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User Satisfaction Analysis of the LEAD.CO.ID News Portal Performance Using WebQual 4.0

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ABSTRACT

The quality of online media platforms is critical for competitiveness in the digital media industry. This study evaluates the quality of LEAD.CO.ID news portal using WebQual 4.0 method with a quantitative approach. Data were obtained from 100 participants using an online survey and subsequently processed with SPSS software employing multiple linear regression analysis. The t-test results show all three variables affect user satisfaction significantly, with usability as the dominant factor ($\beta = 0.512$, $p < 0.001$). The F-test confirms simultaneous significant influence ($F = 23.215$, $p < 0.001$). An R^2 coefficient of 0.420 demonstrates that 42% of the variance in user satisfaction is attributable to the factors incorporated in the proposed model, during 58% is influenced by other factors such as access speed, branding, and exclusive content. Overall, LEAD.CO.ID's website quality is in the "good" category. However, to increase reader engagement and competitive advantage, managers should implement layered source verification to improve information credibility, and optimize mobile loading time below 3 seconds to strengthen usability. This study contributes to WebQual 4.0 application in local digital media and provides data-driven recommendations for improving reader loyalty.

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INTRODUCTION

Internet technology has expanded rapidly in Indonesia, encouraging the proliferation of online news media and generating an unprecedented volume of information (Christianto et al., 2020). As of 2024, Dewan Press recorded 971 registered digital media outlets, excluding unregistered sites that still engage in journalistic activities (Maulana, 2024). This intense competition forces portals to differentiate themselves not only through news speed, but also through information accuracy, loading speed, navigation ease, responsive design, and reader interaction.

A high-quality official website serves as a symbol of organizational credibility and legitimacy. While social media facilitates interaction, the absence of a professional website raises doubts about an organization's reliability (Sari & Rahmi, 2023). A positive user experience on the website directly influences reader engagement and loyalty (Putra & Muryani, 2023).

LEAD.CO.ID is a local digital media outlet covering social, political, economic, technological, and lifestyle issues. Managed by PT. Sahabat Satu Media, it must ensure both the depth and reliability of its content and the quality of its digital interface to retain readers. Poor navigation, unclear information, and intrusive advertisements can easily drive users to competing portals.

The quality of a website can be evaluated through the WebQual 4.0, which emphasizes three

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perception-based dimensions: ease of use, quality of information, and quality of user interaction (Barnes & Vidgen, 2002). This framework has been adopted in subsequent studies (Aziz et al., 2023).

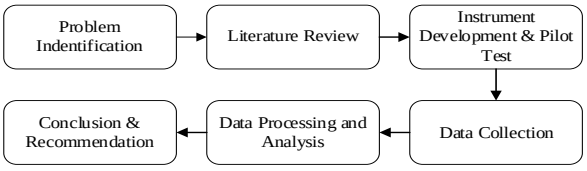
Previous research have implemented it to various Indonesian news portals. WebQual 4.0 method is correct in explaining the factors of user satisfaction on the news portal inilahtasik.com, so that it becomes evaluation material for web manager to improve the quality of its digital media (Herliawan et al., 2022). Trough the combined use of WebQual 4.0 method and Importance–Performance Analysis approach were effective to identify the level of user satisfaction of batampos.co.id news portals (Frimansyah & Christian, 2023). WebQual 4.0, IPA and CSI methods can well capture problems on information quality and user interaction at the website of Mediacenter Kabupaten Siak, as well as strengthening the validity of the results of various approaches (Syaifuddin & Zarnelly, 2023). The implementation of the WebQual 4.0 successfully facilitated a comprehensive evaluation of the overall quality of the Radar Solo website, so that areas that are already good and areas that still need improvement are found (Primananda et al., 2024). WebQual 4.0 method can provide improvement recommendations on the Editornews.id news portal, in order to focus on the website display and information delivery (Christine et al., 2024). Based on the available literature, no prior research appears to have assessed the LEAD.CO.ID news portal using the WebQual 4.0. Moreover, most studies focus on partial or descriptive analysis without integrating user satisfaction as a measurable outcome.

