identify priority improvements by comparing the level of importance and performance of each service indicator. Data were collected by distributing questionnaires to all civil servants (PNS) in the Diskominfo Bandung office, with 20 respondents completing the survey. The analysis results indicate that the usability and service interaction dimensions fall into the “Keep Up the Good Work” quadrant, meaning these aspects meet user expectations and should be maintained. Meanwhile, the information quality dimension is positioned in the “Possible Overkill” quadrant, indicating that although its performance is high, it is not viewed as a top priority by users. This study recommends periodic service evaluations, optimized resource allocation for more critical aspects, and enhancement of features that support personalization and two-way communication. The findings are expected to serve as a strategic foundation for the ongoing development of internal digital services within local government institutions, focusing on efficiency and user satisfaction.

Keywords: *WebQual, Importance Performance Analysis, Web SADAYANA, Diskominfo Bandung, Service Quality, SPBE.*