

Website Work Quality Assessment to Improve Webometrics Rank on the Website of <https://uin-suka.ac.id/>

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Abstract - UIN Sunan Kalijaga is one of the State Islamic Universities that applies website media as a medium to provide information to users both for the academic community and the general public who want to know information related to information about campus, one of which is news information, registration, announcements and so on. The strength of the website becomes a measuring tool in determining rankings in Webometrics. The purpose of ranking or webometrics (<https://www.webometrics.info/>) is to promote the publication of the website. Supports Open Access, electronic access to scientific publications and other academic materials. This article tries to explain the website visibility of UIN Sunan Kalijaga Yogyakarta as an effort to increase webometrics ranking. This study uses a qualitative approach with a descriptive type, by analyzing information sources, website structure and technology with bibliometric and infometric approaches used by the website of UIN Sunan Kalijaga Yogyakarta. The results of the analysis obtained by measuring the usability element, the uin-suka.ac.id website shows the uin-suka.ac.id website looks quite "friendly" to use on mobile phones or smartphones that access the uin-suka.ac website. en. Analysis of Information Quality shows that the uin-suka.ac.id website does not yet have good backlinks. The quality of service interactions perceived by users of the uin-suka.ac.id website does not appear to have produced a good enough impression in their trust and empathy activities in the access process, such as in terms of transactions and information security, message delivery, personalization and communication activities.

Keywords: Webometrics, Web, UIN Sunan Kalijaga

Abstrak - UIN Sunan Kalijaga merupakan salah satu Perguruan Tinggi Islam Negeri yang menerapkan media website sebagai media untuk memberikan informasi kepada pengguna baik bagi civitas akademika maupun masyarakat umum yang ingin mengetahui informasi terkait informasi seputar kampus, salah satunya informasi berita, pendaftaran, Pengumuman dan sebagainya. Kekuatan website menjadi alat ukur dalam menentukan peringkat di Webometrics. Tujuan dari peringkat atau webometrics (<https://www.webometrics.info/>) adalah untuk mempromosikan publikasi situs web. Mendukung Akses Terbuka, akses elektronik ke publikasi ilmiah dan materi akademik lainnya. Artikel ini mencoba menjelaskan visibilitas website UIN Sunan Kalijaga Yogyakarta sebagai upaya dalam meningkatkan peringkat webometrics. Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif, dengan menganalisa sumber informasi, struktur situs web dan teknologi dengan pendekatan bibliometrik dan infometrik yang digunakan website UIN Sunan Kalijaga Yogyakarta. Hasil analisa yang diperoleh dengan Pengukuran dari elemen kegunaan, situs web uin-suka.ac.id menunjukkan situs web uin-suka.ac.id terlihat cukup "ramah" untuk digunakan pada ponsel atau smartphone yang mengakses situs web uin-suka.ac.id. Analisa dalam Kualitas Informasi menunjukkan bahwa situs web uin-suka.ac.id belum memiliki backlink yang baik. Kualitas interaksi layanan yang dirasakan oleh pengguna situs web uin-suka.ac.id terlihat belum menghasilkan kesan yang cukup baik dalam aktivitas kepercayaan dan empati mereka dalam proses mengakses, seperti dalam masalah transaksi dan keamanan informasi, pengiriman pesan, personalisasi dan aktivitas komunikasinya.

Kata Kunci: Webometrics, Web, UIN Sunan Kalijaga

Introduction

Academic interests and academics divert access to find information through the internet to find scientific information and institutions owned by an academic institution present a

great need for resources to increase the capacity of academic institutions' websites. It is therefore very important to consider website publications not only as a primary tool for scientific communication but as a branding of

the overall organization and performance of the university/research institute. The presence of a website is often ignored by academics, they ignore it because they think that the presence of a website is not related to their academic duties and academics ignore requests to contribute to fill in the university's website space. Given the wide and diverse audience that a website can reach and can build institutional branding, it is hoped that there will also be a social role for academics or university scientists. Academic websites are a global source of expertise as well as a means of communicating scientific and cultural achievements (Aguillo et al., 2010: 477).

The impact of electronic publications is far greater than that obtained by printed journals or books produced by academics at universities for the purposes of the Tri Dharma of Higher Education. University websites are the most efficient and cheapest way to enhance all three academic missions: teaching, research and technology transfer. Lack of visibility on websites leads to alarming levels of academic digital divide (Liu, 2013:164).

Website presence measures the activity and visibility of the institution and is a good indicator of the impact and prestige of the University. The rankings created in webometrics summarize the global performance of the University, provide information for prospective students and scholars, and reflect a commitment to the dissemination of scientific knowledge. Webometric ranking intends to motivate institutions and academics to have a website presence that accurately reflects their activities. If the performance of an institution's website is below the level expected according to their academic excellence, university authorities should reconsider their website policy, promoting a substantial increase in the volume and quality of their electronic publications.

Webometric is a system that provides an

assessment of all the best universities in the world through the university's website. Since it was first launched in 2004, Webometric has been increasingly recognized as one of the benchmarks for assessing the progress of a university. Webometric periodically issues rankings every 6 months in January and July. Each university will of course be assessed and ranked not only a ranking based on the country in which the university is located but also given an overall/world ranking. So every university can certainly get a high ranking depending on how they implement policies on handling their websites.

In the current era, website publications are often questioned about how to manage content quality, not taking into account that in addition to research results published in prestigious journals, academic activities generated in the lecture process can be used to develop website activities and show various university activities that can be shown on the website page. Teaching materials, publication data, drafts, slides, software, bibliography or links are also relevant and inform about the commitment of lecturers such as university professors to provide motivation in the learning process in lectures.

The structure, composition, and all types of administrative information presented by the university are actually very valuable for the benefit of the institution itself. When this information is publicly available through the website, it speaks of the university's high academic level. The website provides a comprehensive way to describe various activities that can be accessed more widely so that the scientific publication component is actually only one component that can be found on the university website (Maina, 2012). Like the website of UIN Sunan Kalijaga Yogyakarta, a few years ago this website was considered to be something that was not so important and was given a small portion of involvement in the institution so that there was little relevant information and no added value that could be given to the university.

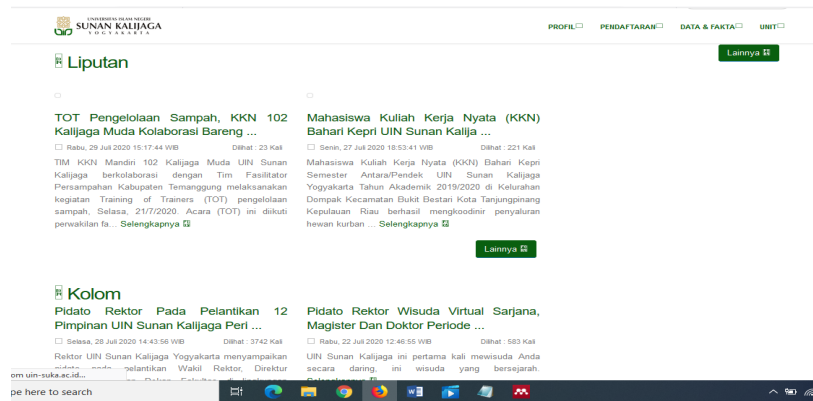


Figure 1. Website <https://uin-suka.ac.id>

The presence of a good and strong website in informing various factors clearly correlates with the level of quality globally: wide availability of competitive IT or computerized resources, globally owned internet literacy, showing a university room with policies that promote democracy on campus and as a space of freedom. speaking, so the website can show competitiveness for international visibility. Although a small part of the content of the university's domain is not academic in nature, in fact the pattern obtained is quite meaningful in the measurement in webometric analysis (Bielsa & Porcel, 2016:3).

