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Analyzing User Satisfaction of a Study Abroad Guidance Company Website Using the Customer Satisfaction Index (CSI) Method

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ABSTRACT

XYZ is an education technology company dedicated to assisting Indonesian students in gaining acceptance to universities worldwide through full scholarship, partial, or self-funding. Until 2024, XYZ has a thousand alumni accepted in 46 countries and many universities worldwide. One of the marketing trackers that XYZ has is the website. With this website, the company will deliver the service to customers and receive user feedback to run and improve their services. The measurement of user satisfaction level can be used to improve the quality of service in digital media. The method used in this study to measure user satisfaction level is the Customer Satisfaction Index (CSI), which evaluates satisfaction across five (5) dimensions: usability, information quality, assurance, reliability, and data accessibility. This method's result shows a value of 83.64%, which means the XYZ website performance is in the "Very Satisfied" category. These findings suggest that XYZ Company's website is highly effective and has a "*Very Satisfied*" result category in meeting user needs, paving the way for continued success in their mission to assist Indonesian students in pursuing global education opportunities.

Keywords : *user satisfaction; customer satisfaction index; website satisfaction;*

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1. INTRODUCTION

The increase in information technology is happening now, making more and more new fields of work different from several years ago. Until user response to the website is a subjective criterion related to how useful the information provided is. One of these example situations is an AI, which is popular nowadays. AI won't replace jobs, but people who can use AI will replace people who can't (Forbes, 2023). This is related to the abilities and level of community education to prepare the quality of workers who can keep up with the times or trends of work. Some people may feel satisfied with the Indonesian education system, but others feel that continuing to study abroad has met their education goals. This is supported by the Indonesian people's increasing quota and interest in studying abroad. For example, the U.S. Embassy and Consulates in Indonesia on November 2023 said that the number of Indonesian students studying in the United States increased by 5.8% to 8,4% per the Institute of International Education.

Studying abroad is not only to find new experiences but also to adapt to all changes and meet the need for quality human resources in the field of work. Moreover, studying abroad would give me more new experiences, such as joining the international community, the opportunity to intern in a global company, and more. To provide all the goals, XYZ company website supports Indonesian students to give online and offline consultation and guidance for studying abroad. This is without any reason because Indonesia has thousands of islands, and online learning is the best choice to make learning easier.

As a service company, the XYZ receives feedback from its website users. To continue improving the service consultation, measuring the level of user satisfaction is needed. Customer satisfaction is important to the company because when customers feel satisfied, there will be repeat orders or testimonials from others who use the company's service. Instead of increasing revenue or profit in the long term, there will be customer loyalty and brand building. The statistics show that maintaining customers is cheaper than searching for new customers. One of the efforts to maintain customer satisfaction is monitoring what they want from the product/service.

This research used the Customer Satisfaction Index (CSI) method with five (5) dimensions: usability, information quality, assurance, reliability, and data accessibility. The CSI method makes measuring and analyzing satisfaction easy by paying attention to expectations and comparing performance with expectations using the percentage scale result. This user satisfaction results from a user questionnaire of what is expected when using a particular website. User response to the website is a subjective criterion related to how valuable the information provided is.

The results of earlier research were conducted by [1] Analysis of Online Transportation User Satisfaction using CSI. This research shows that the CSI result produced a score of 0.7728 or 77.28%. This means the online transportation user satisfaction index value is in the "Satisfied" criterion. The difference with current research is that the data used is online transportation users. Research conducted by [2] successfully analyzed the customer satisfaction index with the Exclusive Matte Lip Cream product. This research shows that the CSI method produces a score of 75.89%. This means that the user satisfaction index value of PT Paragon Technology and Innovation's Matte Lip Cream product is in the "Satisfied" criterion.

Another research study conducted by [3] Applied the CSI & IPA method to measure reader satisfaction with the quality of website services Indodaily. Co. This research shows the result, with the CSI method producing a score of 88.72%. This means that the user satisfaction index value for Indodaily. Co-website services are in the "Very Satisfying" criteria. The IPA method shows that two (2) attributes have top priority for performance improvement. There are five (5) attributes whose performance needs to be maintained or even continuously improved. There are ten (10) attributes that have low priority but do not rule out the possibility of improvement, and there are two (2) attributes that have excessive performance or are considered less important for users, so their performance needs to be considered to be reduced.

