

**ANALYSIS AND EVALUATION OF SERVICE WEBSITE USING WEBQUAL 4.0
AND ANALYTICAL HIERARCHY PROCESS (AHP)
(Case Study: Coredinatelab.id)**

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Abstract

Websites on the internet are not only used to obtain information, but can be used as a medium for doing business, therefore to increase internet users' interest in accessing and reading website content, websites must be presented in an attractive and informative manner. In the process of analyzing website quality on user satisfaction this time it was carried out on the Coredinate Laboratory Indonesia website because after the elicitation process with the interview method was found many shortcomings in terms of usability. Usability itself is considered important to measure the quality of the system's feasibility. Quality analysis is carried out to find out what factors can improve the quality of the Coordinatelab website so that it can measure user satisfaction. To analyze user satisfaction on the quality of the Coredinatelab website, the Webqual 4.0 and Analytical Hierarchy Process (AHP) methods are used. Because Webqual focuses more on website quality and AHP is used to compile priority recommendations on each criterion which will later become a benchmark for website improvement. After repairing the website, a second questionnaire was distributed to the same respondents for comparison between the current website and the website improvement and the highest score was obtained with the statement "Agree" on the dimensions of Usability, Information Quality, and Interaction Quality. This shows that visitors are considered satisfied with the website improvements made.

Keywords: *Website Quality, Webqual 4.0, Analytical Hierarchy Process (AHP), Expert Choice, SPSS 24.*