The purpose of ranking or webometrics (<https://www.webometrics.info/>) is to promote the publication of the website. Supporting Open Access, electronic access to scientific publications and to other academic materials is a key target. However website indicators are also very useful for ranking purposes as they are not based on number of visits or page design but on global performance and university visibility. Since other rankings only focus on a few relevant aspects, particularly research results, rankings based on website indicators reflect the overall picture better, as many of the activities of professors and other researchers are indicated by the presence of their websites. Websites include not only formal (electronic journals, repositories) but also informal scientific communications.

This paper can find out and conclude ways that can increase the ranking of universities in webometrics and benefit the academic community at UIN Sunan Kalijaga Yogyakarta in the vicinity. "What is the

function of the UIN Sunan Kalijaga Yogyakarta website that can be presented for the progressive life of the academic community at UIN Sunan Kalijaga Yogyakarta?"

Theoretical Frameworks

Literature review of similar research entitled Increasing Webometrics Rank Using Inbound And Outbound Methods in Higher Education by Untung Rahardja (2017) from STMIK Raharja, Department of Information Systems. This study reveals that the rapid development of Information Technology today has a very important role in increasing the competitiveness of quality universities. To find out the quality and ranking of the best universities, it is necessary to have parameters (Rahardja et al., 2017). Webometrics ranking is one of the parameters for evaluating the performance of world university websites which is increasingly becoming a special concern among academics. As an educational institution that prioritizes computer science by always prioritizing quality, Raharja College also participates in the webometrics ranking to compete with world-class universities. Webometrics provides information about the quality of a university website which is supported by the subdomain of the main domain owned by every university that has registered to be included in this webometrics ranking. The smaller the rank you get, the greater the chance to occupy the top rank. The criteria or levels are made using the 10-level inbound object approach method,

Inbound and outbound methods can increase the number of backlinks efficiently. In addition, the application of this method is

considered interesting because it is very easy to implement which is supported by the presence of 10 inbound levels and the process of embedding outbound links which is very easy to do by making articles, creating link partners, making videos and so on. The achievement of webometrics after going through the process of implementing inbound and outbound links by maximizing visibility indicators has succeeded in increasing Raharja College's ranking from 303 to 233. Being part of webometrics is important to see how far the quality of the website and digital wealth owned by the university is.

Then, the Study on Visibility Strategy in Efforts to Improve Webometric Ranking by Tenia Wahyuningrum Informatics Engineering Study Program, Telkom Purwokerto Telematics Technology College (2015). It was revealed that the percentage of visibility assessment as much as 50% in the webometrics ranking got the largest portion compared to the activity indicator (50%) which was divided into 3 assessments, namely presence (1/3), openness (1/3) and excellence (1/3). Because webometrics is the most realistic rating in Indonesia, visibility that has the greatest weight should be a top priority in the ranking improvement strategy.

ST Telkom Purwokerto is one of the universities that prioritizes quality, so external assessment is an alternative view in self-evaluation (Wahyuningrum, 2015). Higher education rankings below YPT in January 2014 placed ST3 Telkom at the bottom. This is because ST3 Telkom is an institution that was just formed in December 2012. Efforts to improve university rankings are carried out by planning and implementing strategies to increase visibility. ST3 Telkom through the SISFO and SPM sections observed the number of backlink indicators based on two leading information provider engines, MajesticSEO and ahrefs. From the results of the improvement efforts, ST3 Telkom succeeded in increasing the number of impacts by 29% and webometrics ranking by 38%.

Actually, in this case the publication of the UIN website can incorporate a cheaper process, maintaining a high standard of peer review process quality when presenting articles on the website. It can also reach a

much larger potential audience, offering researchers and institutions located in other countries access to scientific knowledge. Researchers wish to see and analyze the Rankings not only focusing on research results but also on other indicators that may reflect better global quality from academics and research institutions around the world. In JM Canapi, M. Chan, MA Contreas and AJ Portus (2015) conducted a study entitled Usability testing of cash-in machines for Filipino use.

The results of this study were found that in this cash-in machine application there are three usability factors that have not been met and need further attention, namely learnability, efficiency, and satisfaction criteria. The object of this research is Cash-in machines. Research Methods Automated payment machine dimensions based on anthropometric data, User interface (software usability metrics), Environment / surroundings, Additional features. Relation to Research conducted has the same goal, namely to determine the level of usability of a software.

FR Aprilian with the title Research on Evaluation of Web Usability on Wiki-Culture Websites Based on the Nielsen Model with User Testing Methods and Heuristic Evaluation Techniques (2014). The results of the research conducted by the method used, it was found that of the five usability factors mentioned by Nielsen, this Wiki-Culture website meets two usability factors, namely learnability and memorability. using the same method, but the software used is different.

E. Saputra, Z. Mazalisa and R. Andryani with the title Usability testing research to measure the use of the Palembang city inspectorate website (2014). From the results of the study there are five usability factors that are assessed that the Palembang city inspectorate website is considered good because it meets the five usability factors. Research Objects Palembang City Inspectorate Website. Research Methods Usability testing Relation to research conducted with the same goal of doing usability testing. B. Behkamal, M. Kahani and MK Akbari with Research Title Customizing ISO 9216 quality model for evaluation of B2B applications (2008).

In the research conducted, there are several software quality characteristics that are not present in ISO 9126 so that some quality values cannot be known. B2B Application Research Object, Research Methods Expert review (developer and user) Relation to research used using ISO 9126 as an evaluation method. Haidar Rausyanfikir A. with the research title Usability Evaluation on the Website of the Sepuluh Nopember Institute of Technology with Eye tracking Method Based on ISO 9241.

Based on the efficiency aspect, the 2014 version of the ITS web is better than the 2009 version of the ITS web, it can be seen from the search time and fixation required is more minimal if compared to the 2009 version of the ITS website. In terms of effectiveness, the 2014 version of the ITS website is also better, but the difference is not too significant, because both websites have a success percentage of more than 95%.

Website

The World Wide Web (WWW) or commonly referred to as the Web, is one of the rapidly growing internet resources (Muñoz et al., 2008: 4). Web information is distributed via a hypertext approach, which allows a short text to be used as a reference for opening another document. With this hypertext approach, one can obtain information by jumping from one document to another. The documents that are accessed can be spread across various machines and even in various countries.

The history of the Web began in 1989 when the Berner-Lee team working at the European Particle Physics Laboratory or known as CERN (Conseil Européen pour la Recherche Nucléaire) in Geneva, Switzerland, proposed a protocol (a procedure for communicating) information distribution systems. The internet is used for various information among physicists (Larner, 2014: 6).

Initially, Web applications were built using only a language called HyperText Markup Language (HTML) and the protocol used was called HyperText Transfer Protocol (HTTP). In the following developments, a number of scripts and objects were developed

to extend the capabilities of HTML, including PHP. Web applications themselves can be divided into two types, namely: (1) Static, namely websites whose contents rarely change/remain, are one-way and not interactive. An example is the personal web; (2) Dynamic, namely websites whose contents change frequently, are two-way and interactive. Examples are e-news, e-commerce, portals.