The primary objective of this research is to measure the quality of the LEAD.CO.ID news portal through the application of the WebQual 4.0. An online questionnaire was administered to 100 respondents, and the resulting data were analyzed with SPSS to investigate the partial and joint effects of usability, information quality, and interaction quality on user satisfaction. The outcomes of this study are expected to serve as a basis for objective evaluation and strategic recommendations aimed at fostering greater reader engagement and loyalty in digital news industry. The importance of this research lies in the nature of digital news media, which must provide trustworthy and current information while ensuring fast and secure content accessibility (Perdana & Widodo, 2025).

RESEARCH METHOD

1. Research Phase

This research adopts a quantitative approach to assess the quality of the LEAD.CO.ID news portal. The research flowchart are illustrated in Figure 1.



Source: (Processed by researcher, 2026)

Figure 1. Research Flowchart

Figure 1 illustrates the systematic research flow from identifying the problem to developing conclusions and recommendations.

a. Problem Identification.
Based on preliminary observation, the LEAD.CO.ID news portal faces intense competition in the digital media industry. Therefore, an objective evaluation of website quality is required to enhance competitiveness and user satisfaction. The output of this stage is the formulation of research problems and objectives.

b. Literature Review.
The researcher collects theories, concepts, and scientific journals related, website quality, and user satisfaction. The literature review is conducted through books, national/international journals, and other credible sources. The output of this stage includes the conceptual framework, operational definitions of variables, and formulation of research hypotheses. The research model includes three independent variables – Usability (X_1), Information Quality (X_2), and Service Interaction Quality (X_3) – with User Satisfaction (Y) designated as the dependent variable.

c. Instrument Development & Pilot Test.
The research instrument was developed as an online questionnaire. It comprises 30 measurement items assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Before the questionnaire was distributed to the full sample, a pilot study involving 30 participants was conducted to evaluate its validity and reliability. Validity was assessed using Pearson Correlation analysis, while reliability was examined through Cronbach's Alpha. The validity criterion required each questionnaire item to produce a correlation coefficient greater than the established critical value of 0.30 and reliable when the Cronbach's Alpha coefficient reached or surpassed 0.60.

d. Data Collection.
Data collection was conducted through an online questionnaire distributed to individuals aged 17 years or older who had accessed LEAD.CO.ID at least twice within the last three months. Respondents were selected using purposive sampling as part of a non-probability sampling strategy. The required sample size was calculated using Slovin's formula, yielding 100 respondents from a population of 10,000 website visitors at a 10% error tolerance level.

e. Data Processing & Analysis.
To ensure data quality, incomplete questionnaire submissions were identified and excluded from the analysis. Data analysis is performed using SPSS through the following stages:
1) Descriptive statistics to describe respondent characteristics.
2) The regression model was evaluated through a series of classical assumption tests, including

the Kolmogorov–Smirnov normality test, multicollinearity diagnostics based on VIF values below 10, and the Glejser test for heteroscedasticity.

3) The relationship between the independent variables and the dependent variable was analyzed using multiple linear regression.
4) To determine the separate contribution of each WebQual dimension, a t-test analysis was performed.
5) To determine the collective impact of all independent variables on user satisfaction, an F-test analysis was performed.

f. Conclusion & Recommendation.
In the concluding phase, the outcomes of hypothesis testing are used to formulate conclusions that address the study's research questions. The findings further provide a foundation for practical recommendations directed at LEAD.CO.ID management to improve usability, information quality, and service interaction quality, with the goal of increasing overall user satisfaction.

2. Research Method

a. Research Approach and Method

A quantitative approach with a causal research design was employed in this study to analyze the effects of independent variables on the dependent variable. Website quality was assessed using the WebQual 4.0 framework, a user-centered evaluation model introduced by Barnes and Vidgen. This framework was chosen because it measures website quality through three fundamental dimensions, namely Usability, Information Quality, and Service Interaction Quality, all of which are highly relevant to the evaluation of digital news platforms (Sugiyono, 2019).

b. Research Variables

Based on WebQual 4.0, this study uses three independent variables and one dependent variable, as explained in table 1 below:

Table 1. Research Variables and Indicators

Variable	Dimension	Indicator	Source
Usability (X_1)	Easy of Use, Navigation, Design, Interface	USA1-USA8	Barnes & Vidgen, 2002
Information Quality (X_2)	Accuracy, Relevance, Timeliness, Clarity of Content	INF1-INF7	Barnes & Vidgen, 2002
Service Interaction Quality (X_3)	Trust, Empathy, Security, Communication	SERV1-SERV7	Barnes & Vidgen, 2002
User Satisfaction (Y)	Overall Satisfaction After Using Website	SAT1-SAT8	Barnes & Vidgen, 2002

Source: (Barnes & Vidgen, 2002)

c. Population, Sample, and Sampling Technique

All visitors to the LEAD.CO.ID online news portal were defined as the target population of this research. Due to the unknown exact population size, this study assumes a population of N = 10,000 visitors with a margin of error e = 10% (Ghozali, 2018).

Slovin's formula was employed to determine the required sample size:

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

$$n = \frac{10.000}{1 + 10.000(0,1)^2} = \frac{10.000}{1 + 100} = \frac{10.000}{101} = 99,01$$

Where:
n = Number of samples
N = Population Size = 10,000
e = margin of error = 0.1 or 10%

The application of Slovin's formula produced an estimated sample size of 99.01 respondents, which was rounded up to 100 respondents. A purposive sampling technique within a non-probability sampling framework was employed. Participants were required to have accessed LEAD.CO.ID and were characterized according to gender, age, occupation, and frequency of internet usage.

The WebQual 4.0 framework was utilized in this study because it has been proven to be a reliable and effective approach for evaluating website quality, so that it can provide objective evaluation and constructive recommendations in developing a better website to get *engagement* from its readers.

d. Research Instrumenst and Data Collection

The research instrument is an online questionnaire distributed via Google Forms to reduce geographical barriers. The questionnaire is segmented by respondent characteristics: gender, age, profession, and frequency of internet use. Respondents are ensured to understand the research purpose and answer naturally. Primary data is sourced from respondents' answers became the basis for further analysis.

e. Data Processing and Analysis

Data processing is conducted using SPSS application through the following stages:

1) Data Cleaning: Remove incomplete answers from the dataset.
2) Validity Test: Tested using Pearson Product Moment correlation. An item was regarded as valid if its Corrected Item–Total Correlation coefficient exceeded the critical r-value of 0.195 at the 5% significance level for a sample size of 100 respondents.
3) Reliability Test: Cronbach's Alpha was employed to examine reliability, and dimensions with alpha coefficients above 0.60 were classified as reliable.
4) Classical Assumption Test: Regression analysis was preceded by a series of diagnostic tests, including normality, multicollinearity, and heteroscedasticity assessments.
5) Hypothesis Testing:
   a) t-test: Partial hypothesis testing was conducted to determine the influence of Usability (X_1),

Information Quality (X_2), and Service Interaction Quality (X_3) on User Satisfaction (Y). H_a was considered supported if the significance level was less than 0.05 and the t-statistic was greater than the t-table value of 1.985 at df = 96 and α = 0.05.

b) F-test: Simultaneous hypothesis testing was performed to determine whether X_1, X_2, and X_3 collectively affect Y. H_a was considered supported if the significance level was less than 0.05 and the computed F-statistic was greater than the F-table value of 2.70.

c) Coefficient of Determination R^2: to evaluate the proportion of variance in the dependent variable explained by the independent variables. An R^2 value of 0.420 indicates that the model explains 42% of the variance in user satisfaction.

RESULTS AND DISCUSSION

The following is the presentation of the results of the answers from a sample of respondents who have filled out a questionnaire related to the quality of news portals LEAD.CO.ID.

1. Respondent Characteristics

The data of the 100 research respondents was segmented by gender, age, profession, and frequency of internet use.

Table 2. Respondent Characteristics Based on Gender

Gender	Respondents	Percent
Male	52	52%
Female	48	48%

Source: (Primary data processed, 2026)

As presented in Table 2, respondent gender is distributed fairly evenly, with 52% male and 48% female participants. This indicates that both genders actively access LEAD.CO.ID.

