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RIAU PROVINCE TOURISM WEBSITE IMPROVEMENT PROGRAM USING E-GOVQUAL AND IMPORTANCE PERFORMANCE ANALYSIS METHODS

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Abstract

The Riau Province Tourism Office implements E-Government by building a website as a media public relations. This website is used to provide information on tourist destinations, facilities and news about Riau Province. Previously this website had never been evaluated so that the community's assessment of the quality of the Riau Province Tourism service site was unknown. For this reason, this study aims to analyze the service quality of the Riau Province Tourism Office website based on the perception or point of view of its users, in this case especially the people of Riau Province using the Electronic Government Quality (E-GovQual) and Importance Performance Analysis (IPA) methods. To assess the service quality of the Riau Province Tourism Office website using 6 dimensions and 28 E-GovQual attributes. The results of this study show that the total value of the performance score is Likert 3 (good) which is 3.30, the value of importance is 3.27, and the gap between performance and importance is 0.002 or > 0. The results of this study indicate that service performance has met the interests user. Thus the overall performance of the Riau Province Tourism Office website service is good and has fulfilled the interests of users. Furthermore, from the results of the IPA analysis, 7 attributes (EU1, TR1, FIE2, EU2, TR3, CS2, CAI3) are obtained with top priority and 5 attributes (EU3, FIE1, RB3, CA12, TR2) that need to be improved.

Keywords: *E-Government, E-GovQual, IPA, Public Relations, Quality of Service, Website.*

1. INTRODUCTION

Modern information technology advancements have a huge impact, notably on communication and information [1]. In instance, the development of information technology led to the creation of the internet, which might improve the field of public relations by enabling the creation of websites [2]. Information technology use can increase effectiveness, accountability, transparency, and efficiency. The sector of tourism and culture is one area where information technology has transformed [3] [4].

To give information about tourist locations, amenities, and news about Riau Province, the Riau Province Tourism Office has a website that can be visited through tourism.riau.go.id. The information system, which includes the Home menu, Gallery News, Travel, Profile, Documents, and Contacts menu, is available on the website tourism.riau.go.id. This website is one of the marketing tools that assists in achieving the goal of increasing the number of visitors to Riau Province from both within and outside the city in order to boost regional income.

The tourism office's use of information technology is anticipated to result in the best possible service for the neighborhood [5]. According to Presidential Instruction No. 3 of 2003, every government is required to use the system and conduct ongoing assessments to establish excellent IT governance or E-Government [6]. By leveraging information technology, e-government is applied to enhance work processes and management systems in government [7].

The tourism.riau.go.id website had never been reviewed, it was determined after speaking with employees of the Riau Province Tourism Dianas. The community's opinion of the Riau Province Tourism service site's quality is therefore unknown. The government uses the assessment of community satisfaction with public services as a standard to judge the success or effectiveness of e-government [8]. Evaluation is both a service and a means of improvement. The regional rule on public services number 9 of 2012 mandates that the government conduct performance reviews on a regular basis to raise the standard of public services [9].

In measuring the quality of the website there are many kinds of methods that can be used. As in previous studies conducted by Purwanto [10] with the title "Evaluation of APEKESAH Service Quality Version 3 Using the e-Govqual Method and Importance Perfromance Analysis (IPA) (Case Study: Batam City Communication and Informatics Office)", then research conducted by Wijatmoko & Siregar [11] with the title "Evaluation of IT Service

Management (ITSM) Using e-GovQual Dimensions", and research by Septa [12] with the title "Analysis of E-Government Service Quality with a Modified E-GovQual Approach".

The E-Govqual method is thought to be appropriate for use in website analysis for the Riau Province Tourism Office based on a number of previous studies. E-Govqual is a technique created to gauge how well the public thinks of government websites' ability to provide services [13].

E-Govqual is a dimensional framework developed from the findings of numerous research on the effectiveness of e-government that is used to rate the caliber of services [14]. E-Govqual conceptualizes and quantifies the magnitude of a number of characteristics in order to assess the quality of e-government services [15]. The six factors or qualities that make up e-Govqual are effectiveness/ease of use, reliability, content and appearance of information, citizen support, and functionality of the interaction environment [16].

