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Research Article

Analysis of HNI Website Service Quality Using Webqual 4.0 and Importance-performance Analysis (IPA) Methods in Sei Beduk District, Batam City

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Abstract.
In the advancement of information technology (IT), websites have become an important component. Halal network international (HNI) is one of the halal network business companies in Indonesia that focuses on herbal products. In companies In the field of herbal medicine companies like HNI prioritize customer satisfaction. The use of a website is one of HNI's means of promoting and providing information about the world around HNI. This study aims to analyze each variable of webqual 4.0 and the gap between the expectations of HNI website users and the services provided by the HNI website. The method used is website quality 4.0 analysis (usability quality, information quality, service quality) and importance-performance analysis (IPA). The number of respondents in this study were 150 people. The results show that the HNI website has met the requirements as one of the e-commerce that can be used as one of the websites that can be developed in the future. In addition, the HNI Website can be used as a profitable side business for now and in the future. However, in the development of this website, it still needs to make improvements by providing more information, being up-to-date, and accurate information so that it can provide more positive value for users/agents.

Keywords: importance-performance analysis, HNI, webqual 4.0, website

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1. Introduction

In the advancement of information technology (IT), websites have become an important component. Websites are an important part of various aspects [1]. This is due to the need for data and information that can be accessed more quickly by individuals, groups, and organizations. Companies/organizations currently use web applications to perform various data processing tasks, which allow information to be generated that can be accessed and used by all parties who need it [2].

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Digital marketing or internet marketing also known as cyber marketing or electronic marketing and a number of other terms are some examples of how the internet has affected the business world. Almost everyone wants convenience and practicality and doing business with technology has very good prospects. In addition, some interesting things about Indonesia's internet sundries have been revealed. Henri Kasyfi Soemartono, Secretary General of the Indonesian Internet Service Providers Association (APJII), said that out of 262 million people, 143.26 million have used the internet. This is a breakthrough from the previous year, 132.7 million people and is a very rapid increase [3]. The use of the internet is so significant that many people are often fixated with the internet. There are many aspects of the internet that are used today, one of which is e-commerce.

E-commerce stands for digital commerce which means that a advertising this system or with electronic media [4]. E-commerce includes the distribution, sale, purchase, promotion, and service of products conducted through electronic systems such as the internet or other forms of computer networks. It is not a good or service, but a combination of e-commerce goods and services and related activities conducted over the internet. By liberalizing domestic services and accelerating decentralized integration, e-commerce can help improve the domestic economy.

Halal Network International (HNI) is one of the Halal Network Business companies in Indonesia that focuses on herbal products. HNI in accordance with the deed of establishment of the Company, was officially established on March 19, 2012. HNI focuses on products that are based on natural, scientific and Divine. HNI products sold have high quality standards and are proven by MUI halal licensing and certification.

In the company in the field of herbal medicine HNI, the priority is customer satisfaction. Providing customer value and satisfaction through the delivery of quality products and services and competitive prices is the main key to winning the competition with competitors. Tight competition can be seen through the incessant provision of information and offers provided by other companies. Therefore, research is needed on consumer attitudes and behavior towards the quality of information, services and interactions provided by the HNI website. The object of this research is HNI agents as the population in this study because they are the main actors who are directly related to HNI herbal products.

This study uses Webqual 4.0 as a means to test the compatibility of the HNI website with user or agent satisfaction. Webqual 4.0 is a commonly used method to measure

and evaluate website quality based on end-user perceptions or views. This method emphasizes three aspects of website quality: Usage Quality, Information Quality, and Service Quality.

2. Literature Review

2.1. Website

Andita et al. [5] state that the web is a way to display information on the internet in the form of images, video, and sound as well as interactive content. The website also has features that connect (link) documents with other documents that can be accessed through a browser.

According to Yuhefizar [6], "Website is the entire web page contained from a domain that contains information." Mostly, a website consists of many interconnected web pages. "Hypertext" is a term used to describe the relationship between two web pages, while hyperlink is a term used to describe the relationship between i two web pages.

