Judul Karya Ilmiah (Artikel) : An Analysis & Measurement of Website Quality Using The WebQual 4.0 And Importance Performance Analysis (IPA) Method (A Case Study Of Jagalempeni Village Brebes)  
Penulis : Warjiyono, Corie Mei Hellyana  
Jumlah Penulis : 2 orang  
Status Pengusul : Penulis kedua  
Identitas Jurnal Ilmiah :  

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Kategori Publikasi Jurnal Ilmiah(beri √ pada kategori yang tepat) : √ Proseding Ilmiah Internasional  

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Jakarta, 17 Februari 2020  
Reviewer 1  

Rusdiansyah, M.Kom  
NIP/NIDN : 201709251  
Unit Kerja : Universitas Bina Sarana Informatika
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Jakarta, 20 Februari 2020
Reviewer 2

Eko Haryadi, ST, MM, M.Kom
NIP/NIDN : 200509517
Unit Kerja : Universitas Bina Sarana Informatika
An Analysis & Measurement of Website Quality Using The WebQual 4.0 And Importance Performance Analysis (IPA) Method (A Case Study of Jagalempeni Village Brebes)  
Warjiyono1, Corie Mei Hellyana2 1Program Study Komputerisasi Akuntansi, AMIK BSI Tegal, Jalan Sipelem No. 22 Tegal, Indonesia 2Program Study Manajemen Informatika, AMIK BSI Tegal, Jalan Sipelem No.

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Keywords: Website Quality, Webqual 4.0, Importance Performance Analysis (IPA) 

Abstract: This research is an advanced study, after previously it has measured the quality of Jagalempeni Village Government website at www.jagalempeni.desa.id by using webqual 4.0 method. The current research is supplemented by Importance Performance Analysis (IPA) method that is to measure the quality of Jagalempeni Village website from user perception based on performance level and importance level. The data are collected from 122 out of the 130 respondents who have filled the indicators form perfectly. The result of measurement method from Webqual 4.0 states that Usability Quality, Information Quality, and Visual Quality have significant influence to User Satisfaction while Service Interaction Quality has no significant influence to User Satisfaction. The result of analysis of Importance Performance Analysis (IPA) method states that the suitability of Jagalempeni Village website is 96.63%, and the average value of gap or negative value is -0.12. Attributes that are prioritized for immediate improvement are in the Service Interaction Quality indicator.

Thus it can be concluded that the level of website performance Jagalempeni Village still does not meet the user satisfaction and expectations, so that it needs an improvement.
in terms of quality service interaction to become a quality website.
INTRODUCTION The Jagalempeni Village website was built to convey important information from villages, provinces and countries to the community. In addition, as a media to promote the potential of the region, providing an easy interaction and administrative services between local governments and the community. Many residents of Jagalempeni Village besides farmers also become overseas workers in Jakarta and abroad. With this website it is hoped that people who are outside the city and abroad can monitor the development of the village from the information and the agenda of the village event. Moreover, they can also interact with the village through online chat and also easily get other public services.

The website of Jagalempeni Village which is www.jagalempeni.desa.id has been formally launched on February 22, 2017 and since then there has been no assessment and improvement. Implementation of e-government has a positive influence on good governance and is significantly influenced by e-service (Alaaraj, & Ibrahim, 2014). It can be concluded that service factor has an enormous influence on the success of an e-Government.

The development of e-government in Indonesia in quantity began to increase but not evenly distributed, but in quality still many that do not meet the good standard (Sari, & Winarno, 2012). The challenge of the formation of E-Government is that local governments are able to provide quality public services. The quality of E-Government services should be analyzed and elaborated on what strategies are capable of improving the services provided to improve beneficiary satisfaction (Sá, Rocha and Cota, 2016).

The ultimate goal of e-government implementation is good governance that the government must be able to provide and deliver public services to the community efficiently and effectively (Madzova, Sajnoski, & Davcev, 2013), while the other opinion that the ultimate goal of e-government implementation is the government needs to achieve good governance while the success of egovernment requires good governance practices (Suhardi, Sofia and Andriyanto, 2015).

