ABSTRACT

OLX AUTOS WEBSITE QUALITY ANALYSIS USING WEBQUAL 4.0 METHOD

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The quality of a website is an important factor that must be considered in the competition for buying and selling used cars, because the website is an illustration of the company's representation in cyberspace. To find out the quality of a website, it is necessary to measure the quality of the website based on its users. This study aims to analyze the quality of the website using the webqual 4.0 method on the OLX AUTOS website which can be one way to evaluate, so that the quality of service can be improved. The method in this study is a qualitative method using WebQual 4.0, which is a web-based information system quality measurement tool, to evaluate the level of user satisfaction with the service of the system. WebQual 4.0 uses parameters of usability quality, information quality, and quality of information services. Each parameter contains several questions, is loaded in a questionnaire format, and fills in answer choices using the Likert Scale technique. The WebQual 4.0 application is applied to the quality measurement of the OLX AUTOS website. OLX AUTOS contains features to make it easier for users to use the OLX AUTOS website. Users of OLX AUTOS users became respondents. The questionnaire is filled out by 71 people, and the questionnaire result data is loaded in an MS Excel (xls) file. The results obtained from this study that OLX AUTOS has good quality from respondents' research. The conclusion of this study using WebQual 4.0 can be done website analysis by paying attention to parameters.

Kata Kunci : Kualitas website, WebQual 4.0, OLX AUTOS

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