ANALISIS KEPUASAN PENGGUNA TERHADAP KUALITAS *WEBSITE* TALKABOT INDONESIA MENGGUNAKAN METODE *WEBQUAL* 4.0, IMPORTANCE PERFORMANCE ANALYSIS, DAN CUSTOMER SATISFACTION INDEX (STUDI KASUS: PT. LOGIKA BERBICARA INDONESIA)

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ABSTRAK

Pertumbuhan teknologi sangat cepat dan pesat. Talkabot Indonesia menggunakan *website* sebagai media penyebaran informasi dan platform untuk potential client mengetahui layanan dan produk yang ada pada Talkabot Indonesia. Namun fungsi *website* Talkabot Indonesia masih terdapat banyak aspek yang hrarus diperhatikan seperti informasi dan tampilan yang ada. Dengan begitu diperlukan analisis penilaian kualitas *website* berdasarkan penilaian pengguna untuk mengetahui bagaimana kualitas *website* Talkabot Indonesia dengan menggunakan framework *WebQual* 4.0. Metode kuantitatif digunakan untuk melakukan pengumpulan data survei, selanjutnya menyebarkan kuesioner berdasarkan teknik *sampling* dari populasi *purposive random sampling*. Pengujian data hasil penelitian dilakukan uji validitas, uji reliabilitas dan uji *sample paired t - test*, selanjutnya melakukan analisis data dengan analisis nilai kesenjangan antara penilaian aktual dan penilaian harapan pengguna, *WebQual Index* (WQI) untuk mendapatkan nilai kualitas *website*, menghitung nilai *Importance Performance Analysis* (IPA), dan *Customer Satisfaction Index* (CSI). Jumlah sampel dalam penelitian ini sebanyak 165 responden laki-laki atau permpuan berusia > 18 tahun berdomisili DKI Jakarta dan Jawa Barat dan karyawan Talkabot Indonesia. Berdasarkan penilaian aktual dan penilaian harapan pengguna untuk mendapatkan indikator rekomendasi perbaikan *website* Talkabot Indonesia berupa luaran rekomendasi *user interface*.

Kata kunci: *Importance Performance Analysis, Customer Satisfaction Index, WebQual* 4.0

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ABSTRACT

Technologic growth is very fast and rapid. Talkabot Indonesia *uses the website as a medium for disseminating information and a platform for potential clients to know the services and products available at* Talkabot Indonesia*. However, the function of the* Talkabot Indonesia *website there are still many aspects that must be considered, such as the information and appearance. Thus, it is necessary to analyze the website quality assessment based on user ratings to find out how the quality of the* Talkabot Indonesia *website using the WebQual 4.0 framework which includes the dimensions of usability (usability), information quality (quality of information), and service interaction quality (quality of service interaction). Quantitative methods were used to collect survey data, then distribute questionnaires based on a sampling technique from a population of purposive random sampling. Testing the research data is carried out by testing the validity, reliability and sample paired t - test, then analyzing the data by analyzing the value of the gap between the actual assessment and the assessment of user expectations, WebQual Index* (WQI) *to get the website quality value, and calculating the Importance Performance Analysis* (IPA). *The number of samples in this study were 162 male or female respondents aged > 18 years domiciled in* DKI Jakarta *and* West Java *and employees* of Talkabot Indonesia*. Based on the actual assessment and assessment of user expectations to get recommendations for improvement of the* Talkabot Indonesia *website.*

Keyword*: Importance Performance Analysis, Customer Satisfaction Index, WebQual 4.0,*