

ABSTRACT

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ANALISIS PENGARUH KUALITAS *WEBSITE* TERHADAP KEPUASAN PENGGUNA MENGGUNAKAN METODE *WEBQUAL* 4.0 PADA *WEBSITE* *WWW.REJUVE.CO.ID*

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Keywords : *Website* Re.juve, Analisis, *Website Quality*, *Satisfaction User*.

(xiv + 70 + Attachment)

Rejuve is a company engaged in the Food and Beverages sector that sells healthy beverage products in the form of cold pressed juice. We can get information through the Re.juve website, namely www.rejuve.co.id including product variants, history of the company, existing offline store locations, FAQ (Frequently Asked Questions) and information about applicable promos.. Until now, the number of visitors (consumers) has reached 1,350 visitors. However, from the current number of visitors, Re.juve has never evaluated the quality of the rejuve.co.id website. Evaluation efforts are carried out through an analysis of the influence of the quality of the website www.rejuve.co.id on user satisfaction with the webqual 4.0 method consisting of 4 stages, namely determining the type and research tool, drafting instruments, data collection and data analysis. The preparation of instruments and data collection uses google form as a medium to get user responses on the website through the questions that have been provided. The collected data will be processed using SPSS 25 to produce accurate data quality. Analysis of the processed data from the results of this study based on 3 variable dimensions, namely the quality of use, quality of information, and quality of service interactions show that the quality on the website www.rejuve.co.id is categorized as good. However, the one that most influences user satisfaction from the three variables is the quality of information because it produces the greatest and best value among the three variables in the results of the test that has been done.

Bibliography (1990-2017)