

## ABSTRACT

Nowadays, website is needed for an institute to provide information and interact with people who have interest or simply want to find information. With the existence of website as community service, website's performance and appearance are important for the users. Information in a website must focus on the quality for the users. Another thing, in analyzing a website, it is necessary to pay attention to the user's point of view.

SMK Negeri 1 Binangun is an educational institution emphasizes on education and training to prepare a skilled workforce. SMK N 1 Binangun has a website, and based on the questionnaire using WebQual 4.0 method which was distributed to 35 students, it was found that there was dissatisfaction with the website's quality. Therefore, the researcher analyzed SMK N 1 Binangun's website using WebQual 4.0 method and Importance Performance Analysis (IPA).

Analysis results showed there are three points that have lowest WebQual Index, which are space for the users to interact, navigation, and the completeness of website's content. To overcome the problem, website redesign was carried out on these three points. After the redesign was done, the average score for performance and importance showed significant difference in these three points, which are 4,44; 4,61; 4,41.

**Keywords:** website of SMK N 1 Binangun, webqual 4.0, Importance Performance Analysis, website analysis, website redesign

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