E-Govqual was selected as the method for this study because it contained variables such as issues with the implementation of the tourism.riau.go.id website, including the menu malfunctioning for the Indonesian Ministry of Tourism, hacker activity that threatens user data security, unfavorable and interactive layout, does not match the active menu with the menu that is running, and gets incomplete information. Additionally, in 2020, the average monthly number of website visitors has declined, showing a decline in the public's interest in the website, which is one of the criteria supporting the successful implementation of the website.

This study used the E-Govqual approach to assess the Riau Province Tourism Office's website quality based on the perception or point of view of its users, who in this case are mostly Riau Province locals. Calculating the value of the E-Govqual variables utilized reveals the degree of quality. The Importance Performance Analysis (IPA) approach will be used to examine the measurement findings using the E-GovQual method to identify attributes that require recommendations for improvement [17]. Based on a user-perceived evaluation of the service's quality, the IPA approach bases its evaluation analysis at the level of importance and level of performance [18]. Use quadrant analysis to determine the aspects of E-GovQual services based on their priority scale that need improvement [19].

The outcomes of the quality level analysis are used as the foundation for developing the service to identify factors that have fulfilled user expectations and those that can be improved.

Based on the previously mentioned context, the authors alter the title to "Riau Province Tourism Office Website Improvement Program Using the E-Govqual Method and Importance Performance Analysis."

2. RESEARCH METHODS

The research strategy will be used, as shown in Image 1 below.

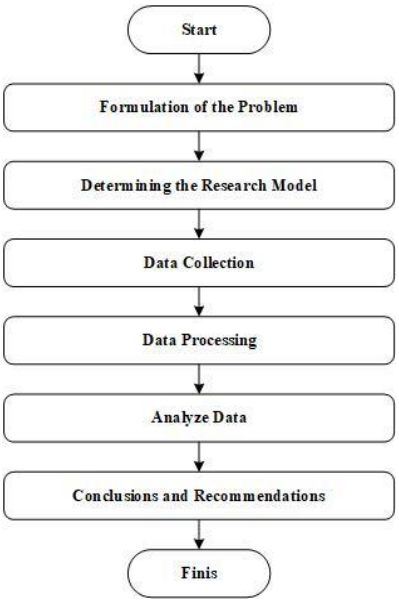

Image 1. Research Stage

The following is an explanation of the research method:

2.1. Formulation of the Problem

How to evaluate the Riau Province Tourism Office website's quality based on the perception or point of view of its users, in this case particularly the people of Riau Province, using the E-GovQual and IPA techniques, is the formulation of the problem that will be addressed in this study.

2.2. Determining the Research Model

The E-Govqual technique, which comprises of six dimensions, was used to determine the research model for this study. These six factors were effectiveness/ease of use, reliability, trustworthiness, information content and presentation, citizen support, and interaction environment functionality.

2.3. Data Collection

To gather accurate and comprehensive data, conduct direct observations and interviews with the Riau Province Tourism Office. using the media google form to distribute surveys to respondents, each of which includes a question based on the E-GovQual variable. People from Riau Province who had visited the website http://www.tourism.riau.go.id/ were the respondents in this study.

Using the probability sampling technique, samples were drawn at random during the sampling process. A sampling method known as probability sampling gives every member of the population an equal chance of being chosen. 100 website visitors

that responded to the survey form make up the sample in this study.

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

Information:
S = Sample size
N = Population Size
e = Significance Level (10%)

2.4. Data Processing

The chosen data is evaluated for validity and trustworthiness. When processing data, statistical analysis tools or tools in the form of tools are utilized in the SPSS 23 application. The data's accuracy and dependability are evaluated using this program. Further analysis will be based on the results of this data processing, and this program also searches the responses to the sent questions to calculate the percentage of each question item.

