

**WEB IMPACT FACTOR ANALYSIS
FOR RANKING OF GOVERNMENT UNIVERSITIES
IN INDONESIA, MALAYSIA, AND THAILAND
USING WEBOMETRICS STUDY**

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ABSTRACT

The research was conducted to determine the ratio between the *Web Impact Factor (WIF)* by *Webometrics Ranking (WR)* using 3 pieces instrument in the form of two search engines *Yahoo* and *Google*, and also a web crawler *SocSciBot*.

The object of this research is a top 10 website of academic universities in Indonesia, Malaysia, and Thailand, according to *Webometrics* release in July 2011. The data obtained and performed calculations to obtain the results of the assessment. The results of the assessment was then made based on the ranking of largest to smallest value. The results are then compared with the ranking list released by the *Webometrics Ranking*, calculated using the *Spearman* and *Kendall tau* test for the hypothesis tested.

The results showed: (1) Comparison between WR and WIF Ranking *Yahoo* in third countries is the same exhibited significantly. *Spearman's* test proved the value of the probability of WIFR *Yahoo* Indonesia for *P value* = 0556; *P value* WIFR *Yahoo* Malaysia = 0511; *P value* WIFR *Yahoo* Thailand = 0200; that in fact more than the significance level of 5%, ie ($p > 0.05$). (2) Comparison between WR and WIF Ranking *Google* in third countries is the same exhibited significantly. *Spearman's* test proved the value of the probability of WIFR *Google* Indonesia for *P value* = 0293; *P value* WIFR *Google* Malaysia = 0128; *P value* WIFR *Google* Thailand = 0347; that in fact more than the significance level of 5%, ie ($p > 0.05$). (3) Comparison between WR and WIF Ranking *SocSciBot* in third countries is the same exhibited significantly. *Spearman's* test proved the value of the probability of WIFR *SocSciBot* Indonesia for *P value* = 0054; *P value* WIFR *SocSciBot* Malaysia = 0067; *P value* WIFR *SocSciBot* Thailand = 0009; that in fact more than the significance level of 5%, ($p > 0.05$).

Keywords: *Web Impact Factor, Web Impact Factor Ranking, Webometrics Ranking, academic website*