

DAFTAR ISI

| | Halaman |
|--|---------|
| ABSTRAK | vii |
| KATA PENGANTAR | viii |
| DAFTAR ISI..... | x |
| DAFTAR GAMBAR | xiii |
| DAFTAR TABEL..... | xv |
| DAFTAR LAMPIRAN..... | xviii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 3 |
| 1.3 Batasan Masalah | 4 |
| 1.4 Tujuan | 4 |
| 1.5 Manfaat | 5 |
| 1.6 Sistematika Penulisan | 5 |
| BAB II LANDASAN TEORI | 7 |
| 2.1 <i>Website</i> | 7 |
| 2.2 Perguruan Tinggi | 8 |
| 2.3 Website Perguruan Tinggi | 8 |
| 2.4 Konsep <i>WebQual</i> | 10 |
| 2.4.1 Dimensi <i>WebQual</i> | 11 |
| 2.5 Hubungan antara Kualitas Informasi dengan Kepuasan Pengguna | 14 |
| 2.6 Hubungan antara Kualitas Interaksi dengan Kepuasan Pengguna | 15 |
| 2.7 Hubungan antara Kualitas Penggunaan dengan Kepuasan Pengguna | 15 |

| | | |
|---------------------------------|---|----|
| 2.8 | Hubungan antara Kepuasan Pengguna dengan Komitmen Situs | 15 |
| 2.9 | Skala Likert | 16 |
| 2.10 | <i>Statistikal Product and Service Solutions (SPSS)</i> | 16 |
| 2.11 | Validitas dan Reliabilitas | 17 |
| 2.12 | Uji Asumsi | 19 |
| 2.13 | Regresi | 21 |
| 2.14 | Regresi Linear Berganda | 22 |
| 2.15 | Pengujian Persamaan Regresi | 23 |
| 2.16 | Analisis Korelasi Ganda | 26 |
| BAB III METODE PENELITIAN | | 29 |
| 3.1 | <i>Website</i> Resmi Universitas Hang Tuah Surabaya | 29 |
| 3.2 | Alur Proses Metodologi Penelitian | 33 |
| 3.3 | Tahap Awal Metodologi Penelitian | 34 |
| 3.3.1 | Identifikasi Masalah | 34 |
| 3.3.2 | Studi Literatur | 34 |
| 3.3.3 | Pengumpulan Data | 34 |
| 3.3.4 | Model Konseptual | 35 |
| 3.4 | Tahap Pelaksanaan | 36 |
| 3.4.1 | Analisis <i>Website</i> dengan <i>WebQual</i> | 36 |
| 3.4.2 | Analisis Pengaruh Kualitas <i>Website</i> | 47 |
| 3.4.3 | Analisis Regresi Linear Berganda | 63 |
| 3.5 | Tahap Akhir | 70 |
| BAB IV PEMBAHASAN | | 71 |
| 4.1 | Gambaran Umum Karakteristik Responden | 71 |

| | |
|---|-----|
| 4.1.1 Jenis Kelamin | 71 |
| 4.1.2 Jurusan | 72 |
| 4.1.3 Angkatan | 72 |
| 4.2 <i>Website Quality (X)</i> | 73 |
| 4.2.1 <i>Usability Quality (X1)</i> | 73 |
| 4.2.2 <i>Information Quality (X2)</i> | 74 |
| 4.2.3 <i>Interaction Quality (X3)</i> | 75 |
| 4.3 <i>User Satisfaction (Y)</i> | 75 |
| 4.4 Uji Validitas dan Reliabilitas | 76 |
| 4.4.1 Uji Validitas | 77 |
| 4.4.2 Uji Reliabilitas | 83 |
| 4.5 Uji Asumsi | 88 |
| 4.5.1 Uji Normalitas Data | 89 |
| 4.5.2 Uji Multikolinearitas | 90 |
| 4.5.3 Uji Heteroskedastisitas | 92 |
| 4.5.4 Uji Autokorelasi | 94 |
| 4.5.5 Uji Linearitas | 95 |
| 4.6 Analisis Regresi Linear Berganda..... | 99 |
| 4.6.1 Model Pengujian | 101 |
| 4.7 Pembahasan | 108 |
| BAB V KESIMPULAN DAN SARAN | 115 |
| 5.1 Kesimpulan | 115 |
| 5.2 Saran | 116 |
| DAFTAR PUSTAKA | 117 |