Validity test formula

$$r = \frac{N(\sum XY)-(\sum X \sum [Y])}{N\sum X^2-(\sum Y)^2 \sqrt{[N)\sum X^2-\sum Y[2]}} \quad (2)$$

Information:
r = correlation coefficient
n = number of observations / respondents
X = statement score
Y = total score

Reliability test formula

$$r = \left(\frac{k}{k-1}\right)\left(1-\frac{\sum \alpha_b^2}{\alpha_t^2}\right) \quad (3)$$

Information:
r = instrument reliability
k = number of question items = number of item variations t = total variation

2.5. Analyze Data

At this point, activities are being done to gauge website users' levels of satisfaction. After performing validity and reliability tests, the first step is to process the data that was collected through the distribution of the questionnaire. The user adaption solution model method was used to develop the questions on the Likert scale. This strategy depends on six factors: effectiveness/ease of use, trust, reliability, the information's content and appearance, citizen support, and the interaction environment's functionality.

2.6. Conclusions and Recommendations

According on the findings of their analysis of website users' levels of satisfaction, the researchers offered comments and recommendations to the Riau Province Tourism Office after processing the data.

2.7. Research Variable

Indicators were developed based on the E-GovQual model, which has six variables, as shown in Table 1 below:

Table 1. Research Variables

Variable	Attribute	Indicator
Ease of Use	EU1	Website structure
	EU 2	Accurate website search
	EU 3	Ease of remembering URLs
	EU4	Personalization of information
Trust	TR1	Do not provide personal information
	TR2	The data provided is securely archived
	TR3	The procedure for obtaining a secure username and password
	TR4	Provisions in transactions
Reliability	RB1	Success in performing the service properly
	RB2	Provide services in a timely manner
	RB3	Easy to access
	RB4	Compatibility with the browser system works fine
	RB5	Loading speed
Content and Appreance of Information	CAI1	Completeness of user data and information
	CAI2	Summary of data and accurate information
	CAI3	Data relevance
	CAI4	Periodic update of information
	CAI5	Links work fine
	CAI6	Ease of understanding information
	CAI7	Color
	CAI8	Graphic
	CAI9	Appropriate size of website pages
Citizen Support	CS1	Easy to understand guidelines
	CS2	Transaction tracking facility
	CS3	Solve problems from users
	CS4	Employees can quickly answer user questions
Functionality of the Interaction Environment	FIE1	There is a truncated calculation on the form
	FIE2	Adequate response format

From Table 1, 24 research variable attributes were used in this study, including: the Ease of Use variable used 4 attributes, Trust variable with 4 attributes, Reliability variable with 5 attributes, Content and Appreance of Information variable with 9 attributes, Citizen Support variable with 4 attributes, and the Functionality of the Interaction Environment variable with 2 attributes.

2.8. Research Hypothesis

Based on the E-GovQual method consisting of 6 variables, a research hypothesis was created which can be seen in Image 2 below:

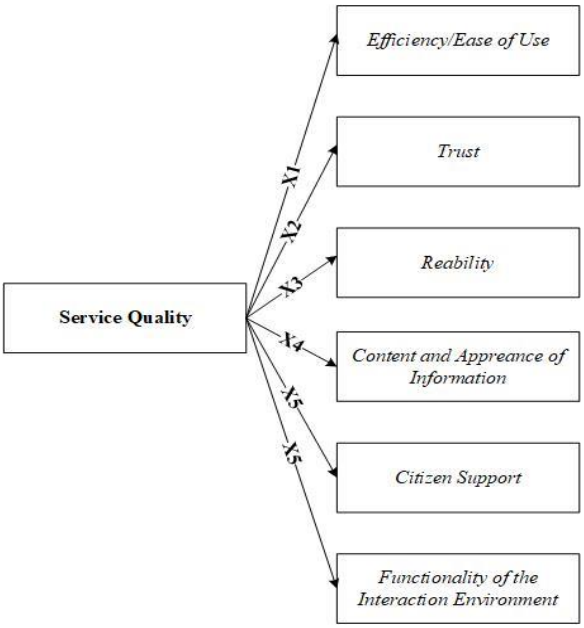

Image 2. Research Hypothesis

The research hypothesis is an assumption or quick fix for the issue as it has been defined. The intended hypothesis will be tested in an effort to refute it. The study's hypothesis is as follows:

H1: Effectiveness and Usability, which impacts how easily users may access the internet services of the Riau Province Tourism Office

H2: Trust affects public confidence in e-government with regard to the absence of danger of harm or uncertainty during the online service process from the website of the Riau Province Tourism Office.

