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QUALITY ANALYSIS OF SEAMEO RECFON WEBSITE USING THE WEBQUAL METHOD

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ABSTRACT

This study aims to analyze and measure the quality of the SEAMEO RECFON website. The method used in this research is the Webqual method, which is a method or technique for measuring website quality based on end user perceptions which is used as the main reference with indicators of usability, information quality, and service interaction and the Importance Performance Analysis method. Data collection was carried out using a questionnaire of 50 questionnaires. The results showed that the level of user satisfaction with functionality has been achieved, while the level of user satisfaction with information quality has not been achieved, and the quality-of-service interaction has not been achieved. Based on the assessment of the three measurement dimensions, the usability dimension has a value of (0.245), the service interaction dimension has a difference or gap value of - (0.39) and the information dimension has a difference or gap value of - (0.26). Based on this, it can be concluded that the actual perception of quality has not been able to meet the ideal quality desired by SEAMEO RECFON website users, especially from quality attributes related to information on the website.

Keywords: *Quality, Webqual Method, Website.*

INTRODUCTION

SEAMEO RECFON (Southeast Asian Ministers of Education Organization Regional Centre for Food and Nutrition), which is the Regional Centre for Nutrition Studies, is one of the 26 centers of excellence of SEAMEO (Southeast Asian Ministers of Education Organization)(Hasanov & Khalid, 2015). SEAMEO is an intergovernmental organization established in 1965 by the governments of Southeast Asian countries to promote regional cooperation in education, science and culture (Tarigan, 2008). SEAMEO RECFON was established in 1967 as a Regional Center for Community Nutrition (RCCN) under the SEAMEO Regional Center for Tropical Medicine (TROPMED) network until SEAMEO RECFON changed its status and name in 2011.

The center is under the guardianship of the Government of Indonesia through the Ministry of Education and Culture as a regional non-profit organization (Napitupulu, 2017). In addition, this study center is located within the University of Indonesia Campus and acts as a nutrition research center called the University of Indonesia Regional Nutrition Study Center (PKGR UI). which already has a website that is visited / accessed by educators, teachers, students, partners and stakeholders (Sarwono, S. W., & Meinarni, 2012).

The website that was built aims to provide convenience in obtaining information. However, the information available on the SEAMEO RECFON website is not up to date, in addition to

an unattractive appearance, users have difficulty communicating with SEAMEO RECFON using the website (Rahmadi, 2013). Based on this, an analysis is needed to determine whether the SEAMEO RECFON website is in the category of a good website, in analyzing the quality measurement is needed, and to measure the quality of the SEAMEO RECFON website, indicators are needed that affect the quality of the website from the perspective of external users and internal staff (Hadi, 2016).

The quality measurement is intended to find out the problems or shortcomings of the SEAMEO RECFON Website, Examples include unattractive website displays, delays in information, and difficulties in communicating with schools (Iswadi, 2012). Some of these examples tend to make students feel that the quality of the website is not what they expect and provide dissatisfaction with the services provided.

The webqual method is a website measurement method based on end user perceptions. Webqual has three dimensions that represent the quality of the website, namely the ease-of-use dimension (Usability Quality), the information quality dimension (Information Quality), and the interaction quality (Interaction Quality) (Susanto & Othman, 2021). The advantage of Webqual is that it can be used to analyze the quality of several websites, both internal websites (career center, staffsite, studentsite, central library, internal information system, etc.) and external websites (airlines and e-banking, online buying and selling, etc.) (Waru & Zulkifli, 2023). Also, the reason why Webqual is preferred is because it focuses more on website quality. Other methods are only used for measuring website user satisfaction, not website quality, such as the Structural Equation Model (SEM) method (Wibowo., 2015). To identify more specifically the indicators that meet the expectations or have not met the expectations of its users, the Importance Performance Analysis technique is used which will identify important factors or attributes that must be shown by an organization to meet the satisfaction of its users based on user perceptions and expectations of the Website (Utama, 2016).