The website uses hypertext and multimedia techniques that make the internet easy to use to browse and contribute. The understanding of the website according to Hanson (2000). Website is a wide-area hypermedia system intended for universal access, one of the keys is the ease with which a person or company can be part of a website that contributes to the website. According to Suwanto Raharjo (2000), the website is one of the most widely used internet services compared to other services such as ftp, gopher, news or even email. Another opinion states that the website is a method for displaying information on the internet, in the form of text, images, interactive voice and video and has the advantage of linking one document with another hypertext document that can be accessed through a browser (Yuhfizar, 1998). In addition, a website is a collection of personal HTML documents that contain information on a Website Server (a computer system in an organization), which functions as a server (a unit that functions to store information and to manage computer networks) for WordWide facilities.

Website Design Stages

There are several stages when a developer will design a website, namely: First, determine the purpose of making the website. Second, determine market segmentation, Third, plan the system to be used. Fourth, determine the architecture or sitemap. Fifth, prepare the data, and sixth, make a time schedule (Rickyanto, Isac, 2001).

(1) Purpose of Web. When going to create a website, the first step that must be considered is the purpose of making the website. If the website is to be used as a marketing tool, then there are several things that must be considered, namely the web page

design must be attractive, the location and content of the menu as needed, display information that is interesting, up to date, easy to understand, clear and correct and use words that sell, and use animation to attract attention.

(2) Market Segmentation. When designing a website, a factor that should not be ignored is the market/user segmentation that is the target of information from the website. This segmentation factor will determine the design and content of the website. There are several things that can be considered in determining market segmentation, namely: Age, gender, location, interests and education level. These five considerations can affect web design both in terms of appearance and content. websites that are intended for elementary school students' learning media are certainly different from websites that can be accessed by students. The gender factor also affects the appearance, especially about the colors and images that are loaded. The feminine side of women tends to calm and calm colors, while the masculinity side of men tends to be bold colors.

(3) Architecture/Site Map. A sitemap is a menu arrangement or menu hierarchy of a site that describes the contents of each page and the navigation links for each page on a website. The sitemap is a user guide so that the sitemap cannot be created arbitrarily. The arrangement of the menu is influenced by the purpose of the site to be created. Usually the sitemap is made in the form of a flowchart or branching tree diagram. If there are too many sitemaps, use a categorization/grouping system.

Definition of a Good Web

There are several things that can be considered to assess a website as good, which is seen from several sides: (1) Content/Content System: (a) menu/information placement; (b) completeness of contents; (c) depth of content; (d) content accuracy with audience; (e) traceability; (f) systematic delivery of information; (g) easy to understand; (2) Navigation; (3) Attractive Design Display by paying attention to color, image/image, typography, and layout; (a) Choice of color combinations; (b) Choice of image

combinations; (3) Animation options, views and combinations; (d) Placement of images and animations; (e) The suitability of the theme with the company brand; (f) Conformity and unity of design between pages (g) Ease of remembering (positioning);

(4) Interactivity: (a) Discussion forums, Messages boards (rolling messages); (b) Download, Email, chat; (c) Member/user facilities; (e) Polls, Shopping charts, Guestbooks, Comments on news/info or web content; (5) Functionality; (6) Hosting, Domain and Development Services; (a) The right hosting location according to the presence of the most audience; (b) Capacity, technology and hosting facilities owned; (c) Cost and hosting technology used; (d) A short and easy to remember domain name; (e) Consistent use of subdomains; (f) Low manufacturing cost; (7) Management; (a) Ease of updating data; (b) Easy data backup; (c) Interaction with audience; (d) The web promotion activity; (e) Updating appearance, facilities and technology; (f) Ease of management

Analysis Method with WebQual Method

WebQual is a method or technique of measuring website quality based on the perception of end users. This method is an extension of SERQUAL (Zeithaml et al., 1990), previously used for measuring service quality. *WebQual* has been developed since 1998 and has experienced several interactions in the preparation of dimensions and questions.

The first version of the *WebQual* instrument (*WebQual* 1.0) was developed as part of a workshop conducted involving students who were asked to consider the quality of the school website. The *WebQual* instrument was screened through an iterative improvement process using a trial questionnaire before being distributed to a larger population. Twenty-four questions in the *WebQual* instrument were tested with an application within the scope of a school website in English (Barnes & Vidgen, 2000). Analysis of the collected data led to the deletion of one question item. Based on the reliability analysis, the remaining 23 questions were grouped into four main dimensions,

namely ease of use, experience, information, communication and integration.

The qualities identified in WebQual 1.0 form the starting point for assessing the information quality of a website in WebQual 2.0. However, in the implementation of WebQual, on the B2C (Business to Consumer) website, it is clear that the quality interaction perspective is not well represented in WebQual 1.0. Regarding service quality, especially ServQual, it is used to improve the information quality aspect of WebQual with interaction quality. Service quality is generally defined by how well the service delivered is in line with customer expectations. The development of WebQual 2.0 requires some significant changes to the WebQual 1.0 instrument. In order to expand the model for interaction quality,

WebQual 1.0 may be strong in terms of information quality, but less strong in terms of service interaction. Likewise for WebQual 2.0, which emphasizes the quality of interaction, removes some of the information quality from WebQual 1.0. Both versions contain various qualities related to the website as a software artifact. In a review conducted by Barnes and Vidgen (2001) found that all qualities can be categorized into three different areas, namely website quality, information quality, and service interaction

quality. The new version of WebQual 3.0 has been tested in the online auction domain (Barnes and Vidgen, 2001).

The analysis of the results of WebQual 3.0 leads to the identification of three dimensions of website quality, namely usability, service interaction quality. Usability is a quality related to website design, for example appearance, ease of navigation and presentation presented to users. Quality of service interaction is the quality of service interaction experienced by users when they delve deeper into a website, manifested by trust and empathy, for example transactional and information security issues, product delivery, personalization, and communication with website owners (Barnes and Vidgen, 2001). Usability has replaced website quality in WebQual version 4.0 as it keeps the emphasis on users and their perceptions over website design. The term usability also better reflects the level of abstraction of another two dimensions of WebQual, namely the interaction of services and information. Usability has to do with pragmatics of how users see and interact with websites: is it easy to navigate? Does the design match the type of website? According to WebQual theory, there are three dimensions that represent the quality of a website, namely usability, information quality and service interaction.

Table 1. Questionnaire WebQual 4.0

Quality	Description
Usability	
1	I find the site easy to learn to operate / the analyzed website is easy to operate
2	My interaction with the site is clear and understandable
3	I find the site easy to navigate/easy to find the desired links
4	I found the site easy to use/analyzed website easy to use
5	The site has an attractive appearance/the analyzed website has an attractive appearance
6	The design is appropriate to the type of site/website design according to the type of website
7	The site conveys a sense of competency/the analyzed website can convey a sense of an ability to demonstrate ability
8	The site creates a positive experience for me/website
Information Quality	
9	Provides accurate information / information presented is accurate
10	Provides believable information / information presented can be trusted
11	Provides timely information / information that is presented on time with what I need

12	Provides relevant information / information presented is relevant to what I want
13	Provides easy to understand information / information provided is easy to understand
14	Provides information at the right level of detail / information presented is very detailed
15	Presents the information in an appropriate format
Interaction Quality	
16	Has a good reputation/analyzed website has a good reputation
17	It feels safe to complete transactions / I feel safe if I make transactions / interactions with the analyzed website
18	My personal information feels secure/the analyzed website is very protective of my personal information
19	Creates a sense of personalization/personalization sense is very important in the analyzed website
20	Conveys a sense of community / Community sense is noticed by the analyzed website
21	Makes it easy to communicate with the organization/website that is analyzed makes it easier for me to communicate with the organization
22	I feel confident that goods/services will be delivered as promised
Overall impression	
23	My overall view of this Website (overall the website analyzed is very pleasant)

Webometrics

Websites have an important advantage over other systems in that it is easier to identify institutional units even if their names or locations are very similar. Usually each organization has a different website domain that can be used to recover data from search engines. Unfortunately this is not universal, as some universities have more than one primary domain, use aliases or provide independent domains for some of their sub-units or services. In some cases there is no central domain or central or unique domain only refers to a faculty or department. Most domains do not change over a long period of time, but sometimes institutions merge or split or simply adopt new domains. This change had a profound impact on rankings as the number of external links dropped suddenly. There are three main aspects that should be measured in an academic website: Size, that is, the volume of information published. Visibility, the number of 'situations' (site quotes & external links) that the domain receives; and popularity as the number of visits or visitors to a website page (Aguillo, Ortega and Fernandez, 2008).

