

ABSTRACT

New trends emerging in Indonesian society are buying and selling online using the internet. This opportunity is used by JD.id to participate in advancing the digital economy of Indonesia. Currently JD.id website entered into five e-commerce websites with the highest number of visitors in Indonesia, and no previous research that measures the quality of JD.id website. Website quality measurements can use Webqual 4.0 which is useful for assessing the overall e-commerce website based on consumer perceptions. The objective of the research is to measure the quality of website by using webqual 4.0 method of user satisfaction variable period. A case study was conducted on the JD.id website. Data Flow Diagram Model for modeling of recommendation system, while webqual 4.0 method to measure site quality to user satisfaction. The research data using primary data in the form of questionnaires involving a sample of 384 respondents who have made transactions on JD.id website. Based on the results of research on the quality of JD.id website, simultaneously have a positive and significant impact on user satisfaction JD.id website. Partial test results show that the variables used are JD.id website user effectiveness data that is the use of quality, quality of information, and quality of service interaction, with service quality interaction variables that have the greatest influence. Therefore, the system model design using the Context Diagram and Data Flow Diagram focuses on the quality variable of service interaction with the addition of new entity that is CS Complain using process, solution, solution and Data store Detail complaint.

Keywords: Data Flow Diagram; webqual 4.0; User Satisfaction; Website Quality