Research conducted by [4] is an Analysis of Service Quality Satisfaction of E-KTP Service at Public Administration and Civil Registration Office of Bogor District. This research has results that show the CSI method produces a score of 61%. This means that the

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index value of user satisfaction with public administration services and the Bogor City civil registration office is in the "Quite Satisfied" criteria. The last research conducted by [5] has research about the Quality Measurement Customer Satisfaction Index (CSI) Method and Importance Performance Analysis (IPA) Diagram PT ASDP. This research shows that the CSI method produces a score of 80.68%. This means that the user satisfaction index value for the services provided by PT ASDP Ferry Indonesia as a service provider in the field of ferries is in the "Good" criteria. For the IPA method, the priority attributes that need to be improved are tangible (toilet facilities) and attribute responsiveness (speed and responsiveness of).

Based on the problem and result of the previous research, the Customer Satisfaction Index is used to analyze the user satisfaction index of the study abroad guidance website. The use of the CSI method can be useful for service improvement, employee motivation, and giving bonuses as an illustration to represent the level of user satisfaction. This method has provided an overall assessment of the index and level of satisfaction with an approach that considers the level of importance of the measured attributes.

CSI has five (5) dimensions because quoting from previous journals provides useful analysis. This research is the original result of previous research related to user satisfaction analysis.

2. METHODS

The research methodology used in this The study contains steps for obtaining the result of the analysis of user satisfaction with study abroad guidance websites using CSI methods. The following steps are:

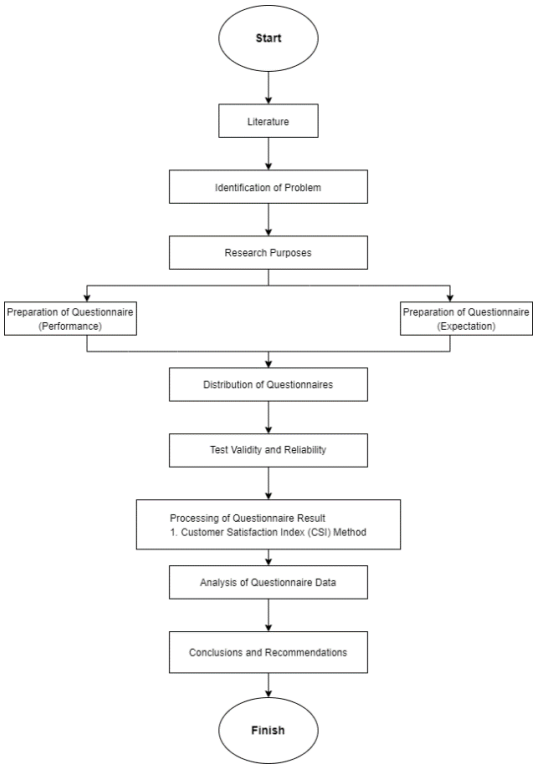

Figure 1. *Research stages*

This study used a quantitative method with data collection techniques, namely questionnaires. To obtain data, questionnaires were distributed to XYZ company's Instagram followers. To filter out respondents who have not used the website, the first question mentioned, "Have you ever used the XYZ website?". If the respondent answered "Yes, " they could continue filling out the questionnaire. If "No", then filling out the questionnaire will end.

The population was taken from the number of XYZ Instagram followers, which amounted to 968,996 as of May 23, 2023. The sample was obtained based on the Slovin formula.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{968.996}{1 + 968.996(0,1)^2} \quad (1)$$

$$n = \frac{968.996}{1 + 968.996(0,1)^2}$$

$$n = 99,9896811049$$

If rounded, the questionnaire would be distributed to 100 people who have used the XYZ website. The domicile of respondents would be distributed to some areas based on the number of users.