Bibliometrics has traditionally ignored journal circulation and focused on impact, the ratio between the number of citations and the number of papers. A similar approach is proposed not only to allow comparisons but also due to methodological problems to obtain reliable visit and visitor data. A set of criteria is monitored, but only size (S) and visibility (V) are included in the final ranking. The model states that the ratio between the two is 1:1, but to reflect the diversity of academic content, the size component is divided into three to measure raw page volume, number of rich files (R), and number of papers submitted by Google Scholar (Sc). The last two indicators are relevant because we intend to measure commitment to open access publications.

$$WR = 2 * Rank (S) + Rank (R) + Rank (Sc) + 4 * Rank (V)$$

The ratio of combining weights assigned to each element is (2 + 1 + 1): 4 or 1:1 as intended. Other variants are also acceptable, but empirical tests show they give less comparable results to other sources. To avoid

problems with size, search engine bias, and other factors, the absolute numbers collected were log-normalized, transformed in the manner and then combined with the formula for (WR) mentioned earlier (Zitt and Filliatreau, 2007).

Material and Methodology

Webometrics ranking is the largest academic ranking for higher education institutions. Since 2004, every 6 months, Cybermetrics Lab conducts independent, objective, free and open assessments to provide reliable, multidimensional, up-to-date and useful information about the performance of universities from around the world based on website presence and impact. Webometrics does not aim to evaluate a website, such as its design, usability or popularity of content against the number of visitors. Webometrics is a study of quantitative aspects in building and using information sources, website structure and technology with bibliometric and infometric approaches (Bjorneborn & Ingwersen, 2001).

The research methodology used in this study adapts the IS Research methodological framework proposed by (Hevner, 2004). According to Hevner, an information system research must have two sides, namely relevant to the knowledge of the environment (relevance) and obedient to the existing basis. The research carried out consists of several stages, namely: (1) Concept exploration. In the first stage, namely the exploration of the concept, it was explained that based on the formulation of the problem that had been previously determined, a literature study was carried out on the concepts to be used in the research, namely evaluating the quality of the website and webqual. In this first stage, observations were also made on the use of the website; (2) Analysis. At the analysis stage, a quality analysis is carried out, using several website quality assessment applications; (3) Data collection and analysis. At the stage of data collection and analysis carried out by analyzing the data that has been collected to obtain results.

Result and Discussion

UIN Sunan Kalijaga is one of the State

Islamic Universities that applies website media as a medium to provide information to users both for the academic community and the general public who want to know information related to information around campus, one of which is news information, registration, Announcements and so on. UIN itself has various websites that are engaged in various fields, one of which is a web portal, where this web portal is not only a medium of information but also as a media for promotion and services for users by accessing the web address www.uin-suka.ac.id. As a medium of information, UIN's website must of course have good quality in providing information as a form of service.

The university as the website manager knows how big the level of user satisfaction with its website services is. The better the quality of a website, of course, more users will access and visit the website so that it will increase the website ranking. One of the website rankings is determined by how often the website is updated and how many visitors each day. By knowing the ranking of the website, we will know the effectiveness of the web as a marketing tool or also an online publication tool. Quality measurement is carried out based on the point of view of user satisfaction (user satisfaction) in order to make optimal use of the website. Therefore, it is necessary to analyze what factors affect the level of quality in its use. From the results of this analysis, an evaluation can be carried out to determine the factors that influence the quality of the website in terms of user satisfaction. One of the models that can be used for research is the WebQual 4.0 method.

WebQual is a method or technique for measuring website quality based on user perceptions. WebQual has been developed since 1998 and has experienced several interactions in the preparation of dimensions. This study was analyzed using 3 (three) areas, namely usability, information quality, and interaction quality.

Usability

The first analysis is to analyze the uin-suka.ac.id website by looking at Web usability which is one of the important factors in

developing a web application. An understanding of usability principles is very helpful for developers in the implementation process that aims to produce a user friendly web application. The first stage in analyzing it using usability, this is part of a quality attribute that assesses the level of ease of use

of the user interface. Usability uin-suka.ac.id refers to methods to improve ease of use during the design process. The uin-suka.ac.id website is viewed using the application <https://search.google.com/test/mobile-friendly>.

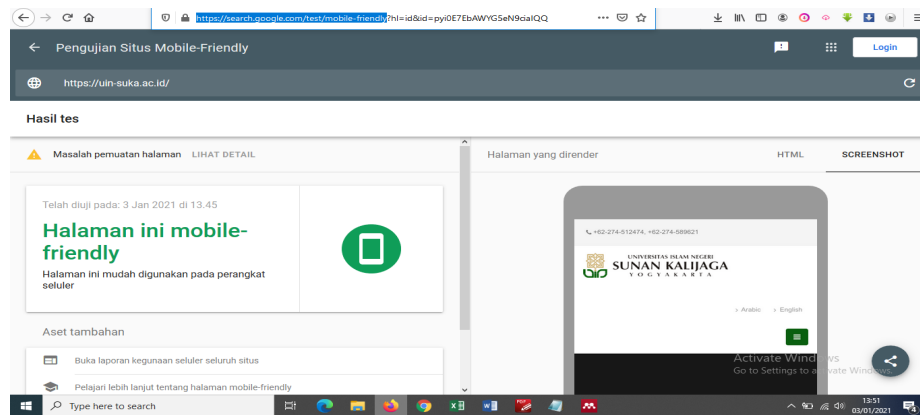


Figure 2. Website checking <https://uin-suka.ac.id> (Source: processed by researchers)

The use of Google's mobile friendly site application to analyze whether this site is good enough or not when used on a mobile device. The uin-suka.ac.id website looks quite "friendly" for use on mobile phones or smartphones that access the uin-suka.ac.id website. The function of a mobile-friendly website is to produce a website that can be optimized for mobile devices. The size, layout, and content of the website can automatically adjust the device used by visitors to access. And it was generated by the

uin-suka.ac.id website.

The advantages of using a website that is friendly to mobile devices are; (Almost) Everyone Switches to Mobile, More than Half of the Websites Are Accessed Through Mobile Devices, Mobile Makes Purchase Decisions, Google Prefers Mobile-Friendly Websites, Mobile-Friendly Website Can Improve Business Image, Mobile Requires Special Strategy. All of this capital can increase activity on the uin-suka.ac.id website.

