ABSTRACT

User Satisfaction Analysis of the Kemendagri.Lapor.Go.Id Website Using End-User Computing Satisfaction (EUCS) And Importance Performance Analysis (IPA) Methods

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This study aims to analyze the level of user satisfaction with the Kemendagri.lapor.go.id website using the End-User Computing Satisfaction (EUCS) approach and the Importance Performance Analysis (IPA) method. The EUCS method is used to measure five main dimensions of user satisfaction, namely: content, accuracy, format, ease of use, and timeliness. Meanwhile, IPA is used to map the attributes considered important by users and evaluate the actual performance of the website. Data were obtained by distributing questionnaires to active users of the website and analyzed quantitatively. The results of the study indicate that several dimensions obtained high satisfaction scores but had a lower level of importance, while several important attributes have not met user expectations. These findings provide strategic input for web developer in improving the quality of public digital services and improving areas that are still less than optimal.

Keywords*: User Satisfaction, Website Quality Analysis, End-User Computing Satisfaction (EUCS), Importance Performance Analysis (IPA), Government Website, Kemendagri.lapor.go.id.*

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