H3: Reliability has an impact on how well the Riau Province Tourism Office website delivers accurate and timely information.

H4: Information Presentation, User-provided information presentation comprises website page size, graphics, and color accuracy.

H5: Citizen Support, which helps users locate information about services offered by the website of the Riau Province Tourism Office.

H6: User help during the form-filling process, accessibility, convenience, and functionality of the interaction environment.

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

Following are the characteristics of the respondents in this study:

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Man	59	59%
Woman	41	41%
Amount	100	100%

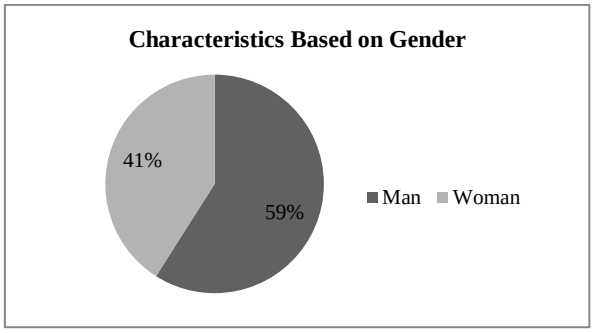

Image 3. Characteristics of Respondents Based on Gender

Table 1 and Figure 3 show that there were more males than women who responded, with men responding with 59 persons and women responding with 41 people and a percentage of 41% respectively.

Table 2. Characteristics of Respondents Based on How Often to Access the Website

How often	Frequency	Percentage
Often	58	58%
Sometimes	35	35%
Seldom	7	7%
Amount	100	100%

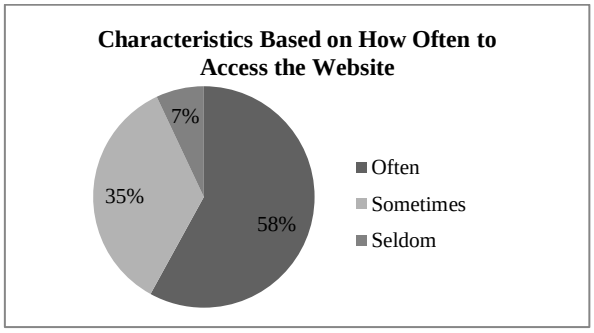

Image 4. Characteristics of Respondents Based on How Often to Access the Website

Table 2 and Figure 4 show that, as a percentage, up to 58 users (58%), occasionally 35 users (35%), and infrequently 7 users (7%), access the website.

3.2. Validity Test

The statistical program SPSS 24 was utilized for the study's validity test. The research instrument has a 95% accuracy rate and an error rate of up to 5%, according to the validity test, which employed a significance value of 95% with an error rate of 5%. Data collection for this study involved social observation of user perceptions of the website service provided by the Riau Province Tourism Office. The results of the validity test on the survey responses from the 100 respondents in Table 3 are listed below.

Table 3. Validity Test

Variable	Attribute	R Count	R Table	Information
Ease of Use	EU1	0,888	0,361	Valid
	EU2	0,911	0,361	Valid
	EU3	0,890	0,361	Valid
	EU4	0,724	0,361	Valid
Trust	TR1	0,896	0,361	Valid
	TR2	0,703	0,361	Valid