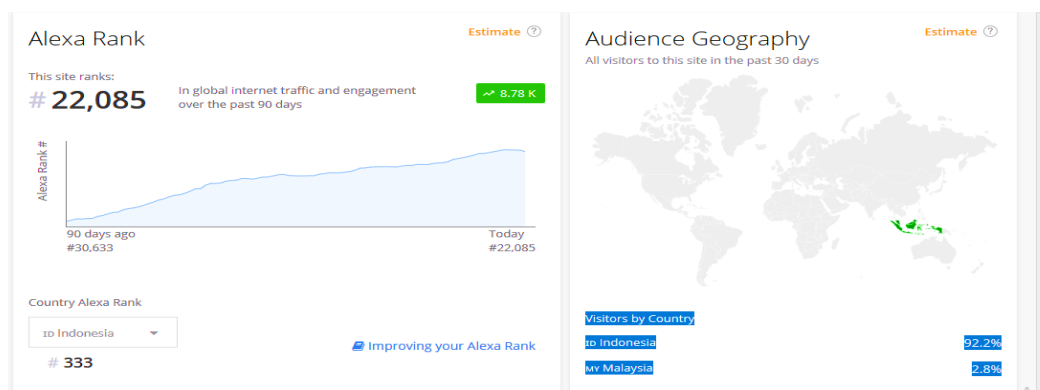


Figure 2. Checking website rankings <https://uin-suka.ac.id> (Source: processed by researchers)

The use of this user-friendly mobile is enough to help increase the ranking of the uin-suka.ac.id website from 30,633 to 22,085 globally in 90 days. The program to improve

the uin-suka.ac.id website to make it easier for users to help increase the ranking of the uin-suka.ac.id website globally. Although the majority of uin-suka.ac.id website users are

from Indonesia, 92.2%, followed by Malaysia 2.8%. Still using the measuring tool from Alexa.com to determine the usability of the uin-suka.ac.id website, how the user experience of the uin-suka.ac.id site interacts on the website, looks quite worrying. Usability standards are: effectiveness, efficiency and satisfaction have not been strongly intertwined with users because of the level of engagement. Engagement simply means two-way communication, according to communication expert Wilbur Schramm (Preston, 2001:114), is interactional communication.

The key to this interactional communication is feedback or responses to certain messages or content on the website. The importance of feedback to provide engagement with website users uin-suka.ac.id. Measurements with alexa.com show that the uin-suka.ac.id website is only around 1.76 per user page, even though the average user only accesses 2:26 minutes in lingering on the uin-suka.ac.id website space, although on average average for 90 days. The bounce rate as the percentage of visitors who leave the website immediately after opening one page is very high at 68.5%.

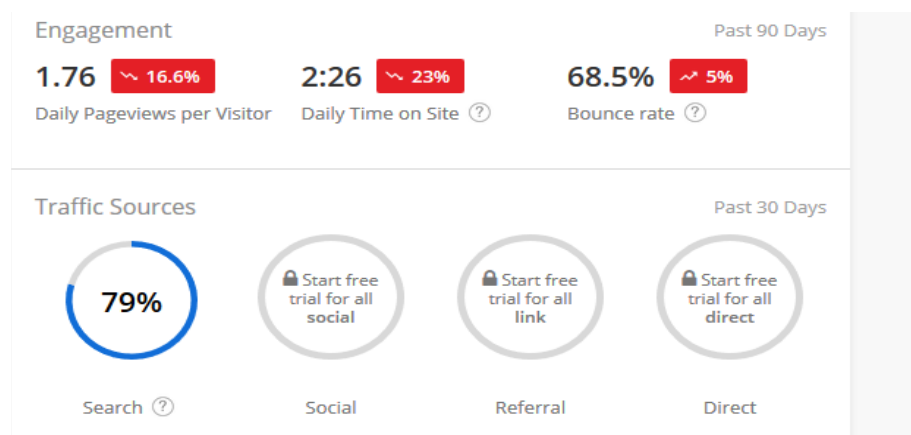


Figure 3. Checking using the Alexa.com application
(Source: processed by researchers)

The bounce rate of the uin-suka.ac.id website is calculated using the distribution of single page visits (single page visits) to all incoming traffic. For example, the website uin-suka.ac.id gets 1000 traffic and 500 of them are single page visits. So the bounce rate is 50%. The higher the bounce rate percentage indicates that there is something wrong with the uin-suka.ac.id website strategy. A high bounce rate indicates one of two possibilities. First, the quality of the content on the uin-suka.ac.id website page is too bad so that visitors are not interested in exploring other content. Second, the content of the uin-suka.ac.id website does not match the visitor's intent, so they look for content from other websites that match their wishes.

Looking at the Bounce rate of the uin-suka.ac.id website, there is an effective way to lower the Bounce Rate for the uin-suka.ac.id website through first, Increase Content Quality through articles into short paragraphs.

Internet users are accustomed to speed reading and short paragraphs make it easier for them to read quickly. When looking at long paragraphs, readers can't immediately see the gist of the paragraph and also take advantage of subheadings. Subheading helps readers to find important points in an article. Add interesting visuals. Readers will easily get bored if they only see the text from the beginning to the end of the article. Second, Create an Interesting Storyline with well-organized content, but an ordinary storyline will be inferior to content that is neatly arranged and has an interesting storyline. Remember, There are thousands of content competing for the same keyword. Third, Choose Relevant Topics by doing keyword research, in addition to high search volume, the uin-suka.ac.id website also needs to consider its relevance. Fourth, Create Content According to Search Intent. In general, keywords are divided into four based on

search intent, namely informational, navigational, commercial investigation, and transactional.

First, informational keywords are the types of keywords that lead readers to content that provides a complete explanation of a topic. For example, when typing “how to blog”, readers want to read content that guides them from start to finish. Second, navigational keywords are keywords that usually lead directly to a particular brand. For example, keywords like “facebook”, “twitter”, “youtube”, or “instagram”. When typing these keywords, users want to be directed to the official website of the brand, not directed to an explanation of the history of these brands.

Third, commercial investigation keywords are keywords that searchers use to get information about product comparisons from several brands. Fourth, transactional keywords are keywords that searchers use when they are already in the purchase or transaction phase. Bounce rate is one of the indicators that the uin-suka.ac.id website must monitor regularly. The high bounce rate indicates that the uin-suka.ac.id website must improve its website strategy to increase the number of visitors.

What's interesting again is that visitors to the uin-suka.ac.id website are very specific in seeing the site before and after visitors visit the uin-suka.ac.id website.

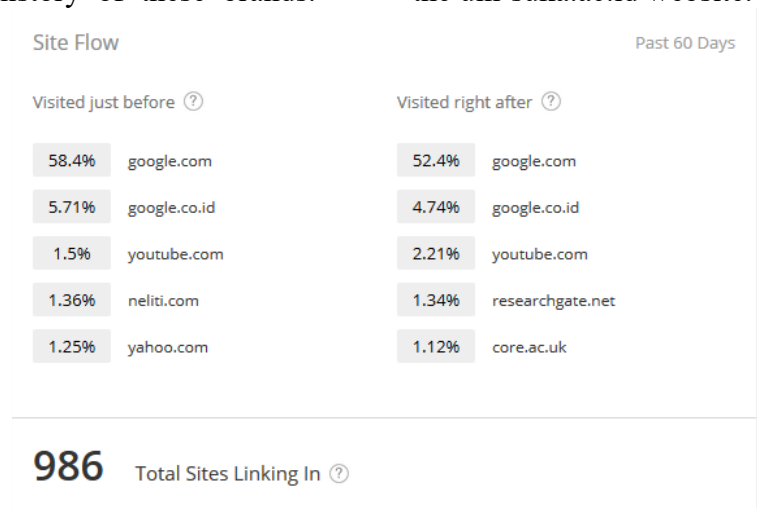


Figure 4. Checking Site Flow using the Alexa.com application
(Source: processed by researchers)

From the picture above, it can be seen that most of the readers of the uin-suka.ac.id website started accessing through the google.com door so that there were not many urls or sharelinks that were shared by the academic community of Uin Sunan Kalijaga to the general public to increase the level of readability of the uin-suka.ac website. .id. Spaces like this should actually be used through social media or whatsapp groups owned by Uin Sunan Kalijaga as a university that has a lot of civitas academica involved in offline spaces, so that it can support the usability of the uin-suka.ac.id website. The website uin-suka.ac.id has not monitored its usability much, usability is defined through the five components that exist in a website, namely Learnability describes the level of ease of users to fulfill basic tasks when they

first see / use the design results.

