USABILITY ANALYSIS OF HIGHER EDUCATION ACADEMIC WEBSITE IN INDONESIA USING PROMETHEE, VIKOR, AND ELECTREE METHOD

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ABSTRACT

The study was conducted to analyze the quality of website usability academic universities in Indonesia as well as to determine the effect of the quality of the website usability ratings in Webometrics ranking. The results of the analysis is then presented in the form of ranking, using PROMETHEE, VIKOR, and ELECTREE Method. The study also aims to determine the outcome of comparison of the three methods.

Object of this study is five academic website universities in Indonesia, UNY, UGM, UNDIP, UNAIR, UI. The data obtained is then performed calculations to obtain the results. Assessment results are then made using the method of rank PROMETHEE, VIKOR, and ELECTREE. The results of the rank from the three methods were compared using the Friedman test. Each result of rank of these methods will also be compared with the results of Webometrics ranking the release in July 2011 using the Spearman test.

The results showed: (1) The results of using PROMETHEE, VIKOR, and ELECTREE Method are equally significant. Proven Friedman test probability value of 75, which is actually larger than the significance level of 5%, which is 5.99 (2) Comparison of the results PROMETHEE , VIKOR, and ELECTREE Method by Webometrics ranking results are equally significant. Proven Spearman test probability values for VIKOR AND ELECTREE, respectively by 0.9 and for PROMETHEE of 1, which is actually more of a significance level of 5%, ie (rs> 0.05). (3) The quality affects usability ratings in Webometrics ranking. Proved to be the better quality of website usability website ranked higher in Webometrics ranking.

Keywords: website usability, PROMETHEE, VIKOR, ELECTREE, Webometrics Ranking, academic website