

Evaluasi kualitas website dengan metode WebQual dan e-Govqual : studi kasus Direktorat Jenderal Sumber Daya Air Kementerian Pekerjaan Umum dan perumahan rakyat = Website quality evaluation based on WebQual method and e-Govqual method : a case study of The Directorate General of Water Resources The Ministry of Public Works and Public Housing

Yuli Rianhar Adri Latief, author

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Abstrak

Perkembangan teknologi website telah berkembang pesat di setiap sektor manapun. Media website dalam setiap organisasi digunakan sebagai profiling sekaligus media informasi dari organisasi tersebut. Media website merupakan sarana penyebaran informasi efektif bagi pihak sektor publik/pemerintah dan swasta karena media website ini dapat diakses kapan dan dimanapun. Direktorat Jenderal Sumber Daya Air (Ditjen SDA) adalah unit eselon 1 di Kementerian Pekerjaan Umum dan Perumahan Rakyat yang memanfaatkan teknologi website untuk salah satu penerapan layanan e-government. Penelitian ini ditujukan untuk melakukan kajian evaluasi kualitas website Ditjen SDA dengan mengintegrasikan dua model pengukuran kualitas website (WebQual 4.0 dan e-GovQual).

Penelitian ini berhasil mensintesis dua model pengukuran kualitas website yang kemudian digunakan dalam instrumen survei pengukuran tingkat kualitas website Ditjen SDA. Pengumpulan data dalam penelitian ini menggunakan survei kepada para pengguna website Ditjen SDA melalui media survei cetak dan media survei on-line. Dari data isian kuesioner yang terkumpul didapatkan sebanyak 199 data valid. Setelah data survei terkumpul kemudian dianalisis menggunakan metode SEM-CFA (Structural Equation Modeling-Confirmatory Factor Analysis) dengan menggunakan perangkat lunak Lisrel 8.7. Hasil penelitian ini menunjukkan bahwa information quality, reliability, usability, citizen support, dan trust yang berpengaruh secara positif dan signifikan terhadap kualitas website Ditjen SDA. Dimensi yang memiliki pengaruh terbesar adalah information quality dan reliability. Selanjutnya disusun rekomendasi untuk tiap dimensi yang bertujuan meningkatkan kualitas website.

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The development of website technology has developed rapidly in every sector anywhere. On-line media such as website in any organization has been used as well as profiling media from the organization. Website is an effective media for disseminating information to the public/government sector and the private sector and also this website media can be accessed anytime and anywhere. Directorate General of Water Resources (DG-WR) is one of echelon units in the Ministry of Public Works and Housing People which uses website technology as an implementation of e-government services. This study aimed to conduct a study evaluating the quality of the website DG-WR by integrating the two models of quality measurement for website (WebQual 4.0 and e-GovQual).

This study succeeded in synthesizing two models measuring the quality of a website which is then used in the survey instrument for measuring the quality level DG-WR website. Collecting data in this study using

surveys of the users of the website DG-WR through printed media and online surveys. From the data obtained questionnaires that were collected as many as 199 data is valid. Once the survey data collected then it is analyzed using SEM-CFA (Structural Equation Modeling-Confirmatory Factor Analysis) using software Lisrel 8.7. The result of this study indicates that information quality, reliability, usability, citizen support, and trust have both significant and positive effect on the quality of the website DG-WR. Two dimensions have the greatest influence are information quality and reliability. Next step is to arrange recommendations on each dimension aimed at improving the quality of the website.