2.1.1. Usability quality

According to Apriliani et al. [7], qualities related to web design include features such as web appearance, ease of navigation, and messages conveyed by users.

2.1.2. Information quality

According to Apriliani et al. [7], the quality of a website's content can be measured by seeing whether the information is accurate in any form of delivery and format.

2.1.3. Service interaction quality

According to Apriliani et al. [7], the quality is related to the interaction services felt or experienced by users when visiting the website.

2.2. Service quality

Quality is defined as the degree or level of characteristics inherent in products and i services that meet requirements or desires. Quality can be defined as a dynamic i condition related to products, human services, processes, and the environment that i meets or exceeds the expectations of those who want it [8].

2.3. MSMEs

According to Suci [9] based on Law No. 20 Article 1 of 2008 concerning Micro, Small and Medium Enterprises, the definition of MSMEs is as follows:

Micro Enterprises are business entities owned by individuals who meet the criteria for Micro Enterprises as stipulated in the Law.

Small businesses are defined as businesses whose owners are directly related to the business and also to most of the labor involved in the business and usually only employ a maximum of 50 people.

Medium-sized businesses are effective corporations that run with the aid of individuals or entities that are not subsidiaries or branches of businesses that own, control, or participate at once or circuitously within the overall wealth of small or big establishments.

Large enterprises are effective economic businesses handled enterprise entities with a net worth or annual sales more than that of Medium organisations, which include state-owned or private country wide companies, joint ventures, and foreign corporations undertaking financial sports in Indonesia.

Business world is Micro business, Small commercial enterprise, Medium business, and large enterprise that conducts monetary sports in Indonesia and is domiciled in Indonesia.

2.4. Halal Network International (HNI)

HNI as an in-network halal business company focuses on HNI products which consist of medicines, supplements, health drinks, and cosmetics, each type of product has efficacy, and benefits that do not need to be doubted because it has been proven directly by HNI agents. HNI is also involved in improving the health of the Indonesian people with its herbal medicine products, and supplements that are of high quality, and

safe to consume. HNI herbal products can fulfill two functions, namely as medicine and supplements [10].

2.5. Webqual 4.0

Webqual is one of the methods for evaluating website quality based on end-user perceptions. It is a development of SERVQUAL, which has been widely used to evaluate the quality of web services.

In terms of website design, such as appearance, ease of use, navigation, and appearance delivered, webqual 4.0 is useful. Is the website easy to access? Do the benefits lie in the way users view and interact with it? Is the website design appropriate for its type? Therefore, information quality includes the quality of the content of the website, which includes information that is appropriate for the user, such as format, accuracy, and relevance. Finally, the quality of the interaction service experienced by the users of the website, which is shown in trust and empathy, including transactions and information security, product delivery, personalization, and interaction with the owner or manager of the website [11].

2.6. Importance-Performance Analysis (IPA)

The Importance-Performance Analysis (IPA) method assesses organizational performance by assessing performance that is considered important by customers, as well as performance received by customers or performance offered by the website. The result of this technique is an Importance-Performance Analysis scater diagram with 4 quadrants of criteria, namely quadrant I (Top Priority), quadrant II (Maintain Achievement), quadrant III (Low Priority), and quadrant IV (Excessive).

3. Research Method

This research uses a descriptive quantitative approach. Descriptive quantitative approach is research that aims to describe variables as they are supported by data in the form of numbers generated from actual circumstances. In this study, the variable described is the quality of HNI websites. This study used a sample of 150 users of HNI websites. The sampling technique used is random sampling, which is a sampling technique in which each member of the population has an equal chance of being

