

ABSTRACT

MyEnterprise Access PT Telkomsel website is a digital service platform intended for corporate customers to facilitate access to enterprise services provided by Telkomsel. Website quality is a major factor in determining user satisfaction. This study aims to analyze the quality of the MyEnterprise Access website with WebQual 4.0, Importance-Performance Analysis (IPA), and Partial Least Squares (PLS). WebQual 4.0 is useful as a framework for measuring user perceptions based on three main dimensions, namely Usability, Information Quality, and Interaction Quality. Data were obtained from the results of a questionnaire distributed to active users of the MyEnterprise Access website. The results of the questionnaire were analyzed quantitatively using IPA to map the relationship between perception values and user expectation values against the dimensions measured. In addition, PLS analysis is used to test the relationship between indicators and dimensions of website quality as well as the impact on user satisfaction. It is expected that this study can provide an explanation of the quality of the MyEnterprise Access website based on user perceptions and identify areas that need improvement based on the results of the IPA analysis. The strategic recommendations produced are expected to help PT Telkomsel in improving the quality of website services, so as to improve user experience and increase user satisfaction and loyalty.

Keywords: WebQual 4.0, Importance-Performance Analysis (IPA), PLS-SEM, MyEnterprise Access, Telkomsel.