

ABSTRACT

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COMPARATIVE ANALYSIS OF THE PERFORMANCE OF THE ITEMKU AND CODASHOP WEBSITES USING THE PIECES METHOD

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In the increasingly advanced digital era, the presence and performance of a website has become very important for the success of an online business. One e-commerce company that wants to improve the efficiency of its website is the Itemku website and Codashop, a web-based platform in Indonesia that provides buying and selling services for games, in-game products and other digital content. In this research, a comparative analysis was carried out on the Itemku.com and Codashop.com websites using the PIECES method (Performance, Information, Economy, Control, Efficiency, Service) and data testing was carried out using the GTMetrix application and Google Transparency Report. The results of the analysis using the PIECES method show that the Itemku.com and Codashop.com websites according to respondents are quite good in terms of Information, Economic, Efficiency and Service variables, but the results of the performance variables according to the GTMetrix application are inversely proportional in terms of length of page access time, total block and layout changes. In terms of control variables, after being tested using the Google Transparency Report, according to respondents, the results showed the same as good.

References (2019-2024)