

ABSTRACT

Internet users in the world experience a rapid increase every year. Indonesia is ranked 4th as the country with the most internet users with a total of 171.26 million users. The internet is a place for companies to reap the benefits of online advertising. Media companies are slowly moving to use this opportunity. One party that uses it is Detikcom as an online news site provider. Detikcom is a pioneer in online news providers in Indonesia. In the last 2 years Detikcom has experienced a decrease in site engagement, namely daily page views per visitor and duration. The high level of competition requires Detikcom to maintain the quality of the website in the hope that it can provide satisfaction for users of the Detikcom website. Therefore this study aims to determine the quality of Detikcom's website so that it can adjust the quality of the web to user satisfaction. Therefore this study uses the WebQual 4.0 method that focuses on usability quality, information quality, and service interaction quality on user satisfaction. Data collection was carried out through distributing questionnaires to 100 respondents who were residents of the City of Bandung and had accessed the Detikcom website.

The results of this study indicate that all dimensions of WebQual 4.0 have a positive and significant influence on the satisfaction of users of the Detikcom website. In addition, the variables on the WebQual 4.0 dimension, namely usability quality, information quality, and service interaction quality partially have a significant positive effect on the satisfaction of Detikcom website users.

Keywords: *usability quality, information quality, service interaction quality, users satisfaction, webqual 4.0*