selected as a sample. In this study, certain considerations are HNI website users who had visit on the site. The research instrument used is a questionnaire adapted from the Webqual 4.0 instrument and Importance Performance Analysis. Webqual 4.0 is a website quality measurement model. This model measures website quality based on three dimensions, namely Usability (Ease of use of the website), Information quality (The accuracy, relevance, and completeness of the information available on the website) Service interaction (The quality of interaction between the user and the website). Importance Performance Analysis (IPA) is an analytical technique used to identify quality attributes that need to be improved. This technique compares the level of importance of quality attributes from the user's point of view with the level of performance of quality attributes from the service provider's point of view. The data collected from distributing questionnaires will be analyzed using Webqual 4.0 analysis and Importance Performance Analysis. Webqual 4.0 analysis will be used to determine the level of quality of HNI websites based on three dimensions. Importance Performance Analysis will be used to identify quality attributes that need to be improved to increase user satisfaction.

4. Result and Discussion

4.1. Research result

4.1.1. Description of the characteristics of research subjects

Based on the results of distributing questionnaires, 150 answers were obtained from respondents, the following is a descriptive statistical table of respondents of HNI agent users in Sei. Beduk.

Based on Table 1, the age of respondents from 17-29 years old is 110 people, 30-42 years old is 19 people, and 43 years old and above is 21 people. Of the 150 answers, there were 69 men and 81 women who participated in filling out the questionnaire. The education level of the respondents for SMA / MA is 109 people, D3 is 3 people, D4 / S1 is 37 people, and S2 is 1 person.

TABLE 1: Characteristic of research subject.

	Total	Percent
Age		
17-29	110	73,00%
30-42	19	12,67%
>43	21	14,00%
Sex		
Male	69	46,00%
Female	81	54,00%
Education		
SMA/MA	109	72,67%
D3	3	2,00%
D4/S1	37	24,67%
S2	1	0,67%

4.1.2. Validity test

In deciding whether or not an item is generally carried out through the test of the significance level of the correlation coefficient with a level of 0.05. Each statement item is processed using SPSS version 20. The total sources used in the validity test were 150 respondents. The validity test can be seen in Tables 2-4.

TABLE 2: Validity test usability quality (X1).

Vrb	Validity				
	Item	A	r clcultin	r table	Desc.
X^1	$X^{1.1}$	0,05	,529	0,1603	Valid
	$X^{1.2}$	0,05	,500	0,1603	Valid
	$X^{1.3}$	0,05	,540	0,1603	Valid
	$X^{1.4}$	0,05	,452	0,1603	Valid
	$X^{1.5}$	0,05	,540	0,1603	Valid
	$X^{1.6}$	0,05	,543	0,1603	Valid
	$X^{1.7}$	0,05	,549	0,1603	Valid

4.1.3. Reability test

The purpose of this test is to determine how consistent the data measurement results are if repeated measurements are made on the same subject at different times. The study

TABLE 3: Validity test information quality (X2).

Vrb	Validity				
	Item	A	r clcultin	r table	Desc.
X^2	$X^{2.1}$	0,05	,557	0,1603	Valid
	$X^{2.2}$	0,05	,614	0,1603	Valid
	$X^{2.3}$	0,05	,695	0,1603	Valid
	$X^{2.4}$	0,05	,470	0,1603	Valid
	$X^{2.5}$	0,05	,570	0,1603	Valid
	$X^{2.6}$	0,05	,779	0,1603	Valid
	$X^{2.7}$	0,05	,444	0,1603	Valid

TABLE 4: Validity test service quality (X2).

Vrb	Validity				
	Item	A	r clcultin	r table	Desc.
X^3	$X^{3.1}$	0,05	,574	0,1603	Valid
	$X^{3.2}$	0,05	,538	0,1603	Valid
	$X^{3.3}$	0,05	,585	0,1603	Valid
	$X^{3.4}$	0,05	,732	0,1603	Valid
	$X^{3.5}$	0,05	,604	0,1603	Valid
	$X^{3.6}$	0,05	,487	0,1603	Valid
	$X^{3.7}$	0,05	,489	0,1603	Valid

found that a reliable instrument if used several times to measure the same object will produce the same data as shown in Table 5. The reliability test is used data processing using the SPSS 20 program.

