Abstract

Quality of an electronic commerce (e-commerce) website is something that must be considered by a company that wants to introduce its product to the masses. Good website quality according to the users is one of the main determinant for products marketing. One method that can be used for measuring website quality through a user perspective is WebQual 4.0. WebQual 4.0 has three factors to describe a website quality according to user perceptions, which is: usability, information, and service interaction quality. These three factors can be measured based on input from its user, and will be processed trough data analysis method, which is Importance Performance Analysis (IPA) method, The IPA method compares 2 perceptions of quality measurement, between actual quality and expectations quality from its user's perception.

This study aims to measure the quality of Kadatuan Koffie e-commerce website with WebQual 4.0, which previously designed by data analysis modeling tool. Kadatuan Koffie website quality measurements results based on input from 100 users obtained the average value of the difference from the three factors is -0.16. therefore, the kadatuan koffie website is considered still not meet best expectations of its users. After obtaining the measurement results, an evaluation is necessary with website owner perception to ensure that the measurement method can precisely measure the quality of the website. Positive values from the evaluation results indicate that the measurement results and quality measurement methods can be accepted and trusted by the website owner.

Keywords: Website Quality, WebQual, Importance Performance Analysis, Kadatuan Koffie.