	TR3	0,922	0,361	Valid
	TR4	0,919	0,361	Valid
Reliability	RB1	0,499	0,361	Valid
	RB2	0,721	0,361	Valid
	RB3	0,699	0,361	Valid
	RB4	0,787	0,361	Valid
	RB5	0,734	0,361	Valid
Content and Appreance of Information	CAI1	0,795	0,361	Valid
	CAI2	0,673	0,361	Valid
	CAI3	0,656	0,361	Valid
	CAI4	0,570	0,361	Valid
	CAI5	0,633	0,361	Valid
	CAI6	0,425	0,361	Valid
	CAI7	0,756	0,361	Valid
	CAI8	0,717	0,361	Valid
	CAI9	0,616	0,361	Valid
Citizen Support	CS1	0,503	0,361	Valid
	CS2	0,733	0,361	Valid
	CS3	0,772	0,361	Valid
	CS4	0,785	0,361	Valid
Functionality of the Interaction Environment	FIE1	0,898	0,361	Valid
	FIE2	0,922	0,361	Valid

(1) The value of r count (pearson correlation) is derived from the correlation of each attribute (EU1, EU2, EU3, and EU4) to the sum of all ease of use variables based on the validity test that has been conducted on the Ease of Use (EU) variable. The total number of samples used in this instrument test was (N) = 30, with df = N-2, or 28 degrees of freedom. It is well known that the significance threshold for a two-way test with a 0.05% error rate is 0.361 and the distribution point r table with df = 28. The ease of use variable, which consists of the four attributes EU1, EU2, EU3, and EU4, has passed the validity test because its r count value is higher than its r table value.

(2) Based on the results of the Trust (TR) variable's validity test, the value of the r count (pearson correlation) is calculated by correlating each attribute (ATR1, ATR2, ATR3, and ATR4) with the sum of all the trust variables. The total number of samples used in this instrument test was (N) = 30, and there were 28 degrees of freedom. The significance level for a two-way test of 0.05% and the distribution point of the r table with df = 28 are both known to be 0.361. The trust variable, which consists of the four characteristics (ATR1, ATR2, ATR3, and ATR4), has passed the validity test because the estimated r value is higher than the r table value.

(3) The value of r count (pearson correlation) is derived from the correlation of each attribute (RB1, RB2, RB3, RB4, and RB5) to the sum of all Reability variables based on the validity test that has been conducted on the Reability (RB) variable. The total number of samples used in this instrument test was (N) = 30, and there were 28 degrees of freedom. It is well known that the significance threshold for a two-way test with a 0.05% error rate is 0.361 and the distribution point of the r table with df = 28. The reliability variable, which consists of five attributes (RB1, RB2, RB3, RB4, and RB5), passed the validity test because its r count value was higher than its r table value. As a result, the reliability variable's validity test was deemed to be successful.

(4) Based on the validity test that has been performed on the content and appearance of the information variables, the value of r count (pearson correlation) is derived from the correlation of each attribute (CAI1, CAI2, CAI3, CAI4, CAI5, CAI6, CAI7, CAI8, and CAI9) to the sum of all content and appearance variables of the information. The total number of samples used in this instrument test was (N) = 30, and there were 28 degrees of freedom. The significance level for a two-way test of 0.05% and the distribution point of the r table with df = 28 are both known to be 0.361. The outcome of the validity test of the information variables' appearance and content, consisting of nine attributes (CAI1, CAI2, CAI3, CAI4, CAI5, CAI6, CAI7, CAI8, and CAI9), is that the variables are valid because their r count value exceeds their r table value.

(5) Based on the results of the Citizen Support variable's validity test, the correlation between each attribute (CS1, CS2, CS3, and CS4) and the sum of all citizen support variables yields the value of r count (pearson correlation). The total number of samples used in this instrument test was (N) = 30, and there were 28 degrees of freedom. It is well known that the significance threshold for a two-way test with a 0.05% error rate is 0.361 and the distribution point of the r table with df = 28. The citizen support variable, which has nine characteristics (CS1, CS2, CS3, and CS4), has passed the validity test because its r count value is higher than its r table value. As a result, the variable is recognized as valid.

(6) The value of r count (pearson correlation) is derived from the correlation of each attribute (FIE1 and FIE2) to the sum of all functionality of the interaction environment variables based on the validity test that has been conducted on the Functionality of the Interaction Environment (FIE) variable. The total number of samples used in this instrument test was (N) = 30, and there were 28 degrees of freedom. It is well known that the significance threshold for a two-way test with a 0.05% error rate is 0.361 and the distribution point of the r table with df = 28. The functional variable of the interaction environment, which consists of two attributes, namely (FIE1, and FIE2), has passed the validity test when the r count value is more than the r table value, and is therefore recognized as legitimate.