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Table 1. *Domicile of respondents*

Domicile	Amount	Percentage%
Jawa	73	73%
Sumatera	12	12%
Kalimantan	5	5%
Sulawesi	4	4%
Maluku Utara	2	2%
Papua	1	1%
DIY	1	1%
Bengkulu	1	1%
Lampung	1	1%
Total	**100**	**100%**

Based on the domicile data taken from the questionnaire, it shows that the domicile of most respondents is on the island of Java, which is as much as 73% or a total of 73 people. Then, the second most respondents are on the island of Sumatra, which is 12% or a total of 12 people. Respondents on the island of Kalimantan were 5% or 5 people, in Sulawesi as many as 4% or 4 people, in North Maluku as many as 2% or 2 people, in Papua, the Special Region of Yogyakarta, Bengkulu, and Lampung there were 1% or 1 person. The age of respondents would be the range of 13-7, 18-24, 25-34, 35-44, 45-54.

Table 2. *Age of respondents*

Age	Amount	Percentage%
13-17	6	6%
18-24	84	84%
25-34	8	8%
35-44	2	2%
45-54	0	0%
Total	100	100%

The age range is taken based on the age range division on Instagram. The domicile data taken from the questionnaire shows that the respondents are between 13 and 17 years old, which is as much as 6% or a total of 6 respondents. The age between 18 and 24 years is as much as 84%, or a total of 84 people. Age 25 to 34 years as much as 8% or a total of 8 people. Age 35 to 44 years as much as 2% or 2 people.

The statements used in the questionnaire refer to previous research conducted by Sahara Emi et al. 2022, but there are some changes due to adjusting research needs. There are 5 dimensions of the statement, namely usability, information quality, assurance, reliability, and data accessibility. Each dimension would test statement indicators for performance (25 statements) and expectations (25 statements). The CSI calculation would produce a CSI value with an index value:

Table 3. *CSI index value criteria*

No	CSI Value	CSI Criteria
1	0,81 - 1,00	Very Satisfied
2	0,66 - 0,80	Satisfied
3	0,51 - 0,65	Quite Satisfied
4	0,35 - 0,50	Dissatisfied
5	0,00 - 0,34	Very Dissatisfied

3. RESULTS AND DISCUSSION

3.1. Validity Test

The instrument will be valid if it can measure the desired object and is able to reveal data from the variables studied [6]. The Pearson correlation coefficient was used because this relationship between customer satisfaction and loyalty was analyzed. This is the result of a validity test for both performance and expectation with ten (4) of dimensions.

Correlations

		X01	X02	X03	X04	X05	Total
X01	Pearson Correlation	1	.662**	.414**	.444**	.452**	.790**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X02	Pearson Correlation	.662**	1	.419**	.452**	.317**	.758**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	100	100	100	100	100	100
X03	Pearson Correlation	.414**	.419**	1	.567**	.476**	.716**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X04	Pearson Correlation	.444**	.452**	.567**	1	.507**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X05	Pearson Correlation	.452**	.317**	.476**	.507**	1	.711**
	Sig. (2-tailed)	.000	.001	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.790**	.758**	.716**	.781**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 2. *Result of validity test usability performance*

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It is known that all statement items on the usability dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid to be used as research dimensions

Correlations

		X06	X07	X08	X09	X10	Total
X06	Pearson Correlation	1	.554**	.393**	.377**	.352**	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X07	Pearson Correlation	.554**	1	.425**	.470**	.432**	.762**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X08	Pearson Correlation	.393**	.425**	1	.584**	.549**	.793**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X09	Pearson Correlation	.377**	.470**	.584**	1	.480**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X10	Pearson Correlation	.352**	.432**	.549**	.480**	1	.724**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.711**	.762**	.793**	.781**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 3. *Result of validity test information quality performance*

It is known that all statement items on the information quality dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X11	X12	X13	X14	X15	Total
X11	Pearson Correlation	1	.581**	.403**	.456**	.587**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X12	Pearson Correlation	.581**	1	.435**	.534**	.590**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X13	Pearson Correlation	.403**	.435**	1	.465**	.612**	.764**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X14	Pearson Correlation	.456**	.534**	.465**	1	.481**	.743**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X15	Pearson Correlation	.587**	.590**	.612**	.481**	1	.843**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.768**	.790**	.764**	.743**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4. *Result of validity test assurance performance*