Efficiency describes the level of speed of users in completing tasks after they study the design results. Memorability describes how easy it is for users to use the design well, after a period of not using it. Errors describes the number of errors made by users, the level of aggravation of errors and how to fix the errors. Satisfaction describes the level of user satisfaction in using the design. A web with poor usability will be abandoned by its users. The following are some of the conditions that will make a user leave a web: The web is difficult to use. The homepage does not explain what the company offers and what users can do on the web. The user gets an error on the web. Web information is difficult to read and unable to answer user questions. The ability to maximize the usability element is not

visible enough on the uin-suka.ac.id website if we carefully use the measurement application.

Information Quality

Information quality is the website's ability to meet the information needed by users, such as the ease of information to understand, complete content presentation,

relevance, and information security. (DeLone & McLean, 2003) and Liu and Arnett (2000) stated that the best quality information will increase the use of information systems. *Information quality* the uin-suka.ac.id website can be analyzed using an application presented by <https://www.semrush.com/analytics/>

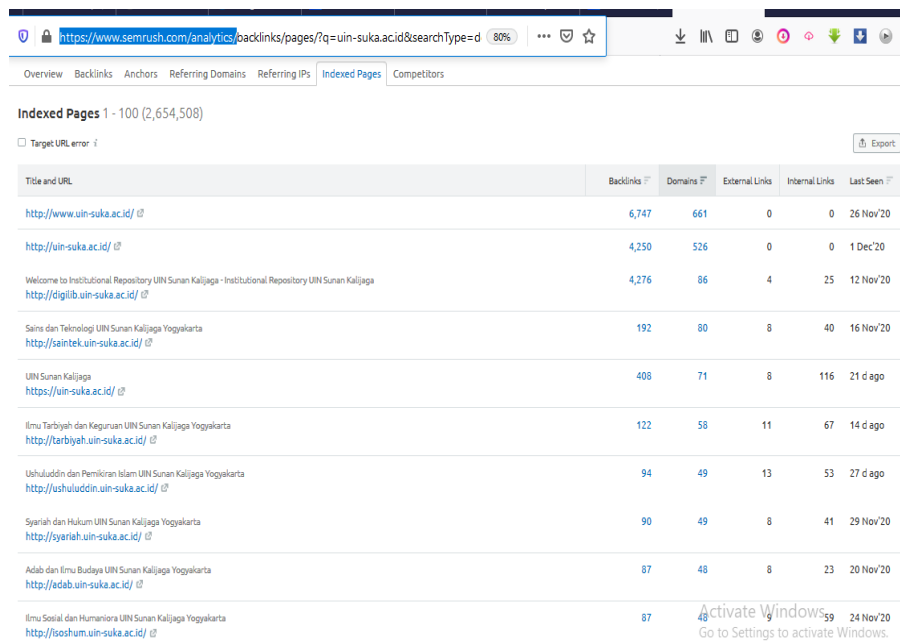


Figure 4. Checking Pages using the analytics application Semrush.com (Source: processed by researchers)

Google stores and organizes the content it finds during the crawl process. Once a page has been indexed, it will be considered when relevant searches are made. Judging from the data presented above the ranking of the subdomains that visitors often see, to get ranking, the uin-suka.ac.id website needs to be indexed by Google or entered into the Google Index so that the articles in it can be seen by visitors via search engines. Data on pages that are read by Google and read by visitors, the

number of visitors is not too much for an official university website. Pages to be more attractive should also use images as an attraction.

Images are an important element in a website. Besides create a website look more attractive, images also help website visitors to pay more attention to the content of a website before continuing to read text material. The use of images on the uin-suka.ac.id website is a concern in analyzing visual selection.

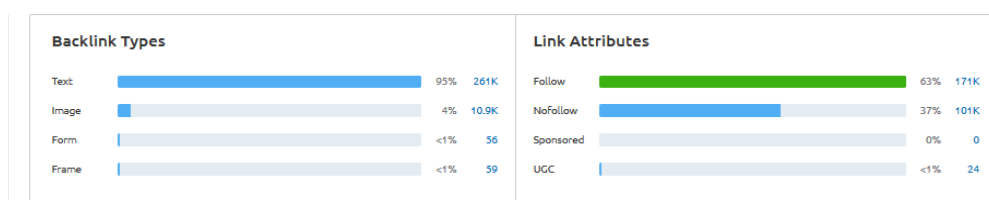


Figure 5. Effective use of images

However, displaying images on the website cannot be done haphazardly.

Choosing the wrong size in displaying website content will show the website looks less

aesthetic. Choosing the wrong image size can also cause interference with the technical performance of the website. Website is a very large documentation network that is interconnected with one another. A set of protocols that define how the system works

and transfers data, and a piece of software makes it work seamlessly. The use of images on the uin-suka.ac.id website has not been as expected, it can be seen from the data that has not shown significant results.

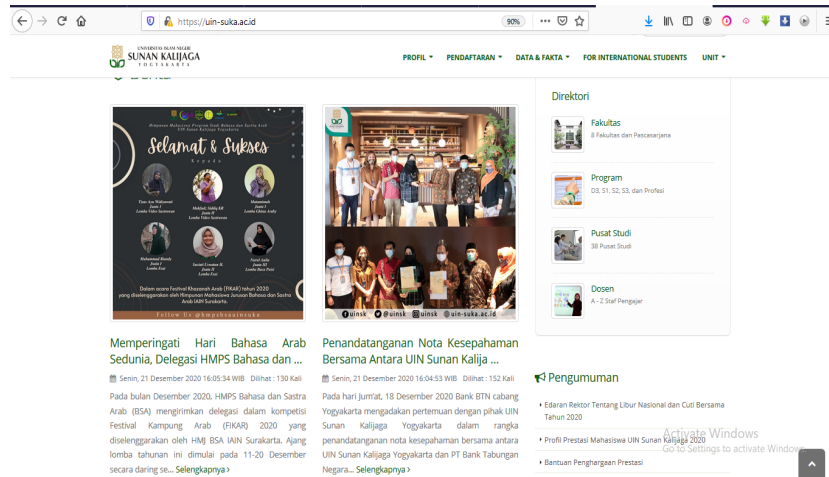


Figure 6. page <https://uin-suka.ac.id> use pictures

In addition to displaying attractive images, the uin-suka.ac.id website should create backlinks so that the articles presented can have an effect on being read by many visitors. Backlinks are also known as inbound links. Inbound links means incoming links to a website. Technically, a backlink is any link that a website receives from a web node. Web nodes are web pages, directories, or other top-level domains. Initially, these inbound links were important for the basic navigation of the web.

Now, inbound links are important for ranking in search engines related to the SEO process. The number of backlinks or inbound

links is an indicator of the popularity of a website on the internet and this can be done by the uin-suka.ac.id website. The effect of using backlinks is also because search engines like Google determine the ranking of a page on the website, because backlinks make the website read a lot. A strong site architecture has a very positive impact on how link equity is distributed to the website. The better the site architecture of the uin-suka.ac.id website, actually the fewer backlinks there will be website uin-suka.ac.id need. This is commonly referred to as a “reverse silo”.