Previous research conducted by the authors is to measure the quality of Jagalempeni Village website only by using WebQual 4.0 method of 4 (four) instruments namely Quality Usability, Information Quality, and Visual Quality which resulted in the conclusion that Quality Usability, Information Quality, and Visual Quality have significant or satisfaction to user satisfaction (user satisfaction), while Service Interaction Quality does not have a significant relationship to user satisfaction (user satisfaction) (Warjiyono, 2018).
The next research will add one more method that is Importance Performance Analysis (IPA) method by measuring the level of performance and user perception. The author wants to know the results of the analysis of each method. Using a few approaches (Sivarajah, Irani and Weerakkody, 2015). The results of analysis and measurement from Webqual 4.0 and IPA can be used as recommendation for the improvement of Jagalempeni Village website in order to have good quality in terms of usability, information, service and visual to meet user satisfaction. 2 RELATED WORK Started from the reformation era of Indonesia in 1998, a paradigm was born in the system of government of Indonesia that is improvement of better service and public participation to participate in progress of nation and state. The paradigm in Indonesia is called good governance.

In realizing good governance in terms of accountability and public transparency, it is necessary policy measures directed towards changes in the system (Sari and Winarno, 2012) E-government initiatives have a direct impact on citizens. Transformation from traditional government to governance leads to good governance (Kalsi, Kiran and Vaidya, 2009).

Webqual Webqual is a method used to measure the quality of a website based on the perception of the end user website (Barnes, & Vidgen, 2000). In measuring the quality of the website, webqual uses the research instruments of three variables namely the quality of usability, information quality and service quality. The Webqual method is the development of the servaqual method used for the measurement of service quality.

Webqual uses the concept of Quality Function Deployment (QFD) which is measurement based on opinion or voice from customer or user of website. Webqual 4.0 is currently the latest version by using 3 (three measurement instruments are usability, information and service interaction with the number of questions as much as 22 questions. A quality measurement website using Webqual 4.0 can help website managers adjust the quality of the website according to the user's perception of the website (Hapsari, & Priyadi, 2017). Based on the research that usability factor has a cognitive effect on website quality. The results of his research recommend to change the look of the website to be more attractive, accurate and up to date information so that people, business and government quickly get information (Irawan, 2012). The next research result states that the measurement of website quality based on the information quality instrument must be reliable, the information presented should be accurate, actual, relevant, safe and easy to navigate (Santoso, 2015).
Importance Performance Analysis (IPA) was first introduced by Martilla and James in 1977 (Gata and Gilang, 2017). IPA is used to compare consumer ratings of the importance of service quality (importance) with the level of service quality performance (performance) is described into the Cartesian diagram (Tileng, Utomo and Latuperissa, 2013).

Based on literature study author that Importance Performance Analysis (IPA) has been widely used by researchers in research in the field of tourism, education, marketing and technology. Importance Performance Analysis (IPA) is a method to analyze and compare the level of performance or service to the level of satisfaction (Yola and Budianto, 2013).

Importance Performance Analysis (IPA) will identify the important factors of performance and produce the priority scale that will be used by the organization in an effort to meet customer satisfaction. Figure 1. Importance Performance Analysis (source: (Tileng, Utomo and Latuperissa, 2013) Figure 1, can be explained as follows: Quadrant I Attributes that reside in this quadrant are attributes that are considered important by the customer. But it does not meet customer expectations, the level of satisfaction is low.

This attribute is a priority for improvement to improve customer satisfaction. Quadrant II Attributes that reside in this quadrant are attributes that are considered important by the customer, and are considered to be in accordance with the perceived by the customer with a relatively higher level of satisfaction. This attribute needs to be maintained by management.

Quadrant III Attributes that reside in this quadrant are attributes considered less important by the customer and performance is considered less satisfactory. This attribute needs to be reconsidered in the future. Quadrant IV Attributes that reside in this quadrant are attributes that are considered less important by the customer but a high level of satisfaction.

This attribute does not need to be repaired (Tileng, Utomo and Latuperissa, 2013). Conformity Analysis Conformity analysis is used to determine the comparative value of performance with the importance of the website with the results indicate whether the performance of the website is in accordance with the interests of the user or not (Baiti, Suprapto and Rachmadi, 2017).

Gap Analysis Gap analysis or gap is done to measure the difference between user satisfaction with the performance / actual website. (Baiti, Suprapto and Rachmadi, 2017). A good quality level is if Qi (gap) = 0 or positive value, which means that the actual
quality meets the ideal quality expected by the user.

Whereas if $Q_i$ (gap) < 0 or negative value, which means that the actual level of quality is still lacking and has not fulfilled the desire of the ideal quality of website users (Santoso and Anwar, 2015) The previous research review is described as follows: Nasution’s research, Mudjahidin conduct research to measure the quality of State Treasury Office website (KPPN) by using three main variables of Webqual that is Usability duality, Information quality and Service Interaction Quality and add new variable that is design (Nasution, & Mudjahidin, 2013).