3.3. Reliability Test

A questionnaire-based test called a reliability test is used to evaluate the consistency of measurement devices. The purpose of the reliability test was to ascertain whether the research instrument would remain reliable after repeated use. The validity test in this study utilized SPSS 24 statistical software by calculating the Cronbach Alpha value for each variable. The reliability test in this study computed the value using the statistical program SPSS 24. If the

Cronbach Alpha value is greater than 0.6, the variable is considered reliable; if the value is lower than 0.6, it is considered unreliable.

Table 4. Variable Reliability Statistics

Variabel Ease	Cronbach's Alpha	N of Items
Ease of Use	0,874	4
Trust	0,915	5
Reliability	0,789	2
Content and Appreance of Information	0,705	5
Citizen Support	0,831	9
Functionality of the Interaction Environment	0,776	7

Based on the results of the reliability test, it can be concluded that the six variables are characteristically dependable because they meet the criteria for being deemed reliable, namely a Cronbach Alpha > 0.6.

3.4. E-GovQual Analysis Results

The purpose of this analysis was to calculate the average value of the performance and importance of the 28 determined qualities in order to determine the value of the gap between the perceived service performance and the importance of the service. The performance of the service satisfies the user's interests if the gap value is positive (+) or greater than 0. If the gap's value is negative (-) or zero, it means that the service's performance did not satisfy the user's interests.

Table 5. Analysis of e-GovQual

Variable	Attribute	Performance	Importance	GAP
Ease of Use	EU1	3.55	3.48	0.07
	EU2	3.63	3.37	0.26
	EU3	3.1	3.39	-0.29
	EU4	2.74	3.26	-0.52
Trust	TR1	3.72	3.42	0.3
	TR2	3.2	3.37	-0.17
	TR3	3.61	3.32	0.29
	TR4	3.2	3.29	-0.09
Reliability	RB1	3.28	3.21	0.07
	RB2	3.11	3.25	-0.14
	RB3	3.25	3.42	-0.17
	RB4	3.48	3.26	0.22
	RB5	3.13	3.23	-0.1
Content and Appreance of Information	CAI1	3.12	3.24	-0.12
	CAI2	3.14	3.39	-0.25
	CAI3	3.34	3.29	0.05
	CAI4	3.12	3.1	0.02
	CAI5	3.42	3.26	0.16
	CAI6	3.37	3.2	0.17
	CAI7	3.44	3.18	0.26
	CAI8	3.5	3.26	0.24
	CAI9	3.4	3.16	0.24
Citizen Support	CS1	3.07	3.1	-0.03
	CS2	3.53	3.29	0.24
	CS3	3.13	3.17	-0.04
	CS4	3.09	3.11	-0.02
Functionality of the Interaction Environment	FIE1	3.28	3.38	-0.1
	FIE2	3.47	3.37	0.1
E-GovQual Analysis		**3.30**	**3.27**	**0.02**

Based on Table 5, the average gap value for each E-GovQual variable is shown. The overall value at the performance level above a 3 (good) Likert score is 3.30. This indicates that the website service provided by the Riau Province Tourism Office in this instance is already performing well from the user's perspective. While the overall value at the significance level is 3.27. These findings lead to a gap (GAP) of 0.02 or greater between the average performance value and the average interest value. As a result, the general functionality of the online service provided by the Riau Province Tourism Office satisfies users' needs.

3.5. *Importance Performance Analysis*

In order to ascertain whether the performance of the services offered is consistent with the user's degree of interest, this study used IPA analysis. Suitability analysis and quadrant analysis are components of IPA analysis.

