

Abstract

Today the very rapid development of the Internet, in the business world companies often take advantage of the Internet's role in it. One way to get closer to consumers, companies use the website. At this time, the usefulness of a website into one of its own way for companies to market their products, besides other website usability in order to enable consumers to obtain the information sought. Companies that follow this trend is a 21 Cinema and CGV Blitz. Both companies cinemas in Indonesia that maximize the website to provide convenience for consumers.

This study aimed to compare the quality of websites of both companies Cinema 21 and CGV Blitz. This research is descriptive quantitative research using WebQual 4.0 based on 3-dimensional that Usability, Information Quality and Service Interaction. Sources of data obtained by spreading questionnaires to 400 respondents in Bandung. Data analysis technique used is Uji Beda test Mann-Whitney. Results of this study are significant differences between the quality of the website Cinema 21 and CGV Blitz. The result is a website Cinema 21 ahead of his rival from the three dimensions namely Usability, Information Quality and Service Interaction.

Keywords : Internet, Website, Website Quality