Hasan’s research uses five categories to assess the quality of the website: navigation, organization, easy-to-use and communications, design and content. The results concluded that ease and communication instruments, designs and organizations are the most important value of the quality of a website (Hasan, 2014). A research by Arifin, Nugroho, Hantono add the research instrument into 4 variables of information quality, service interaction quality, usability and user interface quality.

On the quality of the user interface the given indicator is the right image, font type, color, download speed, ling speed to access, page design and reflect identity (Arifin, Nugroho, & Hantono, 2015). A research by Haikal, Herlambang, and Wardani in his research website PDAM Surya Sembada Surabaya has never been evaluated so that the website providers do not know whether the website already meets the expectations of users.

This research uses WebQual method with three variables namely usability, information quality, and service interaction to assess site quality from the user side. Then the method of Importance Performance Analysis (IPA) to measure the quality of products or services based on the user’s point of view (Haikal, Herlambang and Wardani, 2018).

A research done by Gata and Gilang, entitled An Analysis of Information System of Quality of Service on BSI Academy’s Environment Using Webqual Methods, Importance Performance Analysis and Fishbone, 2017 with the intent of analyzing the quality of services required by the information system to improve the quality of service expectations of users using the method WebQual four dimensions of Quality Usefulness, Information Quality, Service Quality Interaction, and Quality of Users who then use analytical techniques namely the Importance of Performance Analysis (IPA) (Gata and Gilang, 2017).

A research conducted by Baiti, Suprapto, and Rachmadi, 2017 with the problem is the website is the Education Office of Malang since 2008 has never been evaluated website
so that the Education Department of Malang City does not know how the quality of the website. This study analyzed and measured the quality of service website of Education Department of Malang City based on user’s point of view by using webqual 4.0 method which is usability, information and service interaction dimension and analyzed by Importance Performance Analysis (IPA) (Baiti, Suprapto and Rachmadi, 2017).

METODOLOGY This research belongs to Deskriptif with quantitative approach. Quantitative methods are methods that can be used for surveys to obtain data that have occurred in the past or present about opinions, behaviors, beliefs to test some hypotheses (Sugiyono, 2014). This research uses survey technique to get primary data that is by spreading the questionnaire.

Determination of sample or respondent using random sampling technique. This study uses questionnaire as the instruments that are made by using closed questions. Determination of sample or respondent technique is random sampling. Questions in the performance level questionnaire and importance level are made using the 5-point Likert scale, which is scale 1 (strongly disagree / important), 2 (disagree / important), 3 (undecided), 4 (agree / important), and 5 (strongly agree / important).

This research will examine the quality of the website of Jagalempeni Village from the user’s perception of the website by using Webqual 4.0 method and Importance Performance Analysis (IPA) method. Table 1. Research Instrument Indicator _Description _ Usability Quality _Users find it easy to learn to operate User interaction with the website is clear and understandable Users find it easy to navigate Users feel the website easy to use Website has an interesting appearance Design according to the type of website Website conveys competence Website creates a positive experience for users _ _ Information Quality _Provide accurate information Provide reliable information Provide timely information Provide relevant information Giving easy to understand information Provide information at the appropriate level of detail Present the information in the proper format _ _ Service Interaction Quality _Website has a good reputation Users feel secure to complete the transaction Users feel secure regarding his personal information Website creates space for personalization Website gives space for the community Website make it easy to communicate with organizations I feel confident that the goods/services will be delivered as promised _ _ Visual Quality _Website using appropriate fonts/letters Website use attractive color and styles _ _ Table 1, is a research instrument for measuring website quality.

There are 4 (four) instruments namely Usability Quality, Information Quality, Service Interaction Quality (Barnes and Vidgen, 2002) and additional Visual Quality instruments taken from the Design category (Hasan, 2014). Thus, there are 4 (four) instruments to be
The results of this study will contribute to improve the quality of Jagalempeni Village website.

Research Methodology Figure 2, is a flowchart or research flow, which begins with the formulation of the problem by interviewing the secretary of Jagalempeni village, Mrs. Maemunah to get the data, the problems to be studied, the population and the sample to get the research started. Furthermore, the determination of variables is done by reading literature study and collecting previous studies to find supporting theories, research methods (Webqual 4.0) and research variables to support the preparation of making the questionnaire.

After the questionnaire finished, the questionnaires were distributed to obtain data from the respondents. Then, followed by data recapitulation and data processing using SPSS software for validity test, reliability test, statistical analysis and linear regression test. From the linear regression test, the relationship between variables is performed which is to test the hypothesis.

