

I. INTRODUCTION

In recent years the training course sector in Indonesia has rapidly developed. According to data from the Ministry of Manpower, the number of training providers in Indonesia significantly increased from 4,515 in 2022 to 5,390 in 2023. Many institutions now offer a wide range of training courses to enhance skills and knowledge across various fields, from information technology to human resource management, with Infinite Learning being one of the prominent providers. Infinite Learning has established itself as a leading training provider in Indonesia, committed to offering up-to-date and market-relevant courses, particularly in the field of technology. Their services include courses tailored to current job market needs, supported by experienced instructors, as well as career consulting and coaching services.

To facilitate user access to all its services, Infinite Learning launched its official website, Infinite Learning Training Course [1]. This website allows users to view a variety of available courses, making it easier for them to choose courses of interest [2]. The Infinite Learning Training Course website features a user-friendly interface and intuitive navigation, ensuring a comfortable browsing experience [3]. Besides the course catalog, the website also provides up-to-date job vacancy information offered by Infinite Learning, demonstrating its commitment to guiding course participants in their career paths after completing the training. Despite these conveniences, the website has received some user complaints about its quality [4]. According to a pre-survey conducted by the author, users reported issues such as a lack of features, difficulties in purchasing courses, and incomplete course descriptions [5]. The quality of the website is crucial for a training course platform as it impacts user experience and the platform's ability to attract participants. The identified improvement needs will be mapped and evaluated in detail using the Webqual 4.0 method and Importance Performance Analysis (IPA) [6].

To address the challenges related to website quality, the use of the Webqual 4.0 method will provide a deep understanding of website quality evaluation from the user's perspective, highlighting the dimensions of usability, information quality, and interaction quality [7]. Meanwhile, the Importance Performance Analysis (IPA) method will help identify priority improvement needs by examining aspects considered important by users but not well met by the Infinite Learning Training Course website. By employing the Webqual 4.0 and Importance Performance Analysis (IPA) methods, the author's research is expected to offer in-depth insights on how to measure and provide improvement recommendations to enhance the quality of the Infinite Learning Training Course website.

The Infinite Learning Training Course website is an online platform providing learning and skill development in the IT environment. This website offers a series of vocational training courses across various skill areas [8]. Users of the Infinite Learning Training Course website include both administrators and the general public. User functionalities include purchasing courses, where users can select the courses they wish to attend [9]. Administrator functionalities include monitoring and maintaining the website [10]. The business process of the Infinite Learning Training Course website involves users selecting and viewing details about their desired courses, followed by being directed to personal contact services from Infinite Learning. Users are then given guidelines on how to purchase courses [11]. The author is one of the course participants from the Infinite Learning Training Course website. This website aims to provide a dynamic learning experience, offering modules that can be tailored to user needs. Users can choose from various courses, including programming, cybersecurity, software development, data analysis, network technology, and receive full support from experienced instructors [12].

In this study the Webqual 4.0 and Importance Performance Analysis (IPA) methods will assist in analyzing the quality of the website. The three dimensions underlying the Webqual 4.0 framework will form the foundation and benchmark for the questionnaire questions [13]. In the first dimension, usability quality, the questions will explore key aspects that affect the visual impression, clarity of the available content, and smooth navigation of the website. In the second dimension, information quality, the questions will explore essential aspects related to the accuracy, clarity, and relevance of the information available on the website [14]. The final dimension, interaction quality, will include questions related to the comfort of users interacting with the website and the website's responsiveness. Once all the questionnaire data is collected, the next step will be to map each element's position in quadrants that reveal urgency and performance through the Importance Performance Analysis (IPA) method. This process will identify the factors that should be the main priorities in website development, the factors that need improvement, the reference factors, and the factors that are not prioritized in the website's development.

Webqual 4.0 and Importance Performance Analysis (IPA) were chosen as evaluation methods in this study because they offer a comprehensive approach to assessing website quality. Webqual 4.0 evaluates three main

dimensions—usability quality, information quality, and interaction quality—to provide an in-depth understanding of the user experience. Importance Performance Analysis (IPA) complements Webqual 4.0 by prioritizing improvements based on the importance and performance levels perceived by users, mapping indicators in a Cartesian diagram to determine development priorities. The combination of these two methods allows for a structured and strategic analysis to effectively enhance website quality according to user needs and expectations.

Webqual 4.0 and Importance Performance Analysis (IPA) were chosen as evaluation methods in this study because their effectiveness and validity have been demonstrated in various previous case studies. Study conducted by [15] used Webqual 4.0 to assess the quality of e-commerce websites, finding that the dimensions of usability, information quality, and interaction quality significantly influenced user satisfaction. Research by [16] in the education sector utilized IPA to identify improvement priorities for a university website, significantly enhancing user experience. These studies illustrate that the combination of Webqual 4.0 and IPA is not only relevant but also effective in the context of website quality evaluation, including in the e-learning and training sectors.

This study contributes to the existing literature and theories on website quality by applying the Webqual 4.0 and IPA approaches in the context of e-learning and the training sector in Indonesia. By evaluating and enhancing the quality of the Infinite Learning website, this research provides new insights into how aspects of usability, information quality, and interaction can be optimized to improve user experience. The results of this study offer practical recommendations for training website managers and enrich the academic discussion on website quality evaluation methodologies in the e-learning field. Through comprehensive findings and analysis, this research is expected to serve as a reference for future studies aiming to improve digital service quality in the education and training sectors.