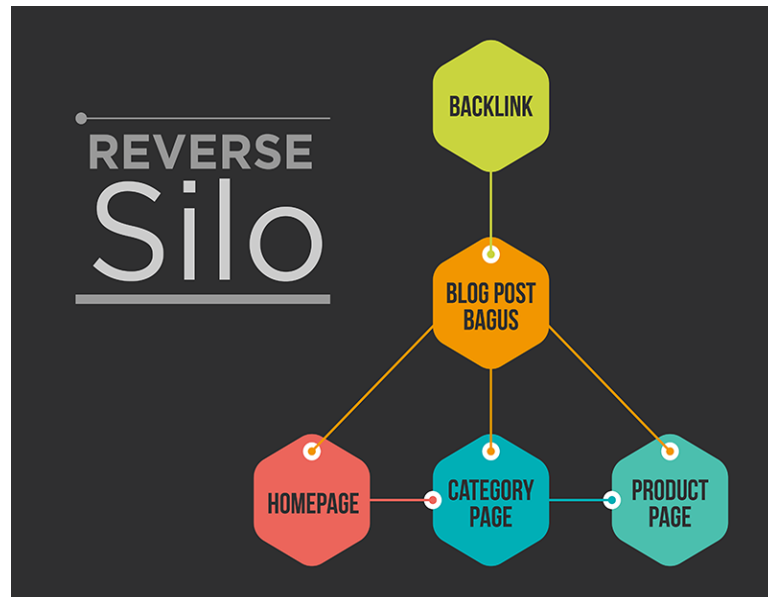


Figure 7. Site architecture (Source: <https://dwblog-ecdf.kxcdn.com/wp-content/uploads/2017/12/dewaweb-infographic-reverse-silo-02.png>)

Google usually chooses to index new and original content because they believe that content with these characteristics will provide a better user experience for users. Reinforce good content using link-building strategies.

Getting backlinks from other websites with higher domain authority can help the indexing process to be faster for the uin-suka.ac.id website.

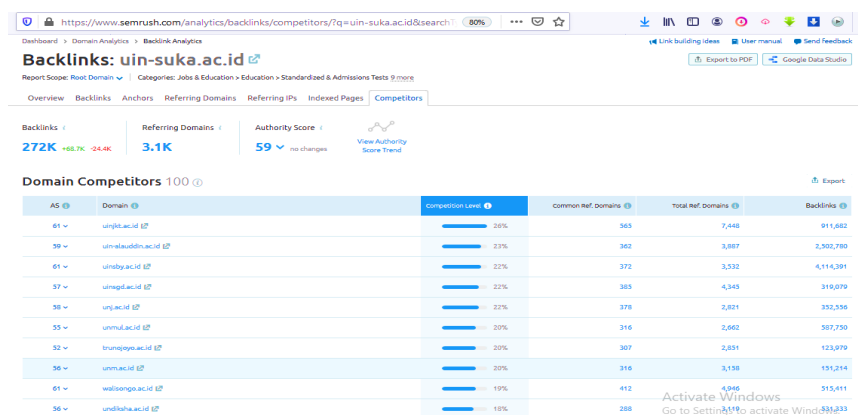


Figure 8. Competitors of the uin-suka.ac.id website that are read

The Information Quality Dimension is an approach used to measure the information quality of website content based on user perceptions. User perception has become the most important factor in determining the quality of information because everyone's information needs are different. The uin-suka.ac.id website presents how the quality of information on the uin-suka.ac.id website content has not reached conformity with the characteristics or dimensions of the Information Quality Dimension approach. By evaluating information from the content of the

uin-suka.ac.id website, it is hoped that uin-suka.ac.id will be able to maintain and improve the quality of the information served in the content of the uin-suka.ac.id website in accordance with the expectations and needs of users. The quality of information on the content of the uin-suka.ac website. en based on the Information Quality Dimension approach, it is described in 4 (four) variables that become the standard in assessing quality information, namely Intrinsic (intrinsic information), Contextual (contextual information), Accessibility (accessibility of

information), and Representational (presentation of information). The quality of that information is mostly produced by material from journals, as shown in the data

below, journals provide a lot of room for increasing the readability of articles on uin-suka.ac.id.

Page AS	Source Page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen
84	smal-akowah-koban.sch.id smal-akowah-koban.sch.id smal-akowah-koban.sch.id	19	151	uin-suka.ac.id uin-suka.ac.id	3 Aug'20	1 Dec'20
83	www.izor.com/3.html	968	50	uin-suka.ac.id journal.uin-suka.ac.id/foosham/profesi/	8 Sep'20	27 Nov'20
82	OAI-PMH Registered Data Providers www.openarchives.org/Register/BrowseSites	4,410	4,447	Identify ejournal.uin-suka.ac.id/foosham/oa/verb=identify	12 Dec'19	13 d ago
82	OAI-PMH Registered Data Providers www.openarchives.org/Register/BrowseSites	3,234	3,267	Identify ejournal.uin-suka.ac.id/foosham/profesi/oa/verb=identify	2 Oct'17	13 d ago
82	OAI-PMH Registered Data Providers www.openarchives.org/Register/BrowseSites	4,197	4,234	Identify ejournal.uin-suka.ac.id/santeke/cybersecurity/oa/verb=identify	26 Jul'19	13 d ago
82	Registered Data Providers www.openarchives.org/Register/BrowseSites	3,143	3,176	Identify ejournal.uin-suka.ac.id/foosham/foosham/profesi/oa/verb=identify	13 Sep'16	13 d ago
82	OAI-PMH Registered Data Providers www.openarchives.org/Register/BrowseSites	3,234	3,267	Identify ejournal.uin-suka.ac.id/foosham/profesi/oa/verb=identify	2 Oct'17	13 d ago

Figure 9. Most backlinks from the uin-suka website ac.id

The quality can actually be improved by the uin-suka.ac.id website through Contextual improvement which is the meaning of the information content itself. The content of information is interrelated so that it is not difficult for users to receive it. Provide many portions to measure the content of information that will be made by the uin-suka.ac.id website by performing several criteria, including the following:

Relevancy, information is the suitability of the content of the discussion (information) with what is being needed by the user. Information is said to be relevant if the information is useful or on target for the recipient of the information. The relevance of the information received by each user is different in terms of its use. Value-added, the added value of information is things related to the advantages possessed by the content of an information. Characteristics of information that has added value, namely information that can update or provide changes to existing information, making the information superior in its use. Timeliness, Timeliness of information is a discussion in the content of information that is not older than the period of action it supports. Information age is a critical factor in determining the level of quality of its use. Timeliness means the presentation of

information that has the development of content discussion in accordance with the time when the information is needed. Reliability (Reliability), information is the consistency of the content of an information that is achieved using a series of measuring instruments and has been done repeatedly and shows the same results (reliable). Completeness (Completeness), Completeness of information is the integrity of the content and flow of discussion of a good information so as not to make users get lost in its use. However, information that is complete for one user may be incomplete for another. Amount of Info (Amount of Information), The amount of information is defined as the amount of availability of information. The amount of information can also be a quantity of important points in an information. The high quantity of discussion of important points in an information can provide wider insight to users.