Table 6. IPA Analysis Results

Variable	Attribute	Performance	Importance	Suitability
Ease of Use	EU1	3.55	3.48	102.01%
	EU2	3.63	3.37	107.71%
	EU3	3.1	3.39	91.44%
	EU4	2.74	3.26	84.049%
Trust	TR1	3.72	3.42	108.77%
	TR2	3.2	3.37	94.95%
	TR3	3.61	3.32	108.73%
	TR4	3.2	3.29	97.264%
Reliability	RB1	3.28	3.21	102.18%
	RB2	3.11	3.25	95.69%
	RB3	3.25	3.42	95.02%
	RB4	3.48	3.26	106.74%
	RB5	3.13	3.23	96.90%
Content and Appreance of Information	CAI1	3.12	3.24	96.29%
	CAI2	3.14	3.39	92.62%
	CAI3	3.34	3.29	101.51%
	CAI4	3.12	3.1	100.64%
	CAI5	3.42	3.26	104.90%
	CAI6	3.37	3.2	105.31%
	CAI7	3.44	3.18	108.17%
	CAI8	3.5	3.26	107.36%
	CAI9	3.4	3.16	107.59%
Citizen Support	CS1	3.07	3.1	99.032%
	CS2	3.53	3.29	107.29%
	CS3	3.13	3.17	98.73%
	CS4	3.09	3.11	99.35%
Functionality of the Interaction Environment	FIE1	3.28	3.38	97.04%
	FIE2	3.47	3.37	102.96%
E-GovQual Analysis		**3.30**	**3.27**	**100.72 %**

The proportion of conformity between the average value of performance and the average value of interest is 100.72%, or greater than 100%, according to Table 6. As a result, the overall functionality of the online service provided by the Riau Province Tourism Office satisfied the user's needs.

Figure 5 illustrates the performance and interest viewpoint with IPA that may be used to examine the aspects of E-GovQual services that need to be enhanced based on their priority scale.

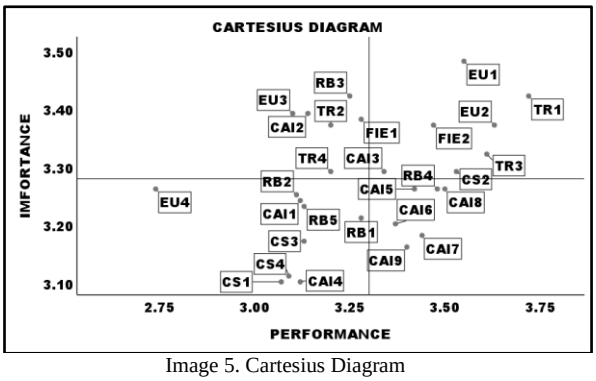

Image 5. Cartesius Diagram

(1) Quadrant 1: Despite the high level of importance of the traits, the performance level indicated is poor. To increase system performance and align it with user needs, the service provider must give higher priority to the attributes in this quadrant. Quadrant 1 includes the following characteristics: (EU3), (FIE1), (RB3), (CA12) (TR2).

(2) In Quadrant 2, both the level of performance offered and the importance of the criteria are quite high. In other words, the user experiences performance as intended. Therefore, it is necessary to sustain the performance of the attributes in this quadrant. Quadrant 2 has the following characteristics: (EU1), (TR1), (FIE2), (EU2), (TR3), and (CS2) (CAI3).

(3) In Quadrant 3, the performance is low and the qualities have an importance rating that consumers perceive as being less significant. Quadrant 3 has the following characteristics: (EU4), (RB2), (CAI1), (RB5), (RB1), (CS3), (CS4), and (CS1) (CAI4).

(4) Quadrant 4: Although the level of perceived performance is strong, the traits in this quadrant have a low relevance value. Quadrant 4 has the following characteristics: (CAI5), (CAI8), (CAI6), (CAI6), and (CAI7) (CAI9).