Table 3. Respondent Characteristics Based on Age

Age Range	Respondents	Percent
17 – 25 Years	37	37%
26 – 35 Years	48	48%
> 35 Years	15	15%

Source: (Primary data processed, 2026)

Table 3 indicates that the 26–35-year age group represents the highest percentage of respondents at 42%, while individuals aged 17–25 years account for 35% of the sample. Furthermore, no respondents were younger than 17 years, reflecting compliance with the established research criteria. This age group is the productive age that is active in accessing digital news.

Table 4. Respondent Characteristics Based on Profession

Profession	Respondents	Percent
Student	30	30%
Employee	61	61%
Businessman	5	5%
Others	4	4%

Source: (Primary data processed, 2026)

The occupational distribution in Table 4 indicates that employees form the largest respondent category (40%), with students comprising a slightly smaller share (38%). Both segments are expected to provide objective assessments of website quality because they frequently access online news for information and academic purposes.

Table 5. Respondent Characteristics Based on Internet Usage Frequency

Frequency	Respondents	Percent
Rarely	12	12%
Sometimes	32	32%
Often	56	56%

Source: (Primary data processed, 2026)

The findings presented in Table 5 reveal that 78% of respondents access the internet every day, including for the purpose of reading news through LEAD.CO.ID. This indicates that respondents have sufficient experience to assess the quality of the portal.

2. Data Quality Testing

To ensure the appropriateness of the instrument, validity and reliability assessments were carried out before testing the proposed hypotheses.

a. Validity Test

Pearson Product-Moment correlation analysis was conducted using SPSS to assess item validity by examining the correlation between individual item scores and the total score of the construct. Items with Corrected Item–Total Correlation values above the critical value of 0.195 were retained as valid indicators (α = 0.05; n = 100).

Table 6. Validity Test Results

Variables	Questions	r-Count	r-Table	Information
Usability Quality	X_1.1	0,538	0,195	Valid
	X_1.2	0,530	0,195	Valid
	X_1.3	0,630	0,195	Valid
	X_1.4	0,433	0,195	Valid
	X_1.5	0,464	0,195	Valid
	X_1.6	0,454	0,195	Valid
	X_1.7	0,469	0,195	Valid
	X_1.8	0,490	0,195	Valid
	X_1.9	0,531	0,195	Valid
	X_1.10	0,430	0,195	Valid
Information Quality	X_2.1	0,539	0,195	Valid
	X_2.2	0,534	0,195	Valid
	X_2.3	0,498	0,195	Valid
	X_2.4	0,496	0,195	Valid
	X_2.5	0,721	0,195	Valid
	X_2.6	0,571	0,195	Valid
	X_2.7	0,565	0,195	Valid
	X_2.8	0,562	0,195	Valid
	X_2.9	0,515	0,195	Valid
	X_2.10	0,532	0,195	Valid

Service Interaction Quality	$X_3.1$	0,463	0,195	Valid
	$X_3.2$	0,556	0,195	Valid
	$X_3.3$	0,507	0,195	Valid
	$X_3.4$	0,532	0,195	Valid
	$X_3.5$	0,425	0,195	Valid
	$X_3.6$	0,521	0,195	Valid
	$X_3.7$	0,448	0,195	Valid
	$X_3.8$	0,544	0,195	Valid
	$X_3.9$	0,536	0,195	Valid
User satisfaction	Y	1000	0,195	Valid

Source: (SPSS output, 2026)

Based on Table 6 shows that all 30 questionnaire items have r-count > 0.195 with significance 0.001 < 0.05. Thus, all instruments are valid and suitable for measuring research variables.

b. Reliability Test

To examine the internal consistency between question items in each dimension, it is necessary to conduct a reliability test using Cronbach's Alpha method. Data are reliable if Cronbach's Alpha ≥ 0.60.

Table 7. Reliability Test Results

Variables	Number of questions	Test Results	Condition	Information
Usability Quality	10	0,663	0,6	Reliable
Information Quality	10	0,749	0,6	Reliable
Service Interaction Quality	9	0,631	0,6	Reliable

Source: (SPSS output, 2026)

The reliability results shown in Table 7 indicate that each variable achieved a Cronbach's Alpha value above the accepted threshold of 0.60. Consequently, the questionnaire can be considered internally consistent and appropriate for further examination.