After that the data is processed by IPA method and the final result is concluded and recommend the result of research.

4 RESULTS AND DISCUSSION The population of this study is 130 respondents who selected special Jagalempeni Village community who have had experience accessing www.jagalempeni.desa.id. After the 130 questionnaires has been received and the data have been recorded then the next sample of data is done by clearing to retrieve the data questionnaires are filled completely, in the process of clearing it has been obtained 122 data ready to be processed.

Webqual Validation Test Validation test is done by correlation technique, that is see the correlation value of r-count, this correlation value is compared with r-table value (table of relationship coefficient "r" moment of product), where a measuring instrument is valid if correlation r-count> r-table (Rohman and Kurniawan, 2017). In this study used 5% significance test and 130 samples (N = 130) obtained r-table value is 0.178.

The following is the correlation table and the result of the measurement tool validity analysis of each variable: Table 2. Validation Test No _Indicator _Pearson Correlation _ValueTabel-r _Inf _ _1 _q1 _0,451 _0,178 _Valid _ _2 _q2 _0,628 _0,178 _Valid _ _3 _q3 _0,504 _0,178 _Valid _ _4 _q4 _0,202 _0,178 _Valid _ _5 _q5 _0,418 _0,178 _Valid _ _6 _q6 _0,232 _0,178 _Valid _ _7 _q7 _0,555 _0,178 _Valid _ _8 _q8 _0,303 _0,178 _Valid _ _9 _q9 _0,613 _0,178 _Valid _ _10 _q10 _0,478 _0,178 _Valid _ _11 _q11 _0,406 _0,178 _Valid _ _12 _q12 _0,450 _0,178 _Valid _ _13 _q13 _0,265 _0,178 _Valid _ _14 _q14 _0,535 _0,178 _Valid _ _15 _q15 _0,644 _0,178 _Valid _ _16 _q16 _0,605 _0,178 _Valid _ _17 _q17 _0,566 _0,178 _Valid _ _18 _q18 _0,414 _0,178 _Valid _ _19 _q19 _0,537 _0,178 _Valid _ _20 _q20 _0,524
The alpha coefficient (a) will be used as a measure of internal consistency. The more the value approaches 1, the greater the internal consistency of the items in the questionnaire (Rohman and Kurniawan, 2017). As a rule of thumb, Cronbach's Alpha value above 0.7 (a = 0.7) is adequate for social science research (Elangovan, 2013). Table 3.

Based on table 3, the results of the reliability test stated that 4 (four) indicators, namely Usability Quality, Information Quality, Service Interaction Quality, Visual Quality are declared as reliable and feasible as an instrument in this study.

Recap the result of linear regression test analysis Variable _Kefisien Regresi _T-Hitung _T-Table _sig. _ _Konstanta-0.432 _ _ _ _ _UQ-0.024 _ _ _ _5,513 _ _ _ _ _IQ _0,082 _ _ _ _ _5,538 _ _ _ _ _SIQ _0,018 _ _ _ _ _0,060 _ _ _ _ _1,661 _ _ _ _ _9,52 _ _ _ _ _ _VQ-0.127 _ _ _5,715 _ _ _ _ _1,661 _ _ _ _ _0,000 _ _ Based on table 4, the results of linear regression test revealed that the relationship between Usability Quality with User Satisfaction (user satisfaction) with the value of TH = 2.513 and sig 0.013 has a significant relationship.

Next is the relationship between Information Quality with User Satisfaction (user satisfaction) with the value of TH = 5.538 and sig 0,000 otherwise have a significant relationship. Furthermore, Visual Quality with User Satisfaction (user satisfaction) with the value of TH = 5.715 and sig 0,000 stated has a significant relationship. While the Service Interaction with User Satisfaction (user satisfaction) with the value of TH = -0.060 and sig 0.952 expressed no significant relationship. Importance Performance Analisys (IPA) Performance and Interest Analysis Tabel 5.
values and Interest values. The average value of Performance is 3.54 while the average value of Interest is 3.66.

Conformity Analysis This analysis is to know comparison of performance score with Jagalempeni Village website interest multiplied 100%. The result is the average suitability of the website of Jagalempeni Village is 96.63%. Because the level of conformity is still below 100% it is stated that the quality of the website of Jagalempeni Village has not fulfilled what is considered important by the users and the service is considered not satisfactory users of Jagalempeni Village website.

