

---

**Abstract**

*Website reviews.femaledaily.com is a website that contains information on user ratings of beauty products. However, in a forum, some users wrote that there were product reviews that were judged not to be by their own facts or experiences. If fake reviews continue to appear, it will make other users nervous and can reduce the quality of the information contained on the reviews.femaledaily.com website. High quality information can increase customer satisfaction, revenue, and profits for an organization, especially for a website. To organize, maintain and improve the quality of the information contained on the reviews.femaledaily.com website. So, in this study, we discuss the analysis and measurement of the quality of information on the reviews.femaledaily.com website using the dimensions of information quality with the Six Sigma approach. Using Six Sigma, organizations can determine the critical factors in information quality, assess deficiencies in information quality, and identify the root causes of poor information. The results of the measurement, there are 5 dimensions of information quality that need to be improved, namely objectivity (Q11), ease of operation (Q14), actuality (Q5), relevance (Q8), and accessibility (Q13). These dimensions were improved by making a prototype using the Goal Directed Design (GDD) method and tested on 5 respondents. After testing, it was found that the absolute importance of the five dimensions of information quality decreased. The decrease in the absolute importance value indicates that there is an increase in the dimensions of improved information quality.*

**Keywords:** *information quality, reviews.femaledaily.com, Six Sigma.*

---