

ABSTRACT

ANALYSIS OF THE WEBSITE QUALITY OF INFINITY-EO.COM USING THE WEBQUAL 4.0 METHOD

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This research aims to evaluate the quality of PT. INFINITY's website using the WebQual 4.0 method, focusing on three main variables: usability quality, information quality, and interaction quality. Data collection was carried out by distributing online questionnaires through Instagram and WhatsApp platforms. The samples for this research were selected using the purposive sampling method, and a total of 70 respondents were gathered over several months of data collection. The results show that among the three variables measured, the usability quality dimension achieved the highest average score, with a percentage of 80.53%, categorized as Very Good based on Likert Scale calculations using Microsoft Excel. However, the information quality and interaction quality variables require further improvement to enhance overall user satisfaction with the website.

Keywords: *WebQual 4.0, PT. INFINITY, Website Quality, Purposive Sampling, Likert Scale.*