ABSTRACT

ANALYSIS OF OPPORTUNITEA WEBSITE SERVICES USING WEBQUAL 4.0 AND IPA

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Amid the rapidly developing era of information technology, various companies, organizations, and businesses are utilizing websites as channels for information and transactions. E-commerce is also experiencing significant growth, along with the current trend among young people in hanging out at cafes. This provides an opportunity for marketing through websites, making it easier for consumers to find information and conduct transactions, which is exemplified by Opportunitea Kuala Kapuas. In their efforts to market products and provide information to consumers, the company relies on online platforms to satisfy their customers. The quality of service provided by the website is of utmost importance in this business. Hence, in this study, researchers employ the Webqual 4.0 analysis and evaluation method, along with the Importance Performance Analysis (IPA) approach. Webqual 4.0 is used to assess various indicators of website quality, while the IPA method compares the importance level measured by user expectations with the performance level measured by actual user experiences. Based on the IPA calculations on the Webqual 4.0 indicators, the average website gap score of Opportunitea is 0.71, and the average suitability score is 150%. This indicates that users are satisfied with Opportunitea's website services, which surpass their expectations. However, some indicators show negative gaps and suitability scores below 100%, particularly in the Usability dimension, which plays a crucial role in influencing user satisfaction. The IPA quadrant analysis reveals three indicators Usability dimension number 5, Information Quality dimension number 6, and Interaction Quality number 3 located in Quadrant I, which become the main focus for improving Opportunitea's website. These indicators are key factors affecting the website's service quality. By addressing these areas, Opportunitea's website can enhance user satisfaction and overall performance.

Keywords: *importance performance analysis, UMKM, quality of service, website , webqual 4.0.*