METHOD

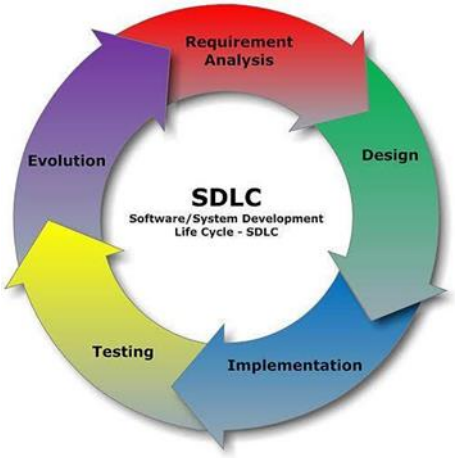
This research will be conducted at SEAMEO RECFON, l. Utan Kayu Raya No.1A, RT.1 / RW.8, Utan Kayu Utara, Kec. Matraman, East Jakarta City, Special Capital Region of Jakarta 13120. The data collection techniques used by the author in collecting data for this study are**:**

a. Observation
   Observations are made by observing the use, appearance and information available on the SEAMEO RECFON website. The author makes observations during working hours where the website is widely accessed by stakeholders.
b. Interview
   The author conducts interviews with website managers from MSIB Batch 6 Internship students regarding usability, information quality, and service interaction quality of the SEAMEO RECFON website.
c. Literature Study
   Questionnaire or questionnaire Is one of the information series devices used as a tool used by researchers in their activities to accumulate archives indirectly (researchers no longer directly ask respondents). This questionnaire or questionnaire uses a Likert scale.

The population in this study were internship students with a total of 65 students and 41 staff. According to (Ritchie et al., 2003) "The sample for respondents was taken using a stratified purpose sampling technique".

The sample taken from SEAMEO RECFON was 50 staff and 6 MSIB Batch interns. (Heizer et al., 2020) argues that the appropriate sample size in a study is between 30 and 500, so the research believes that the sample used is sufficient.

This research uses a method that adapts the System Development Life Cycle (SDLC) method. System Development Life Cycle (SDLC) is the stages of work carried out by system analysts and programmers in building information systems:



Research Stages with SDLC

1. System Implementation

The results of the system implementation are as follows:

a. Home Page

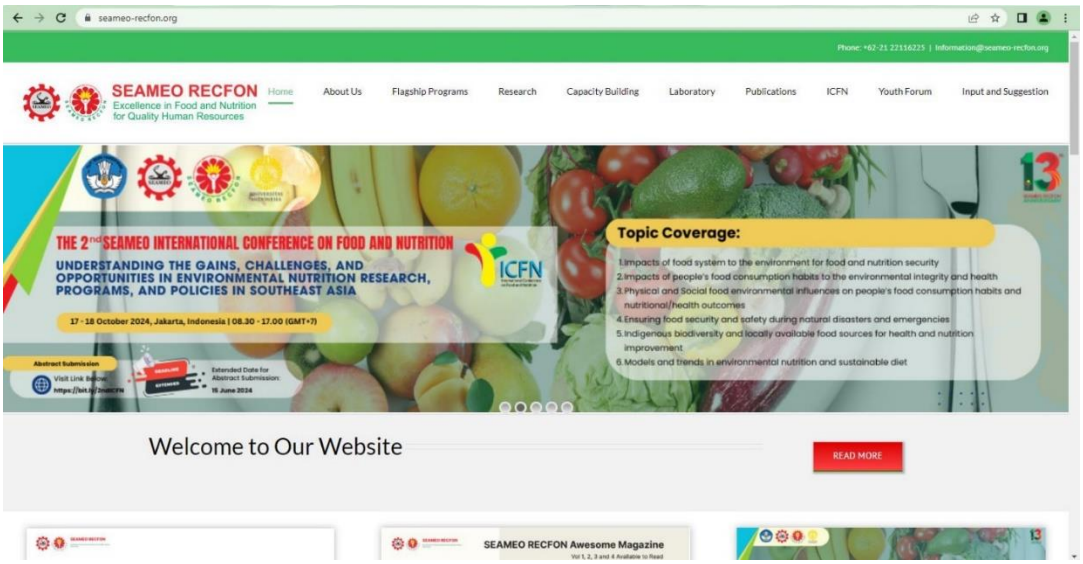


Figure 2. Main Page Display

The main features of the educational website at SEAMEO RECFON are information about the organization, research services, training and workshops, publication services, events and Laboratory services, so that it can be accessed online.

b. *About us* page

The following is the *About us* page on the SEAMEO RECFON *website* in the image below:

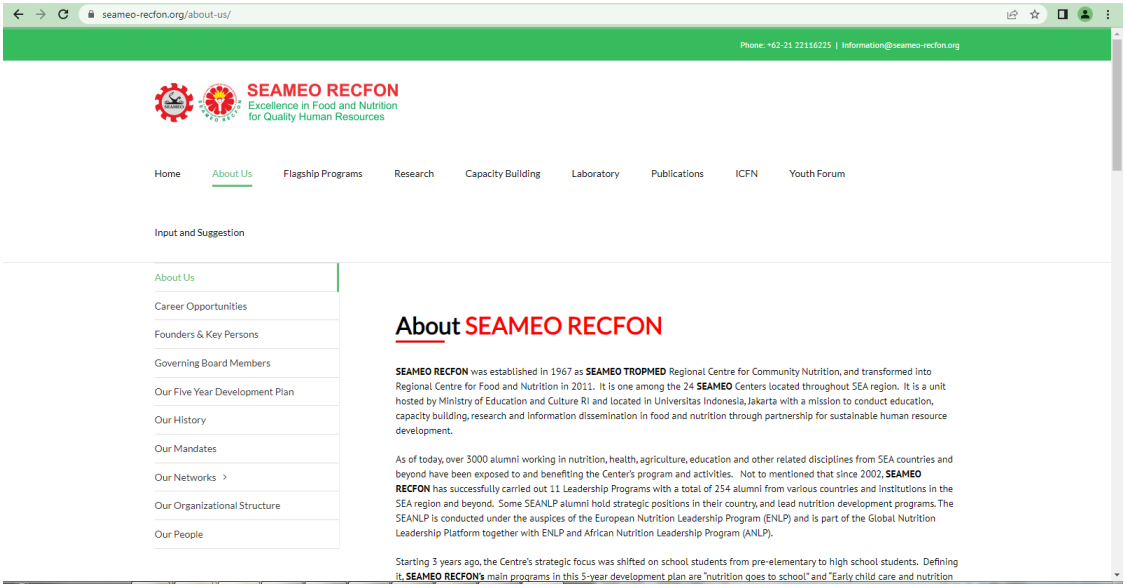


Figure 3. About Us Page Display

c. *Flagship Programs* Page

The following is the Flagship-Programs page on the SEAMEO RECFON website in the image below:

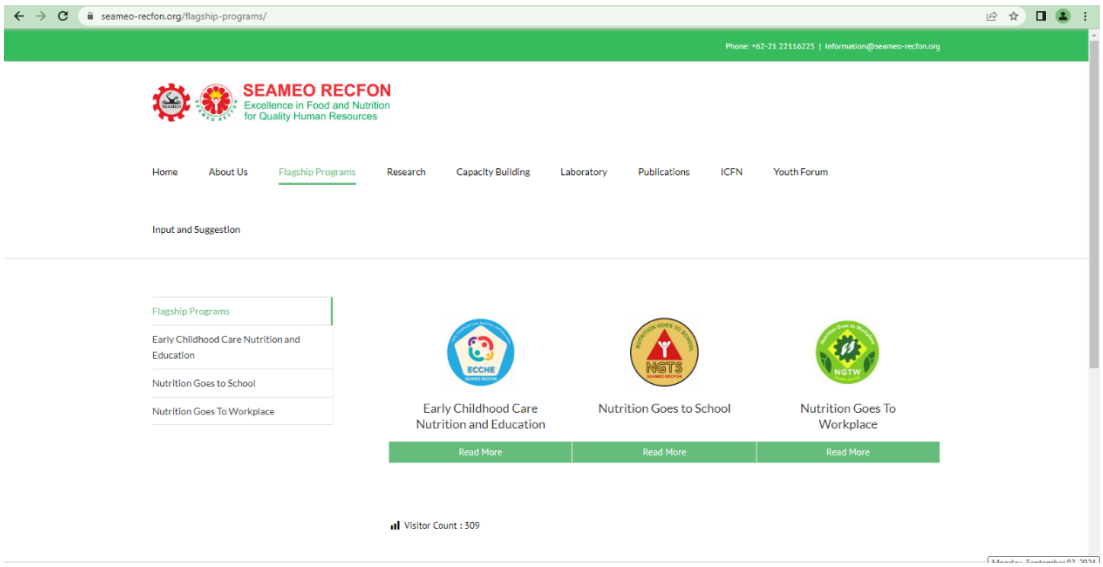


Figure 4. Flagship Programs Page Display

d. *Laboratory Services* page

The following is the *Laboratory Services* page on the SEAMEO RECFON *website* in the image below:

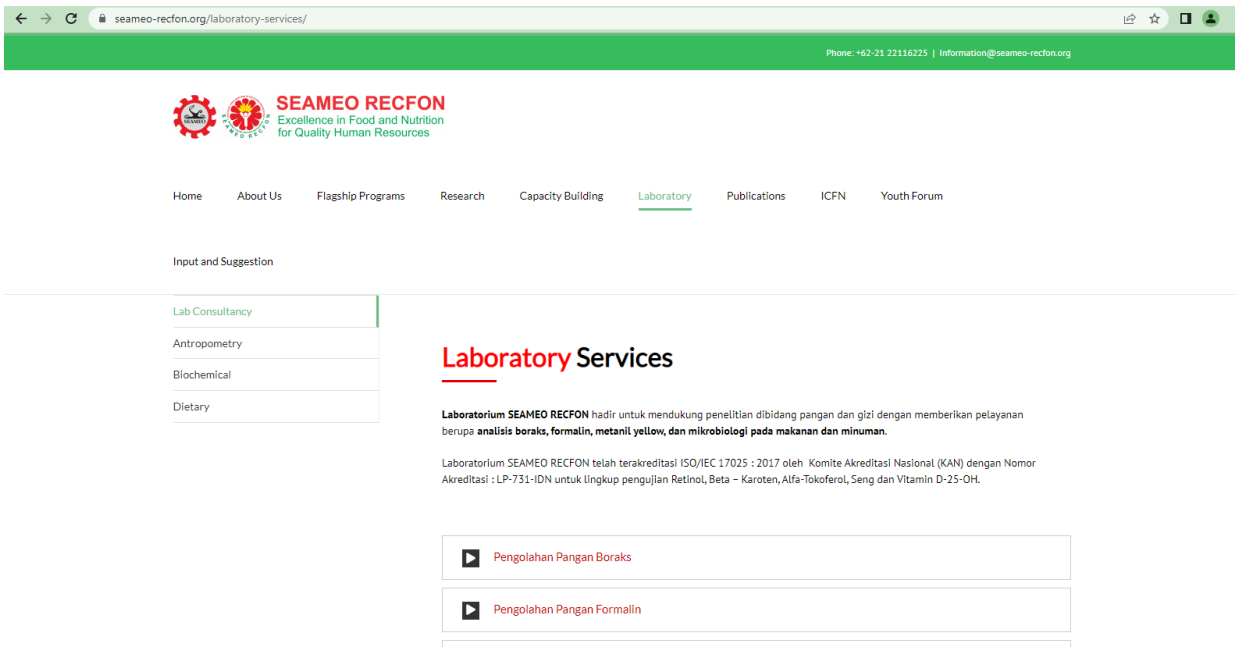


Figure 5: Laboratory Services Page Display

RESULTS AND DISCUSSION

The characteristics of the respondents in this study show that the male variation is more than the female range, where the percentage received for males is 62% and the female range is 38%. Especially based on age segmentation, 88% are between 17 ± 25 years old and 12% are under the age of 25-50 years old. Checking the validity and reliability of the questionnaire was carried out in this observation taking a sample of 50 questionnaires. Validity and reliability tests were conducted on the performance indicators of the SEAMEO RECFON *website* (*performance*)(Barnes & Vidgen, 2002).

This analysis is carried out to determine the level of gap from actual data (*Performance*) to the level of expectations desired by users (*Importance*) on the object of the *website* under study by calculating the difference between the level of importance (*Importance*) and the actual level of performance (*Performance*)(Bekti, 2015).

Qi (Gap) = Perf(i) - Imp(i)

Description:

Qi (Gap) = quality gap level

Perf(i) = current or actual perceived quality value (*performance*)

Imp(i) = ideal or expected quality value and important to develop (*importance*)

A good level of quality is indicated by a positive value or Qi (gap) = 0, indicating that the level of user satisfaction is positive or has met the expectations of the users and if the result Qi (gap) < 0 or negative, indicating that the level of user satisfaction is negative or has not reached expectations. The explanation of the quality indicator dimension gap is described in each dimension, namely *usability, information and service interaction quality*.

The results of the analysis can be seen in table 1 below:

Table 1: Value of all indicators

Indicator	**Performance**	**Importance**	**GAP**
Usability	4,75	4,505	0,245
Information quality	3,94	4,202	-0,262
Service interaction quality	3,257	3,656	-0,399
Average	3,982	4,121	-0,416

Table 1 above shows the three dimensions of Webqual. Especially based on the table above, the overall performance (Performance) and significance of importance (Importance) has a poor (gap) value which shows a range of (-0.416).

CONCLUSION

Based on the evaluation results of the SEAMEO RECFON website service quality using the Webqual method, it can be concluded that the website's quality does not consistently meet user expectations. There is a noticeable gap between the perceived performance level, which is rated as very good by users, and the expected level of importance. This gap is unfavorable, with an overall value of -0.416. The quality, as measured by Webqual, shows that the usability dimension has a value of 0.245, while the service interaction dimension has a gap value of -0.399, and the information dimension has a gap value of -0.26. These results indicate that the actual perceived quality of the website falls short of the ideal quality desired by SEAMEO RECFON users, particularly in terms of information-related attributes on the website.

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