3. Hypothesis Testing

The significance of the path coefficients was assessed through hypothesis testing using SPSS .

a. Partial Test (t-test)

The significance of the partial effects was examined using the t-test. Usability (X_1), information quality (X_2), and interaction service quality (X_3) were specified as independent variables, whereas user satisfaction (Y) was defined as the dependent variable. The hypotheses used are as follows:

H_{01} : Usability (X_1) does not significantly influence User Satisfaction (Y).

H_{a1} : Usability (X_1) significantly influences User Satisfaction (Y).

H_{02} : Information Quality (X_2) does not significantly influence User Satisfaction (Y).

H_{a2} : Information Quality (X_2) significantly influences User Satisfaction (Y).

H_{03} : Service Interaction Quality (X_3) does not significantly influence User Satisfaction (Y).

H_{a3} : Service Interaction Quality (X_3) significantly influences User Satisfaction (Y).

The statistical significance of the t-test results was evaluated using an alpha level of 0.05. Test results are determined based on the following criteria:

1. H_1 is accepted when p < 0.05 and t-calculated > t-table, indicating a significant effect.
2. H_0 is accepted when p > 0.05 or t-calculated < t-table, indicating a non-significant effect.

Here is the formula used to define the t-table:

$$t\left(\frac{a}{2}:n-k-1\right) = t\left(\frac{0{,}05}{2}:100-3-1\right)$$
$$= t(0{,}025:96)$$
$$= 1{,}98498 - 1{,}985$$

Where:
α = 5% Significance
n = Respondent size = 100
k = Number of independent variables = 3
Degree of freedom (df) = 100 – 3 – 1 = 96

The t-test was used to analyze the individual effects of the independent variables on user satisfaction, with a critical t-value of 1.985 at α = 0.05 and df = 96.

Table 8. Test Results t X_1

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.166	.351		3.317	.001
	X_1	.067	.009	.583	7.111	<,001

a. Dependent Variable: Y

Source: (SPSS output, 2026)

Table 8 demonstrates that Usability (X_1) shows a significant effect on user satisfaction (t = 7.111 > 1.985; sig = 0.001 < 0.05), so H_{a1} is accepted. This indicates that better navigation and interface design on LEAD.CO.ID increases user satisfaction. Usability has the largest t-count, indicating it is the dominant factor.

Table 9. Test Results t X_2

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.377	.358		6.646	<,001
	X_2	.035	.010	.339	3.564	<,001

a. Dependent Variable: Y

Source: (SPSS output, 2026)

Table 9 demonstrates that Information Quality (X_2) has a statistically significant positive effect, as shown by a t-value of 3.564 exceeding 1.985 and a significance level of 0.001 below 0.05. Consequently, H_{a2} is

supported. Accurate, relevant, and up-to-date content increases user satisfaction.

Table 10. Test Results t X_3

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.742	.394		4.420	<,001
	X_3	.056	.012	.440	4.854	<,001

a. Dependent Variable: Y

Source: (SPSS output, 2026)

As shown in Table 10, Service Interaction Quality (X_3) records a t-statistic of 4.854, higher than the critical value of 1.985, while the significance value is 0.001, which is below 0.05. Accordingly, H_{a3} is supported, indicating a significant positive influence of service interaction quality. Trust, security, and responsiveness of the portal contribute to user satisfaction.

d. Simultaneous Test (F Test)

To assess the joint influence of the independent variables, an F-test was conducted involving usability (X_1), information quality (X_2), and interaction service quality (X_3), with user satisfaction (Y) as the dependent variable. The hypotheses used for testing the simultaneous relationships are as follows:

H_0 : X_1, X_2, and X_3 do not exert simultaneous influence on Y.

H_a : X_1, X_2, and X_3 exert simultaneous influence on Y.

To examine the simultaneous effect of the variables, an F-test was performed using a significance threshold of $\alpha = 0.05$. The decision-making criteria are presented as follows:

1. A significance value of less than 0.05 leads to the acceptance of H_a, confirming a statistically significant influence.
2. H_a is also supported when the F-calculated value is greater than the F-table value, indicating that the independent variables collectively exert a significant effect.