Gap Analysis The gap or gap analysis is used to find out the level of quality gap of Jagalempeni Village website between current and actual perceived quality values and expected and important quality values to be developed (Importance). Current or actual quality score (performance) is obtained from the respondent’s assessment of the quality performance of the website based on the indicator Webqual while the expected and important value of quality to be developed is obtained from the respondent’s assessment of the level of importance (Importance).

Based on Table 5, we get the result of Qi (gap) = -0.12, because Qi (gap) is negative or <0, it is stated that the performance level of Jagalempeni Village website still not meet user expectation. Important Performance Analysis (IPA) Analysis of Important Performance Analysis in the form of Cartesian diagram is used to describe the quality indicator of any website that has been in accordance with the wishes of users and anywhere that has not met the wishes or satisfaction of website users are divided into four quadrant.

/ Figure 3. Diagram Important Performance Analysis (IPA) Based on figure 3, it can be concluded: 1. Quadrant 1 Attributes that are in quadrant 1 are attributes that have a high level of importance or expectation but low performance levels. Attributes that enter in quadrant 1 has a top priority or very important for immediate improvement or website development to improve user satisfaction Jagalempeni Village website.

Attributes that go into quadrant 1 are attribute 16 = website has a good reputation, and attribute 22 = questions, feedbacks and complaints will be accepted and processed as promised. 2. Quadrant 2 Attributes that are in quadrant 2 is an attribute that has a high level of importance or expectations and a good level of performance according to the expectations of users of Jagalempeni Village website. So it must be maintained to maintain the quality of the website.

Attributes that go into quadrant 2 are attribute 1 = the website is easy to operate,
attribute 2 = website user interaction is clear and understandable, attribute 4 = website easy to use, attribute 7 = website conveying village competence information, attribute 8 = website creates a positive experience for users, attribute 20 = website gives space for community, attribute 21 = website makes it easy to communicate with the organization, attribute 23 = website using the appropriate letters, and attribute 24 = website using attractive colors and styles.

Quadrant 3 Attributes that are in quadrant 3 are attributes that have low importance and level of performance. This attribute is deemed to have been suitably developed and not a top priority for Jagalempeni Village website improvement. Attributes that go into quadrant 3 are attribute 9 = website provides accurate information, attribute 10 = website provides reliable information, attribute 11 website gives timely information, attribute 12 = website provides relevant information, attribute 14 = website gives detail information, attribute 15 = website provides information in proper format, attribute 17 = User feels safe to transact, attribute 18 = Users feel secure personal information, and attribute 19 = website creates space for personalization.

Quadrant 4 Attributes that are in quadrant 4 are attributes that have low importance but high performance level. This attribute is considered to have exceeded user expectations and can be ignored for not repairing the website of Jagalempeni Village. Attributes that go into quadrant 4 are attribute 3 = User easy to navigate, attribute 5 = website has an interesting look, attribute 6 = Design website according to Jagalempeni Village, and attribute 13 = Website makes it easy to understand information.

CONCLUSIONS Based on result of research and result of analysis of website data of Jagalempeni Village by using WebQual 4.0 method and Important Performance Analysis (IPA), can be concluded as follows: The results of the Jagalempeni Village website quality analysis show that the suitability level of Jagalempeni Village website is 96.63% it is stated that the quality of Jagalempeni Village website has not fulfilled what is considered important by the users and the service is considered unsatisfactory the Jagalempeni Village website user. The average value of gap or gap of Jagalempeni Village website is -0.12, because the gap is negative or <0 it is stated that the performance level of Jagalempeni Village website still not meet user expectation and need improvement.

The result of the analysis by using Important Performance Analysis (IPA) diagram it can be stated that the indicator or attribute which for the immediate repair and development of Jagalempeni Village website is attribute number 16 that is website has good reputation and attribute number 22 that is question, input and complaints will be accepted and processed as promised.
These two attributes should be a top priority for improvement in the near future in order to increase the user satisfaction of Jagalempeni Village website. Attributes are not a top priority for improvement but in the future it can be a consideration for the quality of Jagalempeni Village website, the website provides accurate information, the website provides reliable information, the website provides timely information, the website provides information relevant, the website provides detailed information, the website provides information in the right format, the user feels safe to transact, the user feel secure personal information and the website creates space for personalization.

Hope from this research hopefully the result can give positive contribution to website of Jagalempeni Village to become better, qualified so that have competitiveness, and pride for the people of Jagalempeni Village. ACKNOWLEDGMENT Thanks to the Minister of Research, Technology and Higher Education and the community and the Jagalempeni Village of Brebes Regency, Central Java.

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