

PENILAIAN KUALITAS DAN REDESAIN WEBSITE PT. WHIZZUP DIGITAL INDONESIA MENGGUNAKAN METODE WEBQUAL 4.0

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ABSTRAK

Pesatnya perkembangan teknologi informasi dan komunikasi saat ini mencerminkan meningkatnya standar hidup di seluruh dunia. Penggunaan teknologi lintas disiplin ilmu telah menguntungkan umat manusia dengan merampingkan proses seperti pencarian informasi. Situs web tersebut saat ini digunakan oleh banyak bisnis Indonesia untuk memperkenalkan diri kepada klien potensial. Diantara pelaku usaha yang telah mempromosikan produk dan jasanya kepada masyarakat melalui website adalah Whizzup Digital Indonesia. Untuk melihat bagaimana pendapat langsung pengguna terhadap website Whizzup Digital Indonesia maka dilakukan pra-survei untuk memperoleh data bahwa masih ada pengguna yang belum puas terhadap website Whizzup Digital Indonesia dan 70% responden menyarankan agar dilakukan perancangan ulang dari website yang sudah ada. Penelitian dengan judul “Penilaian Kualitas dan Redesign Website PT. Whizzup Digital Indonesia Menggunakan Metode Webqual 4.0” bermaksud untuk menilai tingkat kepuasan pelanggan (pengguna) terhadap situs web Whizzup Digital Indonesia, dan melakukan pembenahan situs web Whizzup Digital Indonesia. Data primer dianalisis untuk melihat apakah dimensi penggunaan website, kualitas informasi website, dan kualitas interaksi website semuanya realistis. Keberhasilan dalam penelitian ini diukur dengan melihat berapa banyak orang yang senang dengan tampilan dan fungsionalitas situs web saat ini dan bagaimana situs web tersebut diubah.

Kata Kunci: Penilaian Kualitas, Perancangan, dan Metode Webqual 4.0

**QUALITY ASSESSMENT AND WEBSITE REDESIGN OF PT. WHIZZUP
DIGITAL INDONESIA USING THE WEBQUAL 4.0 METHOD**

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ABSTRACT

The fast development of today's information and communication technologies mirrors the rising standard of living around the world. The use of technology across disciplines has benefited humanity by streamlining processes like information retrieval. The website is presently being used by many Indonesian businesses to introduce themselves to potential clients. Among the businesses that have promoted their products and services to the public through the website is Whizzup Digital Indonesia.. To see how the user's direct opinion of the Whizzup Digital Indonesia website, a pre-survey was conducted to obtain data that there were still users who were not satisfied with the Whizzup Digital Indonesia website and 70% of respondents suggested that the existing website be redesigned. Research with the title "Quality Assessment and Website Redesign of PT. Whizzup Digital Indonesia Using the Webqual 4.0 Method intends to assess the degree of customer (user) satisfaction with the Whizzup Digital Indonesia website, and revamp the Whizzup Digital Indonesia website. Primary data is analyzed to see whether the dimensions of website usage, the quality of website information, and the quality of website interactions are all realistic. Success in this research was measured by looking at how many people were happy with the look and functionality of current websites and how those websites were changed.

Keywords: Quality Assessment, redesign, Webqual 4.0 Method