TABLE 5: Reability test.

Variable	Cronbach Alpha	Description
Usability Quality	0,707	Reliabel
Information Quality	0,735	Reliabel
Service Interaction Quality	0,729	Reliabel

4.2. Classical assumption test and multiple regression analysis
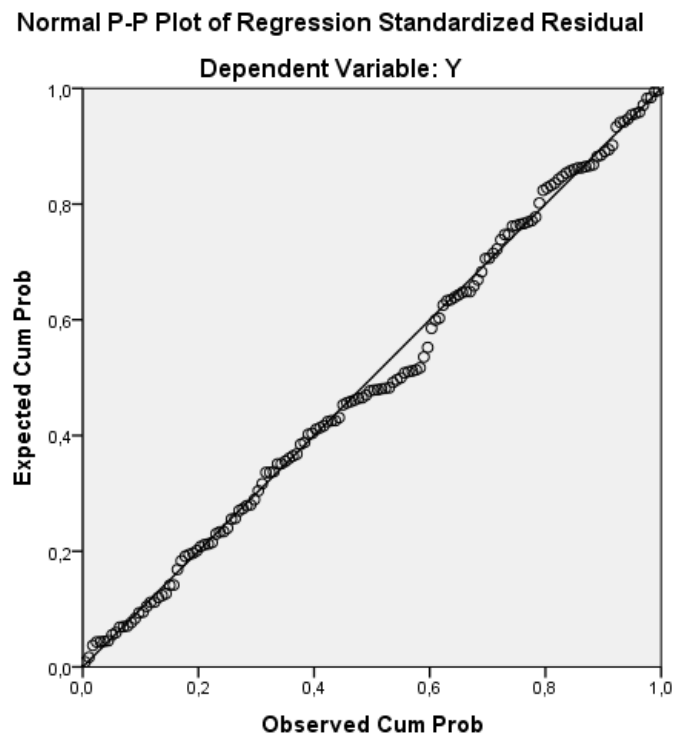
4.2.1. Normality test

Figure 1: Scatter plot normality test.

The normality test has a function to determine whether the data is normally distributed or not. The data test was carried out using the Kolmogrov-Smirnov normality test. The decision making is if the data is declared normally distributed if the data follows a straight diagonal line and does not form other patterns. Figure 1 shows that the data in the questionnaire are on the diagonal line and do not form other patterns.

4.3. Multicolinearity test

TABLE 6: Multicolinearity test.

Model	Tolerance	VIF
X_1	,545	1,836
X_2	,338	2,958
X_3	,335	2,986

Multicollinearity test is a test conducted to determine whether there is a correlation between independent variables (independent). The basis for decision making is if the tolerance value is greater than 0.10, then there is no multicollinearity and if the tolerance value is smaller or equal to 0.10, then multicollinearity occurs. Then, if VIF is smaller than 10.00, there is no multicollinearity and if VIF is greater than or equal to 10.00, there is multicollinearity.

From the resulting output (Table 6), it can be seen that all variables have a tolerance value greater than 0.10 and a VIF value smaller than 10.00. So it can be concluded that there is no multicollinearity that occurs in this study.

4.3.1. Heteroscedastisity test (Glesjer test)

TABLE 7: Result Glesjer test.

Model	Sig
X_1	,142
X_2	,070
X_3	,557

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. This test uses the Glejser Test method. The output results generated in Table 7, it is known that the usability quality variable is 0.142> 0.05, so there are no symptoms of heteroscedasticity, the information quality variable is 0.070> 0.05, so there are no symptoms of heteroscedasticity, and the service quality variable is 0, 557> 0.05, so there are no symptoms of heteroscedasticity.

4.3.2. T test (Partial)

The T (Partial) test is conducted to determine the effect of each independent variable on the dependent variable.

Based on Table 8, the t-test table corresponding to this study is 1.6658 with a significance level of 5%.

