

ABSTRACT

Digital transformation is a radical evolution that occurs by involving available resources, including leveraging existing digital technologies. As the situation shifts towards a greater emphasis on digital technology utilization, digital transformation becomes an inevitable phenomenon. Telkom Indonesia strives to undertake digital transformation by creating an Expert Management System (EMS) named DigiExpert, which is a web-based platform designed for collaboration and expert management. This platform is still in its introductory phase and has yet to fully adapt to the new market landscape due to its user count of only 1,700, the majority of whom are from the Telkom Group.

This study aims to describe and provide insights into the quality of the DigiExpert website as one of the digital transformation efforts towards user satisfaction at Telkom Corporate University. The research methodology employed is a quantitative approach using a questionnaire. Website quality measurement is conducted using the WebQual 4.0 method, with the addition of one variable - visual quality - measured using VISAWI to assess website quality. The analysis technique used involves both descriptive analysis and correlational analysis.

The research findings demonstrate that, based on descriptive analysis, respondents' views on the quality of the DigiExpert website are quite positive. Variables such as website usability, information quality, service quality, and visual quality have a positive and significant partial and simultaneous influence on user satisfaction. The results of this study are expected to serve as a reference for future researchers conducting similar studies. Beyond future research, the outcomes are anticipated to be used for evaluation by relevant companies in enhancing their corporate website quality and serving as a reference point for other businesses.

Keywords: Digital Transformation, DigiExpert, User Satisfaction, Website Quality, WebQual 4.0