3.6. Improvement Recommendations

Based on the results of the IPA quadrant analysis outlined above, it is obvious which characteristics need to be prioritized for improvement and which characteristics need to be kept. The utmost focus needs to be given to enhancing the characteristics in quadrant 1. While in quadrant 2, the qualities that must be preserved. The following are these qualities:

Despite having a high level of relevance, the qualities in Quadrant 1 have low levels of performance. In other words, it is crucial to give high focus to improving the characteristics found in quadrant 1. In quadrant 1, the following qualities are present:

(1) The ease of memorizing URLs (AEU3) indicates that although this attribute is highly important, it nevertheless performs poorly. Therefore, it is essential to prioritize improvement by giving the URL address (link) on the internet service of the Riau Province Tourism Office an easy-to-remember name. in order for users to remember website services' URLs (links) with ease.

(2) The form (FIE1) has a programmed calculation, indicating that although this quality is highly important, it still performs poorly. Therefore, it is essential to give improvement high priority by boosting the website service system's efficiency for the Riau Province Tourism Office so that it can carry out preprogrammed automatic calculations when users fill out forms.

(3) Easy to access (RB3) denotes that although this attribute is highly significant, it nevertheless performs poorly. Therefore, it is essential to give improvement high priority by facilitating easier access to website links.

(4) Accurate data and information summary (AC2) indicates that although this attribute is highly important, it nevertheless performs poorly. Therefore, it is essential to give improvement high priority by giving people clear facts and correct information.

The statement "(5) The data provided is securely archived" (TR2) denotes that although this attribute is highly significant, it nevertheless performs poorly. Therefore, it is essential to give improvement high priority by enhancing the website service system's functionality so that it can archive data to enhance its security. in order to create well-preserved data.

A high degree of performance is expected for the traits in Quadrant 2 and they are also assigned a high level of relevance. In other words, the attributes in quadrant 2's performance must be preserved. In quadrant 2, the following qualities are present: site architecture (EU1), Don't provide personal information (TR1), Calculations on the form are abbreviated (FIE2), Accurate website search (EU2), Steps to get safe usernames and passwords (TR3), Transaction tracking facility (CS2), Data relevance (CAI3).

4. DISCUSSION

Based on three existing related studies, the authors can make comparisons to be used as developments and differences for this study. The author conducted an analysis using the E-Govqual method with six variables, namely: Efficiency/Ease of Use, Trust, Reability, Content and Appreciation of Information, Citizen Support and Functionality of the Interaction Environment. Data analysis using Importance Performance Analysis. From the results of data processing grouped using a Cartesian diagram, the attributes that need to get priority for improvement are in quadrant 1 (EU3, FIE1, RB3, CA12, TR2). While the attributes that need to be maintained are in quadrant 2 (EU1, TR1, FIE2, EU2,

TR3, CS2, CAI3). Based on the research that has been done, there are several recommendations that can be a reference for the Riau Province Tourism Office in providing a good and responsive website.

5. CONCLUSION

The following inferences can be made in light of the findings of the research: (1) The E-GovQual method is being used to assess the service quality of the Riau Province Tourism Office website. This method includes 28 total attributes and 6 variables, including usability, reliability, trust, the functionality of the interaction environment, and the content and presentation of information. The total value of all E-GovQual variables that scored better than a 3 on the Likert scale is 3.30. According to user impressions, the website service of the Riau Province Tourism Office is therefore already performing well. The importance of all E-GovQual characteristics as a whole is rated at 3.27. resulting in a 0.002 or greater difference between performance and importance. If the gap's value is positive (+), then the service's performance satisfies the user's needs, and if its value is negative (-), then the user's needs are still not being met by the service. It has a suitability value that is greater than 100%, or 100.72%, based on the findings of the examination of suitability between the level of performance and the degree of importance. If the appropriateness score is more than 100%, it means that the user's interests are being met by the performance of the service. As a result, the Riau Province Tourism Office internet service has generally performed well and satisfied user needs.

According to the findings of the IPA quadrant analysis, there are five traits in quadrant 1 that need to be enhanced: (EU3), The form's calculations are shortened (FIE1), it is simple to access (RB3), it contains concise and accurate information (CA12), and the data is securely archived (TR2). Due to their high degree of importance and high level of performance, the qualities in quadrant 2 (EU1, TR1, FIE2, EU2, TR3, CS2, CAI3) must maintain their performance in order to serve the user's interests.

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