

ABSTRACT

The development of the internet and information technology in Indonesia has made it easier for people in almost all aspects of life, from work, to information, sharing data and virtually communication. The development of internet technology has brought changes from an information and communication technology today, the one of internet and information technology's uses by using the website used by the Indonesian Ulema Council (MUI) for community service, its function is to make it easier for producers and consumers to check the halal status of a product or the authenticity of the certification and can be accessed through the website www.halalmui.org.

This study aims to analyze the quality of the MUI website according to respondents' responses and describe the quality level of the MUI website based on the quality received (actual) and the level of quality expected (ideal) by users. The study used the webqual 4.0 method with variables of usability, information quality, and service interaction. The research data was collected from a questionnaire distributed through Google forms using purposive sampling to 100 respondents who had used or accessed the MUI website.

The results of research that have been carried out according to the site responses of MUI respondents get an average value of the proportion of performance of 82.7% and an interest level of 87.3%. And there is a negative (gap) which is valued between the level of performance and importance of -0.23, the biggest gap value is in the usability dimension of -0.30. This shows that the level of quality perceived by users has not met the level of quality expected by MUI website users. Indicators that are the main priority for improvement are indicators that are easy to learn, do not require special skills, website design, provide up-to-date and up-to-date information.

Keyword: Website Quality, Webqual 4.0, Importance Performance Analysis, Usability, Information Quality, Service Interaction.