Abstract

The tourism sector is the government's flagship program, especially the local government to disseminate information and to improve good public services for the community. Although currently the Bandung City Culture and Tourism Office has implemented a website-based e-government information system, there have been various complaints from website users stating that information on the website is difficult to find, website responses take quite a long time when accessed and so on, so it is necessary to evaluate. usability on the website to increase the ease and efficiency of users in using the website of the Bandung City Department of Culture and Tourism. To evaluate the usability of a website, a method is needed to measure usability from a user's point of view, so the method used is the website usability evaluation tool (WEBUSE), then the results of the WEBUSE evaluation will be measured using the Importance-Performance Analysis (IPA) method to determine improvements. what must be prioritized to be done in order to increase the ease and efficiency of using the website. The results of this study indicate that the website usability is currently at the "Moderate" level with a usability value of 0.56, while the improvements made to the website have increased the website usability level to the "Good" level with a usability value of 0.78. Current website performance results have an average value of 3.25, while the improved website performance has increased to 4.10. Then, the 11 website problems that are currently included in the concentrate here quadrant have been fixed and show an increase by entering the keep up the good work quadrant.