ABSTRACT

In an ever-evolving digital era, understanding the elements that improve the performance of information systems is essential for organizations. This research aims to improve the website of UD. Toyota Asri Motor, especially ASW, which faces various challenges such as unattractive design and other technical issues. The evaluation was conducted using the WebQual 4.0 method to assess usability, information quality, and service interaction quality, as well as Importance Performance Analysis (IPA) to identify shortcomings and determine improvement priorities. The study involved 42 employees and used Partial Least Squares Structural Equation Modeling (PLS-SEM) to provide improvement recommendations according to international standards. The analysis findings show that usability, information quality, and service interaction quality explain 89.2% of the variability in user satisfaction. The hypothesis about the significant effect of usability quality and information quality on user satisfaction was rejected, while the hypothesis about the effect of service interaction quality was accepted. IPA analysis revealed that attributes US1 and SI6, related to ease of learning and communicating on the website, are in the first quadrant with low performance but high importance. Recommendations for improvement include providing clear user guides, personalized experiences, and optimizing communication features. Attributes in the second quadrant show satisfactory performance, while attributes in the third quadrant require improvement, and attributes in the fourth quadrant show performance that exceeds their importance level.

Keywords— ***WebQual 4.0, Website Quality, User Satisfaction, Service Quality, IPA.***