

ABSTRACT

IMPLEMENTATION OF WEBQUAL 4.0 METHOD AND IMPORTANCE PERFORMANCE ANALYSIS IN MEASUREMENT OF STOCK EXCHANGE WEBSITE QUALITY

Oleh

Viryal Nabila

20103162

A stock exchange information system that can support the public in understanding stock investment in Indonesia is idx.co.id. According to Mr. Hendra as the founder of the Stockknow id community and Republik Investor, digital literacy in investing is low because the idx.co.id website is still considered not easy to understand for beginners because the language is too technical, lack of availability of transparent data and information, and limited access to issuer data. This can affect the quality of the idx.co.id website so that website quality measurement is carried out to provide insight into improving the quality of the idx.co.id website in increasing digital literacy in investing in Indonesia. The method used is the webqual 4.0 method to measure the quality of the current idx.co.id website through three measurement variables, namely in terms of usability, information quality, service interaction quality. In addition, the Importance Performance Analysis (IPA) method of performance assessment against the expected assessment of website quality can be measured to identify indicators according to user preferences into four Importance Performance Analysis (IPA) quadrants. This study collected information from users through a questionnaire which was processed using the linear regression analysis method. The results showed that users are satisfied with the current idx.co.id website in terms of usability, information quality, and service interaction quality, as indicated by the T-statistic values for the three aspects (3.877, 6.038, and 6.806) which are all higher than the T-table value (1.969). Based on Importance Performance Analysis, improvements need to be made to indicators in quadrant I namely US3, US4, US5, US7, IQ7, SQ5 and quadrant III namely US2, US6, IQ4, IQ5, SQ6 which have low performance. Recommendations for improvement include improving site navigation, implementing Search Engine Optimization (SEO), redesigning the site, increasing credibility, rearranging menus, auditing content, and increasing user interaction.

Keywords: *Indonesia Stock exchange (IDX), Stock Investment, Importance Performance Analysis (IPA), Website Quality, Digital Literacy, Webqual 4.0*