

ABSTRACT

The increase in internet users every year in Indonesia places Indonesia as the fifth most internet user in the world. The dominance of product information search and ecommerce provides business opportunities for expedition services. There are 4 popular shipping services in Indonesia, JNE, J&T, Pos Indonesia and SiCepat. Each expedition service already has a website. The website provides information about expedition services ranging from company information, packages provided, tracking receipts, price checks and shuttle services provided. the services of a website become a necessity for its users, so the quality of the website becomes a parameter of the usability of a website. The SiCepat website is still in 4th position compared to the 3 big competitors above.

Through this research an analysis of the quality of the SiCepat website in Indonesia will be carried out using the WebQual 4.0 method. The data collection method was carried out through distributing questionnaires to 100 SiCepat website users. From the questionnaire distributed, 100 valid questionnaires were obtained. Data analysis techniques used in this study are the importance of performance analysis and data processing is done using Microsoft Office Excel and IBM SPSS Statistics 23.

The results showed that the performance of the SiCepat website still did not meet the expectations of its users and the service interaction dimension had the lowest value compared to the usability and information quality dimensions.

Keywords: Importance Performance Analysis, SiCepat Website, WebQual 4.0