

ABSTRACT

Technological advances today have shown very rapid progress. One of the technologies that is rapidly developing is information and communication technology and the internet is one of the developments in information and communication technology. One of the great benefits of using the internet is realized by newspaper actors, one of which is Tribunnews by creating an official website, namely Tribunnews.com. Tribunnews is one of the online news sites in Indonesia and is the number one online news site in Indonesia. In this study, the Tribunnews website faced several obstacles, one of which was a decrease in the number of website traffic. In addition, some consumers also complained about the impractical appearance of the Tribunnews website, the Tribunnews website, and the number of advertisements on the Tribunnews website. This is directly proportional to the decrease in the number of traffic on the Tribunnews site.

The purpose of this study was to determine whether there is an effect of the webqual dimension, namely usability, information quality, and Tribunnews.com service interaction quality on user satisfaction. The independent variables in this study are usability, information quality, and service interaction quality, while the dependent variable in this study is user satisfaction.

The method in this research uses quantitative methods. The data collection technique used was through distributing questionnaires with the number of respondents as many as 385 Tribunnews.com users. The data analysis technique used is descriptive analysis and multiple linear regression.

Based on the results of hypothesis testing, it was found that a result, namely usability, information quality, and service interaction quality, has a positive effect on Tribunnews.com user satisfaction simultaneously and partially.

The author suggests that Tribunnews.com make improvements or updates in the appearance of its website, make improvements in the presentation of information, deliver or disseminate information about the security of customer personal data, so that it is expected to increase user satisfaction.

Keywords: *Webqual, Usability, Information Quality, Service Interaction Quality, User Satisfaction.*