It is known that all statement items on the assurance dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X16	X17	X18	X19	X20	Total
X16	Pearson Correlation	1	.479**	.428**	.367**	.370**	.700**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X17	Pearson Correlation	.479**	1	.623**	.342**	.406**	.722**
	Sig. (2-tailed)	.000		.000	.001	.000	.000
	N	100	100	100	100	100	100
X18	Pearson Correlation	.428**	.623**	1	.489**	.564**	.793**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X19	Pearson Correlation	.367**	.342**	.489**	1	.621**	.785**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100
X20	Pearson Correlation	.370**	.406**	.564**	.621**	1	.782**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.700**	.722**	.793**	.785**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 5. *Result of validity test reliability performance*

It is known that all statement items on the reliability dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid to be used as research dimensions

Correlations

		X21	X22	X23	X24	X25	Total
X21	Pearson Correlation	1	.594**	.280**	.473**	.401**	.730**
	Sig. (2-tailed)		.000	.005	.000	.000	.000
	N	100	100	100	100	100	100
X22	Pearson Correlation	.594**	1	.492**	.606**	.534**	.857**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X23	Pearson Correlation	.280**	.492**	1	.392**	.394**	.662**
	Sig. (2-tailed)	.005	.000		.000	.000	.000
	N	100	100	100	100	100	100
X24	Pearson Correlation	.473**	.606**	.392**	1	.399**	.796**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X25	Pearson Correlation	.401**	.534**	.394**	.399**	1	.708**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.730**	.857**	.662**	.796**	.708**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 6. *Result of validity test data accessibility performance*

It is known that all statement items on the data accessibility dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X26	X27	X28	X29	X30	Total
X26	Pearson Correlation	1	.564**	.391**	.464**	.461**	.713**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X27	Pearson Correlation	.564**	1	.533**	.590**	.623**	.829**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X28	Pearson Correlation	.391**	.533**	1	.629**	.424**	.751**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X29	Pearson Correlation	.464**	.590**	.629**	1	.622**	.853**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X30	Pearson Correlation	.461**	.623**	.424**	.622**	1	.801**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.713**	.829**	.751**	.853**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 7. *Result of validity test usability expectation*

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It is known that all statement items on the usability dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X31	X32	X33	X34	X35	Total
X31	Pearson Correlation	1	.721**	.550**	.498**	.583**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X32	Pearson Correlation	.721**	1	.612**	.600**	.662**	.890**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X33	Pearson Correlation	.550**	.612**	1	.506**	.531**	.791**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X34	Pearson Correlation	.498**	.600**	.506**	1	.412**	.756**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X35	Pearson Correlation	.583**	.662**	.531**	.412**	1	.776**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.830**	.890**	.791**	.756**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 8. *Result of validity test information quality expectation*

It is known that all statement items on the information quality dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X36	X37	X38	X39	X40	Total
X36	Pearson Correlation	1	.661**	.469**	.509**	.471**	.769**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X37	Pearson Correlation	.661**	1	.601**	.557**	.455**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X38	Pearson Correlation	.469**	.601**	1	.592**	.760**	.856**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X39	Pearson Correlation	.509**	.557**	.592**	1	.531**	.792**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X40	Pearson Correlation	.471**	.455**	.760**	.531**	1	.812**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.769**	.796**	.856**	.792**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 9. *Result of validity test assurance expectation*

It is known that all statement items on the assurance dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X41	X42	X43	X44	X45	Total
X41	Pearson Correlation	1	.542**	.680**	.459**	.485**	.797**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X42	Pearson Correlation	.542**	1	.718**	.406**	.482**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X43	Pearson Correlation	.680**	.718**	1	.483**	.446**	.848**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X44	Pearson Correlation	.459**	.406**	.483**	1	.374**	.755**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X45	Pearson Correlation	.485**	.482**	.446**	.374**	1	.688**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.797**	.790**	.848**	.755**	.688**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 10. *Result of validity test reliability expectation*

It is known that all statement items on the reliability dimension have a Sig value. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions.

Correlations

		X46	X47	X48	X49	X50	Total
X46	Pearson Correlation	1	.673**	.504**	.524**	.485**	.813**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X47	Pearson Correlation	.673**	1	.547**	.556**	.551**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X48	Pearson Correlation	.504**	.547**	1	.559**	.404**	.766**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X49	Pearson Correlation	.524**	.556**	.559**	1	.491**	.808**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X50	Pearson Correlation	.485**	.551**	.404**	.491**	1	.715**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.813**	.842**	.766**	.808**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 11. *Result of validity test data accessibility expectation*

It is known that all statement items on the data accessibility dimension have a value of Sig. (2-tailed) below the significant correlation value of 0.01. This shows that all statement items are valid for use as research dimensions. All of the validity test results are shown in Table 2.