To evaluate the simultaneous effect of X_1, X_2, and X_3 on Y, an F-test was applied. Based on $\alpha = 0.05$ with $df_1 = 3$ and $df_2 = 96$, the critical F-value was determined to be 2.70.

Table 11. F-Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.732	3	6.911	23.215	<,001[b]
	Residual	28.578	96	.298		
	Total	49.310	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X_3, X_2, X_1

Source: (SPSS output, 2026)

As presented in Table 11, the calculated F-value of 23.215 exceeded the critical F-value of 2.70, while the significance level was 0.001, which is lower than the predetermined threshold of 0.05. Therefore, the alternative hypothesis (H_a) was accepted. These findings indicate that Usability (X_1), Information Quality (X_2), and Service Interaction Quality (X_3) collectively exert a positive and statistically significant influence on User Satisfaction (Y) among LEAD.CO.ID users.

e. Coefficient of Determination (R^2)

R^2, or the coefficient of determination, measures how well independent variables account for changes in the dependent variable. The value lies between 0 and 1, reflecting the degree of influence of the independent variables. Higher values, closer to 1, indicate a better model fit in explaining the relationships among variables. However, values that are too high need to be observed because they can indicate possible overfitting of the model.

Table 12. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648[a]	.420	.402	.546

a. Predictors: (Constant), X_3, X_2, X_1

Source: (SPSS output, 2026)

The results in Table 12 reveal an Adjusted R^2 of 0.402, indicating that 40.2% of the variance in user satisfaction is accounted for by usability, information quality, and service interaction quality. In contrast, 59.8% of the variation is explained by other factors not incorporated in the model, such as website performance, visual design, and social media integration.

4. Discussion

This study reveals that the three dimensions of WebQual 4.0 significantly affect user satisfaction on LEAD.CO.ID, both partially and simultaneously.

a. Usability is the dominant factor with the highest t-count 7.111. Respondents rated LEAD.CO.ID as having a clear navigation system, easy access, and a consistent interface. This provides a comfortable user experience and reduces bounce rate. This is in line with research by Perdana & Widodo that ease of navigation is key in digital media.
b. Information Quality also has a significant effect. Respondents assessed that the information presented is accurate, relevant to user needs, and updated regularly. The use of easy-to-understand language makes it easier for readers to get the information they need quickly.
c. Service Interaction Quality shows that trust, security, and interaction features between users and managers have been running well. Minimal technical problems and responsive service increase user trust.

Simultaneously, the three dimensions explain 42% of user satisfaction. This shows that the WebQual 4.0 model is relevant for evaluating local news portals. However, 58% is still influenced by other factors, so LEAD.CO.ID management is advised to optimize Information Quality and Service Interaction Quality aspects, such as adding interactive features, comment columns, and faster loading speed to increase engagement and competitive advantage in the digital media industry.

CONCLUSION

Using the WebQual 4.0 approach and involving 100 respondents, this study evaluated the quality of the LEAD.CO.ID news portal. The results reveal that usability, information quality, and interaction quality all significantly affect user satisfaction individually. Among them, usability has the strongest effect, highlighting that intuitive navigation and responsive design are the main factors influencing reader satisfaction.

The results show that the three variables simultaneously have a significant impact on user satisfaction, with an R^2 value of 0.420. This suggests that 42% of user satisfaction is accounted for by the WebQual 4.0 dimensions, whereas 58% is influenced by external factors not included in the model, including brand trust and content originality.

The findings indicate that the LEAD.CO.ID portal falls within the "good" quality category. However, improvements are still necessary, especially regarding information accuracy and interaction responsiveness, to strengthen user engagement and increase competitiveness in Indonesia's competitive digital media landscape.

LEAD.CO.ID should prioritize optimizing website speed and mobile usability, enhance content verification processes, and minimize intrusive advertisements to improve overall user experience.

This study was limited to 100 respondents and did not examine variables such as digital trust and user loyalty. Future research should expand the sample size, include these variables, and use mixed methods to obtain deeper insights into reader behavior.

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