Interaction Quality

How to communicate with the uin-suka.ac.id website can be seen in the data that can be obtained from analysis using gtmatrix.com, showing the following data:

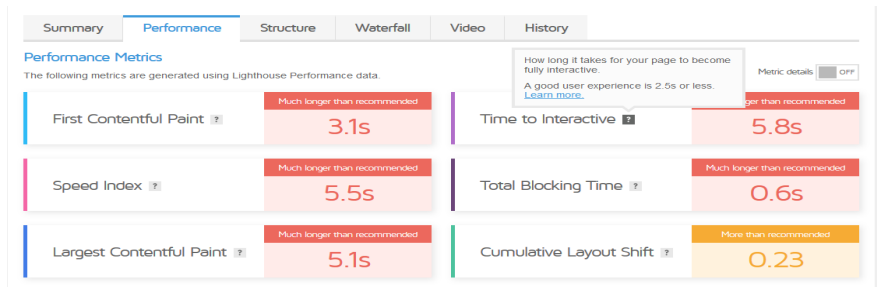


Figure 10. Information quality from the website uin-suka.ac.id

This data shows the speed to interact takes 5.8 seconds the time limit to start the interaction is the best is 2.5 seconds (gtmetric.com limitation). In order to get a good score for LCP, the loading speed of

elements considered LCP must be less than 2.5 seconds. Above that, let alone more than 4 seconds, get a bad score. The speed of the interaction can be seen from the process experiencing obstacles to seconds per second.

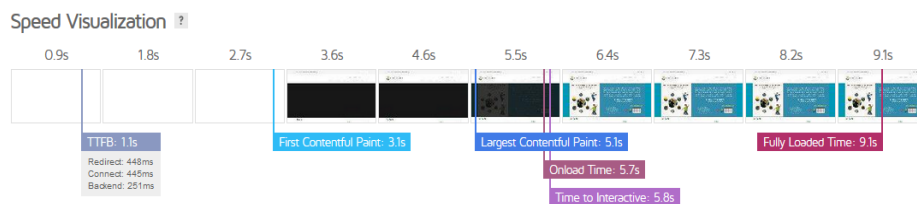


Figure 11. Speed visualization of the website uin-suka.ac.id

The quality of service interactions experienced by uin-suka.ac.id website users when they probe into trust and empathy in the process of accessing, for example issues of transaction and information security, product delivery, personalization and communication with the website. The quality of interaction includes the ability to provide a sense of security during transactions, have a good reputation, facilitate communication, create a

more personal emotional feeling, have confidence in storing users' personal information, be able to create a more specific community, be able to provide confidence that promises made will be kept. Articles in News, Columns, and Coverage can be a space to increase visitors. Key words can also attract interaction with website visitors uin-suka.ac.id.

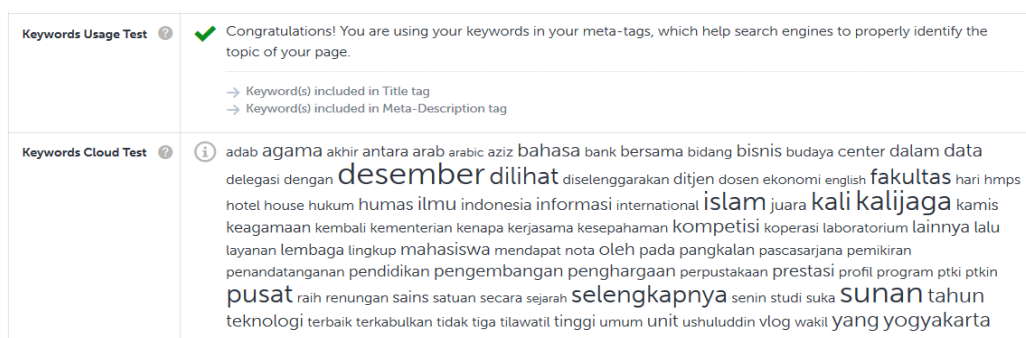


Figure 11. Keywords from the website uin-suka.ac.id using seositecheckup.com

Overall impression

view-through, impression or impression is when a user sees a post. Impressions are commonly used to describe one's impression of another person. However, in the world of digital marketing impressions are one measure

of the success of a campaign or content. Impressions in digital marketing is a term for a metric used to measure the number of views and audience engagement on a piece of content. Impressions are used to measure the performance of content in several aspects. For

example, pay-per-click impressions, the number of impressions that appear on social media, the number of impressions from call-

to-action on the website, the number of impressions from third party access, such as content aggregators.

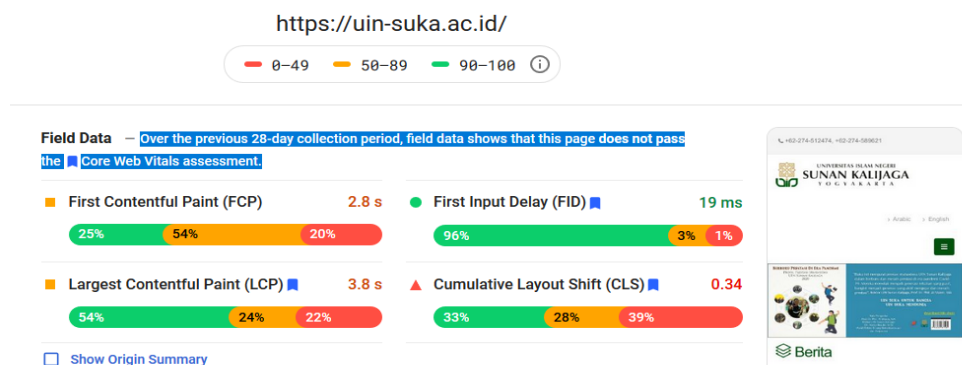


Figure 12. Page speed insight from the website uin-suka ac.id

Measurement of page experience or visitor experience when accessing website pages using developers.google.com/speed. These factors will be measured by a set of indicators called core web vitals. Core web vitals is a collection of website metrics defined by Google. This set of metrics is defined as part of Google's latest search ranking indicator, namely page experience. With the core web vitals, the uin-suka.ac.id website has three clearer aspects to measure the effectiveness of its website pages, namely: loading speed, whether or not the response of website page elements is good, and page layout stability. Google says that the likelihood of visitors leaving the website will decrease by 24 percent if the uin-suka.ac.id website can optimize the three aspects above.

Core web vitals consists of three indicators that can be improved on the uin-suka.ac.id website. Google has its own terms for all three, namely:

LCP (Largest Contentful Paint), related to website speed, FID (First Input Delay), related to whether or not the response of website page elements, CLS (Cumulative Layout Shift), related to website page layout stability (Zeithaml et al., 1990).

Conclusion

Website Work Quality Assessment to Increase Webometrics Rank by using various website measurement tools within the Webqual framework, it can be seen that the uin-suka.ac.id website is not enough to

become a website that quickly ranks on webometrics. The measurement starts from the usability element, the uin-suka.ac.id website showsThe uin-suka.ac.id website looks quite "friendly" for use on mobile phones or smartphones that access the uin-suka.ac.id website. The function of a mobile-friendly website is to produce a website that can be optimized for mobile devices. The size, layout, and content of the website can automatically adjust the device used by visitors to access. The analysis in Information Quality shows that the uin-suka.ac.id website does not yet have good backlinks. Getting backlinks from other websites with higher domain authority can help the indexing process to be faster for the uin-suka.ac.id website. While the Interaction Quality analysis produces a statement thatThe quality of service interactions experienced by users of the uin-suka.ac.id website has not produced a good enough impression by users in their activities of trust and empathy in the process of accessing, for example issues of transaction and information security, product delivery, personalization and communication. with the website uin-suka.ac.id.

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