ABSTRACT

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ANALISIS KUALITAS WEBSITE DOMPET DIGITAL INDONESIA MENGGUNAKAN METODE WEBQUAL 4.0 (OBJEK PENELITIAN: DANA, OVO, GOPAY).
Thesis. Information System. Faculty of Computer Science and Information Technology. Gunadarma University. 2019
Keywords : Analysis, Website Quality, Indonesian E-Wallet Website, WebQual 4.0, SPSS.
(xv + 85 + Attachment)

The majority of digital wallet users are only accustomed to accessing digital wallets in the application and as few users access the digital wallet website, an analysis is needed on the website to find out whether the quality of this website-based digital wallet service is in line with the expectations of the users. There are four areas that are the focus of this method, namely, usability quality, information quality, service interaction quality and overall user satisfaction. The purpose of this study was to analyze the quality of the influence of the value of each dimension of WebQual 4.0 on website user satisfaction DANA, OVO, GOPAY.

This research is a type of quantitative research and uses statistical techniques to analyze the data. Data collection used is by distributing questionnaires that have been formed previously to respondents of digital wallet website users. The questionnaire is online and uses Google forms or Google forms distributed via social media Line and Whatsapp. Then the data obtained from respondents were processed through several tests, namely the research instrument test, the classic assumption test, multiple linear regression analysis, and hypothesis analysis. The results of this study indicate that the dimensions of usability, information quality, and service interaction quality have a positive effect on user satisfaction both partially and together.

Bibliography (2001-2019)