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Table 4. *Result of the Validity Test*

	Performance Data			Expectation Data		
	r count	r table	Validity	r count	R table 10% (N=100)	Validity
			Usability			
X1	0,790	0,1654	Valid	0,713	0,1654	Valid
X2	0,758	0,1654	Valid	0,829	0,1654	Valid
X3	0,716	0,1654	Valid	0,751	0,1654	Valid
X4	0,781	0,1654	Valid	0,853	0,1654	Valid
X5	0,711	0,1654	Valid	0,801	0,1654	Valid
			Information Quality			
X6	0,711	0,1654	Valid	0,830	0,1654	Valid
X7	0,762	0,1654	Valid	0,890	0,1654	Valid
X8	0,793	0,1654	Valid	0,791	0,1654	Valid
X9	0,781	0,1654	Valid	0,756	0,1654	Valid
X10	0,74	0,1654	Valid	0,776	0,1654	Valid
			Assurance			
X11	0,768	0,1654	Valid	0,769	0,1654	Valid
X12	0,790	0,1654	Valid	0,796	0,1654	Valid
X13	0,764	0,1654	Valid	0,856	0,1654	Valid
X14	0,743	0,1654	Valid	0,792	0,1654	Valid
X15	0,843	0,1654	Valid	0,812	0,1654	Valid
			Reliability			
X16	0,700	0,1654	Valid	0,797	0,1654	Valid
X17	0,722	0,1654	Valid	0,790	0,1654	Valid
X18	0,793	0,1654	Valid	0,848	0,1654	Valid
X19	0,785	0,1654	Valid	0,755	0,1654	Valid
X20	0,782	0,1654	Valid	0,688	0,1654	Valid
			Data Accessibility			
X21	0,730	0,1654	Valid	0,813	0,1654	Valid
X22	0,857	0,1654	Valid	0,842	0,1654	Valid
X23	0,662	0,1654	Valid	0,766	0,1654	Valid
X24	0,796	0,1654	Valid	0,808	0,1654	Valid
X25	0,708	0,1654	Valid	0,715	0,1654	Valid

Based on the table of validity test results, it is known that the calculated r-value of all questionnaire statements based on the five dimensions is more than the r-table value, both for performance/perception data and expectation data. So, it can be stated that all questionnaire statement items are valid or feasible to use for research.

3.2. Reliability Test

Reliability testing only uses statements that are valid or feasible to use based on validity tests. A dimension is declared reliable if the answers to statements are always consistent. [7]. In this research, using Cronbach's alpha because would be a branchmark which used to describe the correlation or relationship between scales with all existing variables.

If the Cronbach's Alpha value is > 0.60, then the instrument is said to be reliable. This is the result of the reliability test with usability dimension in performance data.

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

Figure 12. *Result of reliability test usability performance*

The performance data for the usability dimension with a total of 5 attributes has a Cronbach's alpha value of 0.814 (more than 0.60). This means that all attributes on this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	5

Figure 13. *Result of reliability test information quality performance*

For information quality dimension performance data with a total of 5 atribute, it has a Cronbach's alpha value of 0.809 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.839	5

Figure 14. *Result of reliability test assurance performance*

The performance data for the assurance dimension with a total of 5 attributes has a Cronbach's alpha value of 0.839 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.802	5

Figure 15. *Result of reliability performance*

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The performance data for the reliability dimension with a total of 5 attributes has a Cronbach's alpha value of 0.802 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

Figure 16. *Result of reliability test data accessibility performance*

The performance data and the dimensions of data accessibility with a total of 5 attributes have a Cronbach's alpha value of 0.805 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

Figure 17. *Result of reliability test usability expectation*

The usability dimension expectation data with a total of 5 attributes has a Cronbach's alpha value of 0.849 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	5

Figure 18. *Result of reliability test information quality expectation*

For information quality dimension expectation data with a total of 5 attributes, Cronbach's alpha value is 0.867 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.862	5

Figure 19. *Result of reliability test assurance expectation*

For the assurance dimension, expectation data with a total of 5 attributes has a Cronbach's alpha value of 0.862 (more than 0.60). This means that all attributes of this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	5

Figure 20. *Result of reliability test expectation*

The reliability dimension expectation data with a total of 5 attributes has a Cronbach's alpha value of 0.821 (more than 0.60). This means that all atribute on this dimension are consistent for use in research.

