ABSTRACT

Rino Arif Budiyanto, 15119591
ANALYSIS OF THE PERFORMANCE OF THE KOPI KENANGAN WEBSITE USING WHITE HAT SEO METHODS AND END USER COMPUTING SATISFACTION (EUCS) ON USER SATISFACTIONANALYSIS OF KOPI KENANGAN WEBSITE PERFORMANCE USING WHITE HAT SEO METHOD AND END USER COMPUTING SATISFACTION (EUCS) ON USER SATISFACTION USING STATISCAL PRODUCT FOR SERVICE SOLUTIONS (SPSS)
Faculty of Computer Science and Information Technology,
Gunadarma University, 2023.
Keywords: Analysis, White Hat SEO, EUCS, Website, Coffee Memories.
(xii+61+Appendix)

The kopikenangan.com website is the official website of Kopi Kenangan that provides information about products and makes it easier for consumers to place orders. The purpose of this study is to analyze system performance and determine the quality of the website kopikenangan.com user satisfaction using White Hat SEO and End User Computing Satisfaction (EUCS) methods. White hat SEO method in this study uses tools similiarweb.com, website.grader.com, Smallseotolls.com, in finding meta title, meta keyword, meta description, meta robot, meta viewport, and. The End User Computing Satisfaction (EUCS) method used to measure the level of satisfaction from users consists of Content, Accuracy, Format, Ease Of Use, and Timeliness carried out by the questionnaire distribution method. The results analyzed with the White Hat SEO method are still not optimal on the search engine section. The results analyzed using the EUCS method for the Content variable obtained the highest value of 4.65 with very satisfied information and the lowest value was found in the Timeliness variable with a value of 3.99 with satisfied information.

Bibliography (2016-2023)