TABLE 8: Results of T test.

Model	t	Sig.
(Constant)	4,420	,000
X_1	2,384	,018
X_2	-,467	,641
X_3	2,656	,009

4.3.2.1. Usability quality variable

The hypothesis of the usability quality variable is:

Ho: Usability Quality has no significant effect on user satisfaction.

Ha: Usability Quality has a significant influence on user satisfaction (User Satisfaction).

According to the basis for decision making, the calculated t value> t table value (2.384> 1.6658) and the results of Ha are accepted and Ho is rejected. In conclusion, the usability variable of HNI web services has a significant / positive effect on user satisfaction.

4.3.2.2. Information quality variable

Ho: Information quality has a significant influence on user satisfaction (User Satisfaction).

Ha: Information quality has a significant effect on user satisfaction (User Satisfaction).

From the basis of decision making, the information quality variable does not have a significant or positive effect on user satisfaction in HNI web services. The calculated t value < t table (-0.467 < 1.6658) indicates that H0 is accepted and Ha is rejected, then the significance column > error level (0.641 > 0.05).

4.3.2.3. Service quality variable

Ho: Service quality has a significant influence on user satisfaction (User Satisfaction).

Ha: Service quality has a significant influence on user satisfaction (User Satisfaction).

According to the basis for decision making, the service quality variable has a significant or positive effect on user satisfaction in HNI web services. The calculated t value is greater than the t table value (2.656 > 1.6658), and Ha is accepted and Ho is rejected. The conclusion is that the service quality variable has a significant / positive effect on user satisfaction.

4.3.2.4. F Test (Annova)

TABLE 9: Annova Test Results.

Model	Mean Square	F	Sig.
Regression	35,261	13,991	,000b
Residual	2,520		

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

As shown in Table 9, the F value of 13.991 is the result of the regression analysis. The F table value in this study is 2.67. The calculated F value is tested by comparing it with a significance value of 0.05. The webqual 4.0 variables jointly affect the dependent variable positively if the F table value is greater than the calculated F value; otherwise, it occurs when the F table value is greater than the calculated F value.

Ho: Usability quality, information quality, service quality have a significant influence on user satisfaction.

Ha: Usability quality, information quality, service quality have a significant influence on user satisfaction.

The results show that the usability, information quality, and service quality variables together have a significant / positive effect on user satisfaction; F count is greater than F table (13.991 greater than 2.67), and Ho is rejected and Ha is accepted. Therefore, the error value in the significant column < error value (0.000 < 0.05).

As obtained from the results of proving the hypothesis, the HNI website found that H1 and H3 had a significant effect on user satisfaction, but H2 had no significant effect on user satisfaction. Andry et al. [12] conducted research on the Lazada website and the results showed that each of the elements of webqual had a significant effect on user satisfaction. Gata [13] also conducted research on the information system from BSI Academy with the results of the three dimensions of webqual having a significant influence on the information notified to students from BSI Academy. This is a note for managers to improve the information received by users to be useful when visiting the HNI website. The HNI website must continue to improvise so that the number of users visiting can continue to grow in accordance with the expectations of the performance provided by the website.

4.4. Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) method is an analysis used to determine the quality of website services by comparing performance (performance) and importance (expectations). This can be seen from the level of conformity with the percentage results obtained from the respondent's questionnaire score. If the level of conformity is equal to 100 percent, the website has met the expectations of the respondents and vice versa.

TABLE 10: Calculation of Conformity Level.

