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Judul : Pengaruh Kualitas Website Terhadap Kepuasan Pengguna
Menggunakan Metode Webqual 4.0 Yang Terdiri Atas Variabel
Usability, Information Quality, Service Interaction Quality, Dan User
Satisfaction

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ABSTRAK

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Pengaruh Kualitas Website Terhadap Kepuasan Pengguna Menggunakan Metode Webqual 4.0 Yang Terdiri Atas Variabel Usability, Information Quality, Service Interaction Quality, Dan User Satisfaction

Perpustakaan Dinas Kearsipan dan Perpustakaan Kabupaten Pekalongan telah memanfaatkan website sebagai media pelayanan informasi bagi pengunjung. Namun, kualitas website perlu terus ditingkatkan agar mampu memenuhi kebutuhan pengguna dan meningkatkan kepuasan terhadap layanan yang diberikan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas website terhadap kepuasan pengguna menggunakan metode WebQual 4.0 yang terdiri atas variabel Usability, Information Quality, Service Interaction Quality, dan User Satisfaction. Objek penelitian adalah website Perpustakaan Dinas Kearsipan dan Perpustakaan Kabupaten Pekalongan. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 115 responden yang ditentukan menggunakan rumus Slovin. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial variabel Usability ($t_{\text{hitung}} = 2,047 > t_{\text{tabel}} = 1,981$) dan Information Quality ($t_{\text{hitung}} = 2,856 > t_{\text{tabel}} = 1,981$) berpengaruh signifikan terhadap User Satisfaction, sedangkan Service Interaction Quality ($t_{\text{hitung}} = 0,391 < t_{\text{tabel}} = 1,981$) tidak berpengaruh signifikan. Variabel Information Quality merupakan faktor yang paling dominan dalam memengaruhi kepuasan pengguna, diikuti oleh Usability. Hasil penelitian ini diharapkan dapat menjadi bahan evaluasi bagi pengelola website dalam meningkatkan kualitas informasi dan kemudahan penggunaan website sehingga kepuasan pengguna dapat terus meningkat.

Kata Kunci: *Kualitas website; Kepuasan pengguna; WebQual 4.0; Website Perpustakaan Dinas Kearsipan dan Perpustakaan Kabupaten Pekalongan*

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ABSTRACT

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The Effect of Website Quality on User Satisfaction Using the WebQual 4.0 Method Comprising the Variables of Usability, Information Quality, Service Interaction Quality, and User Satisfaction

The Library of the Archives and Library Service of Pekalongan Regency has utilized its website as an information service medium for visitors. However, the quality of the website needs to be continuously improved in order to meet user needs and enhance satisfaction with the services provided. This study aimed to analyze the effect of website quality on user satisfaction using the WebQual 4.0 method, comprising the variables of Usability, Information Quality, Service Interaction Quality, and User Satisfaction. The research object was the website of the Library of the Archives and Library Service of Pekalongan Regency. The study employed a quantitative approach with a sample of 115 respondents determined using the Slovin formula. Data were collected through questionnaire distribution and analyzed using validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination. The results showed that partially, the Usability variable ($t\text{-count} = 2.047 > t\text{-table} = 1.981$) and Information Quality variable ($t\text{-count} = 2.856 > t\text{-table} = 1.981$) had a significant effect on User Satisfaction, while Service Interaction Quality ($t\text{-count} = 0.391 < t\text{-table} = 1.981$) did not have a significant effect. The Information Quality variable was the most dominant factor influencing user satisfaction, followed by Usability. The findings of this study are expected to serve as evaluation material for website administrators in improving the quality of information and ease of website use, so that user satisfaction can continue to increase.

Keywords: *Website quality; User satisfaction; WebQual 4.0; Website of the Library of the Archives and Library Service of Pekalongan Regency*