

ABSTRACT

The Strategic Partnership of Telkom University is a strategic unit that functions to manage and coordinate strategic partnerships, oversee the university's reputation, facilitate the exchange process of academicians with international partners, and create collaboration opportunities for teaching, research, community service, and business. The information system used by the Strategic Partnership of Telkom University is a website-based system. This research was conducted to assess the quality of the website of the Strategic Partnership of Telkom University using the webqual 4.0 method. Data was collected through interviews with five informants, and the research employed a qualitative and descriptive approach. The research object encompassed various content and messages within the website of the Strategic Partnership of Telkom University. The research findings indicate that the overall quality of the website of the Strategic Partnership of Telkom University has reached a satisfactory level. However, there are several aspects that need to be improved to enhance user experience and the effectiveness of the website in managing strategic partnerships, maintaining the university's reputation, and creating collaboration opportunities.

Keyword: *Website Quality, Webqual 4.0*