

ABSTRACT

UPoint.ID is one of the websites providing game and entertainment top up services belonging to Telkom Indonesia's subsidiary, namely PT. Nuon Digital Indonesia. In 2020, it was found that there were complaints from customers written on the Google Play forum regarding purchasing products that had been paid for but the product was not received by the user and the user felt that there was no clarity from UPoint.ID regarding this matter so that service interaction quality was still lacking at UPoint .ID. The aim of this research is to examine the correlation between UPoint.ID performance and UPoint.ID website user satisfaction using the WebQual 4.0 method which consists of the variables usability quality, information quality and service interaction quality on the UPoint website .ID. Research data was obtained through questionnaires for 103 respondents using multiple linear regression analysis techniques via SPSS 29 and Likert scale measurements. Data processing produces user understanding which immediately has a positive and significant impact on user satisfaction. Meanwhile, partially information quality does not have a significant impact on user satisfaction so further improvement is needed.

Kata Kunci: UPOINT.ID, website, Webqual 4.0, kepuasan pengguna