

***The Influence Of Website Design And Speed On User Satisfaction Levels In
Tourism Services (Case Study Of Magetan Tourism Users)***

Mas'ud Hermansyah., S.S.T., M.Kom. *as chief counselor*

Fernando Andrian Prasetyo

Digital Bussines Study Program

Departement of Bussines

ABSTRACT

This study focuses on analyzing the impact of Website Design and Website Speed on User Satisfaction on the digital tourism platform of Magetan Regency. The urgency of this research is triggered by the significant role of websites as promotional instruments in the era of digital transformation, although initial observations indicate obstacles in terms of navigation and technical performance. Using the theoretical foundation of Usability, User Interface (UI), and User Experience (UX), this study adopted a quantitative method through a questionnaire to 60 respondents who used the service. The multiple linear regression analysis conducted revealed that the design variable contributed positively and significantly partially with a t-value of 6.856, followed by a similar significant influence on the speed variable. Collectively, these two variables proved to be the main determinants of user satisfaction, so that the integration of visual aesthetics and access speed is an absolute requirement in optimizing digital tourism services in Magetan Regency.

Kata Kunci: *Desain Website, Kecepatan Website, Kepuasan Pengguna, Magetan Tourism*

