

ABSTRACT

Abstract – Information Technology plays a crucial role in the development of the Banjaranyar village website to improve access to information, transparency, and community participation. The main problems of the Banjaranyar village website are the unresponsive website appearance, less updated information, and less effective services so that the Banjaranyar website is not effective for villagers. This study aims to analyze the Banjaranyar village website. The data for this study uses data from questionnaires distributed to Banjaranyar villagers. This research method uses the WebQual 4.0 method. The results of the analysis of the Banjaranyar website show that Information Quality significantly affects the User Satisfaction variable based on the t Statistic value of 2,981, which is greater than the t Table, which is 1.66. followed by User Service Quality significantly affects the User Satisfaction variable based on the t Statistic value of 2,077, which is greater than the t Table, which is 1.66. Meanwhile, Service Interaction Quality significantly affects the User Satisfaction variable based on the t Statistic value of 3,018, which is greater than the t Table, which is 1.66. The conclusion of the three values is that the variables of information quality, usability quality and service quality really affect the effectiveness or ineffectiveness of the Banjaranyar village website, so that the IT staff of Banjaranyar village must manage the village website with quality.

Keywords: Website quality analysis, Website quality, Information Technology Trends