

ABSTRACT

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COMPARATIVE QUALITY ANALYSIS OF TWO WEBSITE PROVIDER OF BIOSCOPE SERVICE USING WEBQUAL (CASE STUDY : 21cinplex.com dan cgv.id)

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XXI and CGV are amongst the cinema providers in Indonesia, utilizing website facilities to market the currently aired and aired films. People can choose the movie they want to see, the location of the movie, the price of the movie, and any time available. However, in reality sometimes people also prefer to come directly to the Cinema because of the constraints of the quality of the website is less user friendly for use by the community. So the quality of the website will greatly affect the level of user satisfaction itself. To know the level of user satisfaction of cinema service website, then do quality comparison between website XXI and CGV using WEBQUAL method (Website Quality) with 3 pieces of X that is information quality, interaction quality, and usability quality. The results obtained are 1) Users are satisfied with Interaction Quality and Usability Quality owned by both websites, it is shown from Interaction Quality and Usability Quality with the value of T Statistics ($|O / STDEV|$) 3,660, 5,515 for XXI and 4,650, 3,801 for CGV with P value of 0,000 Values. While for Information quality dimension have an effect on both but not very mean because have value ($|O / STDEV|$) under 1.96 with value of P Values below 0.05 that is 0,272 with P values 0,786 for XXI and 0,259 with P values 0,795 for CGV; 2) Calculated as a whole on the variable Information Quality, Interaction Quality, and Usability to User Satisfaction with P values below 0.05 ie 0.000, CGV has a value of 13,217 while XXI has a value of 11,476. Overall CGV is slightly better than XXI is the difference of 1,741, so it is likely that CGV will be more accessible.

Bibliography (1995 – 2017)