

**ANALISIS PENGALAMAN PENGGUNA DAN *REDESIGN* WEBSITE PT.
NETT TRANS LOGISTICS MENGGUNAKAN METODE *WEBQUAL 4.0*
DAN *USER CENTERED DESIGN***

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Abstract

This study analyzes user experience and redesigns website of PT. Nett Trans Logistics using the webqual 4.0 method and a user centered design approach. The company operates in the Transportation and Logistics sector and utilizes its website as a medium for delivering information and promoting services. Evaluation was based on three main webqual 4.0 aspects: usability, information quality, and service interaction quality. Data were collected through questionnaires distributed to customers and business partners. Results showed that 82.1% of respondents found the website's appearance unappealing, and 58.9% stated that the information was not up-to-date. A redesign was conducted using the user centered design approach. The evaluation compared Webqual Index values before and after the redesign. The results showed a significant improvement, from an average score of 0.74 ("Good") to 0.88 ("Very Good"). This redesign successfully enhanced the website's quality and improved user satisfaction.

Keywords: *Webqual_4.0, User_Centered_Design, Website_Quality,
User_Experience, Website_Redesign*

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Abstrak

Penelitian ini menganalisis pengalaman pengguna dan merancang ulang *website* PT. Nett Trans Logistics menggunakan metode *webqual 4.0* dan pendekatan *user centered design*. Perusahaan ini bergerak di bidang Transportasi dan Logistik serta memanfaatkan *website* sebagai media informasi dan promosi layanan. Evaluasi dilakukan berdasarkan tiga dimensi utama *webqual 4.0*: *usability*, *information quality*, dan *service interaction quality*. Data dikumpulkan melalui kuesioner kepada pelanggan dan mitra. Hasil menunjukkan bahwa 82,1% responden menilai tampilan *website* kurang menarik, dan 58,9% menyatakan informasi yang disajikan kurang *up-to-date*. Untuk mengatasi hal ini, dilakukan proses *redesign* menggunakan pendekatan *user centered design*. Evaluasi dilakukan dengan membandingkan nilai *webqual index* sebelum dan sesudah *redesign*. Hasil menunjukkan peningkatan signifikan, dari nilai rata-rata 0,74 (kategori “Baik”) menjadi 0,88 (kategori “Sangat Baik”). *Redesign* ini berhasil meningkatkan kualitas *website* serta kepuasan pengguna.

Kata Kunci: *Webqual_4.0, User_Centered_Design, Kualitas_Website, Pengalaman_Pengguna, Redesign_Website*