

ABSTRACT

Althea Daffa Putra, 17119293

Analysis of User Satisfaction Level of Codashop.com Website Using WEBQUAL 4.0 and Importance Performance Analysis (IPA) Methods

Thesis. Information Systems. Faculty of Computer Science and Information Technology. Gunadarma University. 2023

Keywords: Codashop, *Webqual 4.0*, Importance Performance Analysis, User Satisfaction, *Webqual 4.0* Method, *Importance Performance Analysis* Method.

(xii + 47)

Technology provides many conveniences and also new ways of doing human activities. One of the significant impacts of this technological development is the emergence of the online gaming industry. The online gaming industry in Indonesia has grown over the last 10 years. The top up process or in-game purchases is one of the common ways used by players to achieve these goals. Top up is the activity of gamers purchasing in-game currency or recharging in-game currency for in-game transaction needs. Codashop is one of the most popular online game top up platforms in Indonesia. This platform provides services to purchase vouchers or in-game items with various easy and flexible payment methods, such as bank transfers, phone credit, and other digital payments. To measure the level of user satisfaction of the Codashop Website, research was conducted using the Webqual 4.0 method and Importance Performance Analysis. The Webqual method is used for data collection, and the Importance Performance Analysis method is used for data processing. Based on the research results, the results of the 3 dimensions of Webqual 4.0 show the results of the Tki value of 98.13% and the gap value of -0.08, this shows that the codashop website still does not meet user satisfaction and has not been able to meet user expectations. The IPA Quadrant results show the results of variables US4, US7, and SIQ2 are in quadrant 1. Variables with code US2, US3, US8, IQ1, IQ5, IQ6, IQ7, SIQ3, dan SIQ7 are in quadrant 2. Variables with code US6, IQ4, SIQ 4, and SIQ6 are in quadrant 3. Variables with code IQ2, IQ3, SIQ1, and SIQ5 are in quadrant 4.

Bibliography (2003-2022)