

ABSTRACT

Business today has penetrated the digital business world, especially in the marketing aspect caused by the growth of technology. A technology that can help businesses in the sales sector is a website. PT Bangun Insan Sukses, is a sales company in the health sector that makes a website as a promotional media tool for the company. As a new company, research is needed to examine what can be improved in user satisfaction when using the www.BisaKita.id website. Various researchers believe that the better the quality, the more users will be satisfied. In testing user satisfaction, the right methods and measuring tools are needed, according to this background, the study focuses on analyzing and testing the quality of the website using WebQual 4.0, which uses the Webqual 4.0 variable in the study, namely the usability (quality usability) of information (quality information), service interaction (quality interaction service) as an independent variable and user satisfaction (User Satisfaction) as a dependent variable. The results of the analysis of the quality of the BisaKita website show a percentage level of 62%, meaning that users tend to choose the level of agree answers or the quality of the BisaKita website is good, the number scale is shown from the SPSS R Square calculation. The partial t-test obtained the results of the Variable X1, X2, X3 (2.383, 4.371, 1.667) shown to have an impact on Variable Y, proving the t-test table with a result of 1.6541, therefore H1, H2, and H3 are accepted.

Keywords: *BisaKita, User Satisfaction, webqual 4.0, website.*