Reliability Statistics

Cronbach's Alpha	N of Items
.847	5

Figure 21. *Result of reliability test data accessibility expectation*

The reliability dimension expectation data with a total of 5 attributes has a Cronbach's alpha value of 0.847 (more than 0.60). This means that all attributes of this dimension are consistent for use in research. All of the reliability test results are shown in Table 3.

Table 5. *Result of reliability test*

No	Dimension (n=Number of Items)	Performance		Expectation	
		Cronbach's Alpha	Reliability	Cronbach's Alpha	Reliability
1	Usability (n = 5)	0,814	Reliable	0,849	Reliable
2	Information Quality (n = 5)	0,809	Reliable	0,867	Reliable
3	Assurance (n = 5)	0,839	Reliable	0,862	Reliable
4	Reliability (n = 5)	0,802	Reliable	0,821	Reliable
5	Data Accessibility (n = 5)	0,805	Reliable	0,847	Reliable

The reliability test results on all dimensions yield Cronbach's alpha values above 0.60, both for performance and expectation data. So it can be stated that all questionnaire statements are reliable or feasible to use in research.

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3.3. Customer Satisfaction Index (CSI)

To find out the CSI value, the following steps can be taken:

1. Determining the Mean Importance Score (MIS). MIS is the average value of the level of expectation expected by website users for each statement.
2. Determine the Mean Satisfaction Score (MSS). MSS is the average value of the level of performance/perception felt by website users for each statement.
3. Determine Weight Factors (WF). WF is obtained from the MIS value per attribute divided by the total MIS of all attributes.
4. Determine Weight Score (WS). WS is obtained by multiplying the WF and MSS values.
5. Determine Total Weight (WT). WT is obtained from the sum of all WS values.
6. Determines the CSI value. This value is obtained from WT divided by 5.

The following is a calculation of the CSI method from the respondent's data.

Table 6. *Analysis of Satisfaction Level with CSI*

Dimensions	MSS	MIS	WF	WS
Usability	4,27	4,46	4,00	17,10
	4,36	4,39	3,94	17,20
	4,54	4,54	4,08	15,51
	4,07	4.33	3,89	15,82
	4,25	4.33	3,89	16,52
Information Quality	4,12	4.40	3,95	16,28
	4,20	4,46	4,00	16,82
	4,33	4.53	4,07	17,61
	4,14	4,38	3,93	16,28
	4,46	4,63	4,16	18,54
Assurance	4,15	4,45	4,00	16,58
	4,34	4,63	4,16	18,04
	3,98	4,48	4,02	16,01
Reliability	4,24	4,46	4,00	16,98
	4,10	4,49	4,03	16,53
	4,19	4,53	4,07	17,04
	4,09	4,41	3,96	16,20
	4,04	4,42	3,97	16,03
	3,55	4,05	3,64	12,91
Data Accessibility	4,14	4,60	4,13	17,10
	4,12	4,38	3,93	16,20
	4,15	4,48	4,02	16,69
	4.23	4,52	4,06	17,17
	3,79	4,37	3,92	14,87
	4,37	4,65	4,18	18,25
Total	111,37			
WT				417,30
CSI(%)				83,64%

The calculations have been made for the MIS, MSS, WF, WS, WT values, and finally the CSI values. Based on the CSI calculation results, the value is 0.83 or 83.64%. So it can be said that the satisfaction level of XYZ website users is generally in the "Very Satisfied" category.

CONCLUSION

According to the analysis done for user satisfaction levels on study abroad guidance websites using Customer Satisfaction Index (CSI) method, the result shows that the value is 0.83 or 83.64%. So, it can be said that the satisfaction level of XYZ website users is generally in the "Very Satisfied" category.

Subsequent studies, are expected to use other methods, such as Service Quality, EUCS, Webqual, and the User Experience Questionnaire (UEQ), to improve the quality of user service. Also future research is expected to increase the number of respondents so that the results obtained are more in-depth and accurate.

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