| | |
|----------------|-----|
| LAMPIRAN | 120 |
|----------------|-----|

DAFTAR GAMBAR

| | Halaman |
|---|---------|
| Gambar 1.1 Data HangTuah <i>Traffic Utility</i> pada Universitas Hang Tuah | 2 |
| Gambar 1.2 Data Peringkat <i>Website</i> pada Alexa | 2 |
| Gambar 2.1 QFD dan Perkembangan <i>Website</i> | 11 |
| Gambar 2.2 Perkembangan Pengukuran Perangkat Lunak Model Kualitas <i>Website</i> atau <i>WebQual</i> | 13 |
| Gambar 2.3 Instrumen Penelitian Pada <i>WebQual</i> | 14 |
| Gambar 3.1 <i>Homepage Website</i> Universitas Hang Tuah Surabaya | 29 |
| Gambar 3.2 Informasi Beasiswa | 30 |
| Gambar 3.3 Informasi Jalur Beasiswa..... | 30 |
| Gambar 3.4 Persyaratan Untuk Jalur Beasiswa..... | 31 |
| Gambar 3.5 Informasi Lowongan Pekerjaan..... | 32 |
| Gambar 3.6 Informasi Spesifikasi Lowongan Pekerjaan | 32 |
| Gambar 3.7 Alur Proses Metodologi Penelitian..... | 33 |
| Gambar 3.8 Konstruksi Kuesioner Pengaruh Kualitas Layanan <i>Website</i> Terhadap Kepuasan Pengguna | 37 |
| Gambar 3.9 Kuesioner | 42 |
| Gambar 3.10 Diagram Alur Penelitian | 48 |
| Gambar 3.11 Variabel <i>view</i> | 49 |
| Gambar 3.12 Data <i>View</i> | 50 |
| Gambar 3.13 <i>Input Data Validitas X1</i> | 51 |
| Gambar 3.14 Kotak Dialog <i>Compute Variable</i> | 51 |

| | | |
|-------------|--|-----|
| Gambar 3.15 | Variabel Baru Total | 52 |
| Gambar 3.16 | Kotak Dialog <i>Bivariate Correlations</i> | 52 |
| Gambar 3.17 | Kotak Dialog <i>Reliability Analysis</i> | 54 |
| Gambar 3.18 | Kotak Dialog <i>Reliability Analysis Statistics</i> | 54 |
| Gambar 3.19 | Kotak Dialog <i>Linear Regression : Plots</i> | 55 |
| Gambar 3.20 | Kotak Dialog <i>Linear Regression Statistics</i> | 56 |
| Gambar 3.21 | Kotak Dialog <i>Linear Regression</i> | 58 |
| Gambar 3.22 | Kotak Dialog <i>Linear Regression : Save</i> | 58 |
| Gambar 3.23 | Penambahan Variabel RES_1 (<i>Unstandardized Residual</i>) | 59 |
| Gambar 3.24 | Kotak Dialog <i>Compute Variable</i> | 59 |
| Gambar 3.25 | Kotak Dialog <i>Linear Regression</i> | 60 |
| Gambar 3.26 | Kotak Dialog <i>Linear Regression : Statistics</i> | 61 |
| Gambar 3.27 | Kotak <i>Dialog Means</i> | 62 |
| Gambar 3.28 | Halaman <i>Data View</i> | 65 |
| Gambar 3.29 | Kotak Dialog <i>Linear Regression</i> | 66 |
| Gambar 3.30 | Halaman <i>Output Uji F</i> | 66 |
| Gambar 3.31 | Halaman <i>Data View</i> | 69 |
| Gambar 3.32 | Kotak Dialog <i>Linear Regression</i> | 69 |
| Gambar 3.33 | Halaman <i>Output Uji T</i> | 70 |
| Gambar 4.1 | Grafik <i>Normal P-P Plot</i> | 89 |
| Gambar 4.2 | Grafik <i>Scatterplot</i> | 92 |
| Gambar 4.3 | Daerah Penentuan H0 dalam Uji Durbin - Watson..... | 95 |
| Gambar 4.4 | Tampilan <i>Website</i> Hang Tuah Surabaya | 120 |
| Gambar 4.5 | Sistem Informasi Kepegawaian | 112 |

| | | |
|------------|--|-----|
| Gambar 4.6 | <i>Footer Website Hang Tuah Surabaya</i> | 114 |
|------------|--|-----|

