

ABSTRACT

The sector of tourism is the largest contributor of foreign exchange to Indonesia in 2014, and the role of local tourists in travelling is very high and the increasing of internet users in Indonesia in 2015. Governments take advantage of that by creating Wonderful Indonesia website, but in other hand a number of visitor, the website has decreased in December 2015 – February 2016 (similiarweb) , a similar thing happened at alexa.com stating that website had a decline in the number of visitor. Therefore, researchers taking research on "analysis of user satisfaction with the quality of the website wonderful indonesia".

In this research using quantitative methods and in this reasearch using a online questionnaire to people that know website Wonderful Indonesia and was looking for information on the website. From the questionnaire it got 400 respondents. Data processing in this research using SPSS version 22 and multiple regression analysis techniques.

The respondent's response to the webqual of Wonderful Indonesia website result that Usability is the most affecting Webqual dimensions of user satisfaction. As well as the results of multiple regression showed that the influence of the highest dimensions Webqual against user satisfaction is information quality it is proportional to t-test results or partially showed that sub-variable X 2 or information quality has the highest influence.

We recommend the website Wonderful Indonesia must improve information quality and improve the item "website" Wonderful Indonesia presents the information in an appropriate format ".

Keywords : WebQual, Users Satisfaction, Quantitative, Multiple Regression