

ABSTRACT  
***ANALYSIS OF THE E-SERVICE QUALITY OF THE J&T EXPRESS  
WEBSITE USING THE E-SERVICE QUALITY METHOD  
(J&T EXPRESS WEBSITE CASE STUDY)***

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The development of internet technology has resulted in significant changes in various aspects of life, including the economy and business. The Internet has made it easier to access information and contributed to efficiency in various activities. In the context of shipping and logistics services, companies like J&T Express make use of the internet to provide better services. However, issues with *captcha* verification, estimated delivery, and order spikes that caused *overload* affected the user experience on the J&T Express Website. The purpose of this study is to test whether the e-servqual method is suitable for analyzing the service quality of the J&T Express Website and to identify factors that require improvement on the Website related to captcha verification problems in checking receipts and postage. The methods used include e-servqual analysis to evaluate the level of customer satisfaction with each attribute on the Website, as well as the Importance Performance Analysis (IPA) method to identify gaps between actual performance and user expectations. The results showed a difference in understanding among stakeholders regarding the need for service quality analysis of the J&T Express Website using the e-servqual method. In addition, there is a focus of improvement that needs to be given to indicators related to captcha verification problems in checking receipts and postage on the Website. The findings recommend improvements in that regard to provide users with a better experience. This study resulted in improvement recommendations and showed that the service quality of the J&T Express Website has met user expectations.

**Keywords:** *Quality of Service, J&T Express Website, E-servqual.*