DAFTAR TABEL

| | | Halaman |
|------------|---|---------|
| Tabel 3.1 | Model Hipotesis <i>WebQual</i> | 36 |
| Tabel 3.2 | Operasional Variabel | 44 |
| Tabel 3.3 | Bobot Nilai Jawaban Responden | 45 |
| Tabel 4.1 | Responden berdasarkan Jenis Kelamin | 71 |
| Tabel 4.2 | Responden berdasarkan Jurusan | 72 |
| Tabel 4.3 | Responden berdasarkan Angkatan | 72 |
| Tabel 4.4 | Distribusi Frekuensi Variabel <i>Usability (X1)</i> | 73 |
| Tabel 4.5 | Distribusi Frekuensi Variabel <i>Information Quality (X2)</i> | 74 |
| Tabel 4.6 | Distribusi Frekuensi Variabel <i>Interaction Quality (X3)</i> | 75 |
| Tabel 4.7 | Distribusi Frekuensi Variabel <i>User Satisfaction (Y)</i> | 76 |
| Tabel 4.8 | <i>Output Uji Validitas Usability Quality (X1)</i> | 77 |
| Tabel 4.9 | <i>Output Uji Validitas Information Quality (X2)</i> | 79 |
| Tabel 4.10 | <i>Output Uji Validitas Interaction Quality (X3)</i> | 81 |
| Tabel 4.11 | <i>Output Uji Validitas User Satisfaction (Y)</i> | 82 |
| Tabel 4.12 | <i>Output Reliabilitas Usability Quality (X1) Case Processing Summary</i> | 83 |
| Tabel 4.13 | <i>Output Reliabilitas Usability Quality (X1) Reliability Statistics</i> . | 84 |
| Tabel 4.14 | <i>Output Reliabilitas Usability Quality (X1) Item-Total Statistics</i> . | 84 |
| Tabel 4.15 | <i>Output Reliabilitas Information Quality (X2) Case Processing Summary</i> | 85 |
| Tabel 4.16 | <i>Output Reliabilitas Information Quality (X2)</i> | |

| | | |
|------------|---|-----|
| | <i>Reliability Statistics</i> | 85 |
| Tabel 4.17 | <i>Output Reliabilitas Information Quality (X2) Item-Total Statistics</i> | 86 |
| Tabel 4.18 | <i>Output Reliabilitas Interaction Quality (X3) Case Processing Summary</i> | 86 |
| Tabel 4.19 | <i>Output Reliabilitas Interaction Quality (X3) Reliability Statistics</i> | 86 |
| Tabel 4.20 | <i>Output Reliabilitas Interaction Quality (X3) Item-Total Statistics</i> | 87 |
| Tabel 4.21 | <i>Output Reliabilitas User Satisfaction (Y) Case Processing Summary</i> | 87 |
| Tabel 4.22 | <i>Output Reliabilitas User Satisfaction (Y) Reliability Statistics</i> ... | 87 |
| Tabel 4.23 | <i>Output Reliabilitas User Satisfaction (Y) Item-Total Statistic</i> | 88 |
| Tabel 4.24 | <i>One-Sample Kolmogorov-Smirnov Test</i> | 90 |
| Tabel 4.25 | <i>Multikolinearitas Coefficients^a</i> | 91 |
| Tabel 4.26 | <i>Heteroskedastisitas Coefficients^a</i> | 93 |
| Tabel 4.27 | <i>Autokorelasi Model Summary^b</i> | 94 |
| Tabel 4.28 | <i>Output Uji Linearitas User Satisfaction * Usability Quality</i> | 96 |
| Tabel 4.29 | <i>Output Uji Linearitas User Satisfaction * Information Quality</i> .. | 97 |
| Tabel 4.30 | <i>Output Uji Linearitas User Satisfaction * Interaction Quality</i> | 98 |
| Tabel 4.31 | <i>Hasil Uji Koefisien Pengaruh Kualitas Layanan Terhadap Website</i> | 98 |
| Tabel 4.32 | <i>Output Regression Variable Entered / Removal</i> | 99 |
| Tabel 4.33 | <i>Output Regression Model Summary^b</i> | 100 |

| | | |
|------------|---|-----|
| Tabel 4.34 | <i>Output Regression ANOVA^a</i> | 100 |
| Tabel 4.35 | <i>Output Regression Coefficients^a</i> | 101 |
| Tabel 4.36 | Pembahasan Variabel <i>Usability Quality (X2)</i> | 109 |
| Tabel 4.37 | Pembahasan Variabel <i>Information Quality (X2)</i> | 111 |
| Tabel 4.38 | Pembahasan Variabel <i>Interaction Quality (X3)</i> | 113 |



DAFTAR LAMPIRAN

| | Halaman |
|--|---------|
| Lampiran 1.1 Biodata Penulis | 120 |
| Lampiran 1.2 Kuesioner | 121 |
| Lampiran 1.3 Tabulasi Data | 124 |
| Lampiran 1.4 Frekuensi Karakteristik Responden | 162 |
| Lampiran 1.5 Uji Validitas dan Reliabilitas | 172 |
| Lampiran 1.6 Uji Normalitas Data | 183 |
| Lampiran 1.7 Uji Multikolinearitas | 184 |
| Lampiran 1.8 Uji Heteroskedastitas | 186 |
| Lampiran 1.9 Uji Autokorelasi | 188 |
| Lampiran 1.10 Uji Linearitas | 188 |

