

## ABSTRACT

**INDAH DWI NINGSIH. 12819988**

***THE INFLUENCE OF PUBLIC INFORMATION DISCLOSURE AND WEBSITE QUALITY (www.kominfo.go.id) ON THE IMAGE OF KEMENTERIAN KOMUNIKASI DAN INFORMATIKA***

*Keyword : The Image, Kementerian Komunikasi Dan Informatika, Public Information Disclosure, Website Quality.*

*(xii + 105 + Appendices)*

*This study aims to determine the effect of public information disclosure and website quality (www.kominfo.go.id) on the image of the Ministry of Communication and Informatics. The theory used is Uses And Effect. This research uses quantitative methods with descriptive data types conducted through distributing online questionnaires to 384 respondents selected through purposive sampling techniques. The results showed that there is a positive and significant influence between information disclosure and the image of the ministry of communication and informatics with a regression coefficient value of 26.7% which indicates that this variable is a weak indicator. There is a positive and significant influence between website quality and the image of the ministry of communication and informatics with a regression coefficient value of 46.5% which indicates that this variable is the most influential indicator. And there is a positive, significant and large correlation between public information disclosure and website quality on the image of the Ministry of Communication and Information Technology with an influence of 51.1%, and the rest is influenced by other variables not tested in this study. The Uses And Effect theory used in this study is accepted to be used in the research conducted, it is proven that there is an influence of Public Information Disclosure and Website Quality (www.kominfo.go.id) on the Image of the Ministry of Communication and Information Technology where in this study the disclosure of information that has been carried out on the Kominfo website can affect the image of the agency so that users can choose to continue using the media or not.*

*Bibliography (1997 - 2023)*