Code	Scr Prfmnc	Scr Imptnc	Suitability Lvl
U1	508	550	92,36%
U2	479	541	88,54%
U3	467	556	83,99%
U4	319	561	56,86%
U5	347	554	62,64%
U6	439	556	78,96%
U7	440	555	79,28%
I1	448	558	80,29%
I2	413	558	74,01%
I3	509	553	92,04%
I4	542	561	96,61%
I5	442	562	78,65%
I6	554	559	99,11%
I7	436	558	78,14%
S1	552	559	98,75%
S2	458	553	82,82%
S3	522	557	93,72%
S4	502	551	91,11%
S5	462	555	83,24%
S6	451	558	80,82%
S7	513	555	92,43%
US1	442	458	96,51%
US2	471	496	94,96%
US3	545	555	98,20%
Average	**469,208**	**549,125**	**85,58%**

The actual calculation of the webqual score value is done by sharing with a total of 150 respondents with the total score of the respondent's questionnaire. The results of these calculations are obtained on average from the performance and importance scores of each statement indicator. This calculation is done to determine the gap between performance and importance scores.

Based on the results from Table 10, the percentage result of the level of conformity between performance and importance is 85.58%. The average score generated between performance and importance is 469.208 and 549.125. The percentage and average score generated by performance and importance can be concluded that the quality of HNI website services still does not meet the expectations of respondents. In Gata [13] research, they got a percentage of 86.67% of 100% of the results of testing the satisfaction of the use of information BSI systems. These results are indeed very good for almost perfect performance. However, this remains a concentration with the performance provided by the information system which still does not meet the expectations of students. Likewise, the HNI website has attention to continue to improve its performance in order to meet the expectations of users.

The results of Table 11 show that the actual average value of performance is 3.13 and the average value of importance (expectations) is 3.66. The result of the average is reduced then it will produce a gap of -0.53. The average results of each indicator are usability (-0.83), Information (-0.54), Service (-0.41). The HNI website has the biggest gap result in the usability section with a result of -0.83. However, there are differences in research with Shia et al. [14], the results show that the biggest gap results lie in the information quality section. There is a gap of -0.91 from comparison with usability (-0.72) and service quality (-0.87). The differences produced can be taken into consideration to continue to develop the HNI website to be able to minimize errors and error events so that the performance of the website is able to exceed the expectations of users.

4.4.1. Importance and performance quadrant analysis

Importance and performance quadrant analysis diagram can be seen in Figure 2.

4.4.1.1. First quadrant

The statements in the first quadrant are as follows:

TABLE 11: Calculation of Importance and Performance Value.

Code	Scr Prfmnc	Scr Imptnc	Scr Prfmnc mean	Sc Imptnc Mean	GAP
U1	508	550	3,39	3,67	-0,28
U2	479	541	3,19	3,61	-0,41
U3	467	556	3,11	3,71	-0,59
U4	319	561	2,13	3,74	-1,61
U5	347	554	2,31	3,69	-1,38
U6	439	556	2,93	3,71	-0,78
U7	440	555	2,93	3,70	-0,77
I1	448	558	2,99	3,72	-0,73
I2	413	558	2,75	3,72	-0,97
I3	509	553	3,39	3,69	-0,29
I4	542	561	3,61	3,74	-0,13
I5	442	562	2,95	3,75	-0,80
I6	554	559	3,69	3,73	-0,03
I7	436	558	2,91	3,72	-0,81
S1	552	559	3,68	3,73	-0,05
S2	458	553	3,05	3,69	-0,63
S3	522	557	3,48	3,71	-0,23
S4	502	551	3,35	3,67	-0,33
S5	462	555	3,08	3,70	-0,62
S6	451	558	3,01	3,72	-0,71
S7	513	555	3,42	3,70	-0,28
US1	442	458	2,95	3,05	-0,11
US2	471	496	3,14	3,31	-0,17
US3	545	555	3,63	3,70	-0,07
Average	**469,2083**	**549,125**	**3,13**	**3,66**	**-0,53**

a. Statement U4, namely "I feel that the HNI website is easy to use". It is concluded that the HNI website lacks a complete tutorial on the features of the website so that it can be used optimally because this is one of the needs that must be improved to meet user expectations.

b. Statement U5, namely "The HNI website has an attractive appearance". It is concluded that the HNI website presentation and appearance on the website is still too consistent with a boring theme when used because this is one of the needs that must be improved to meet user expectations.
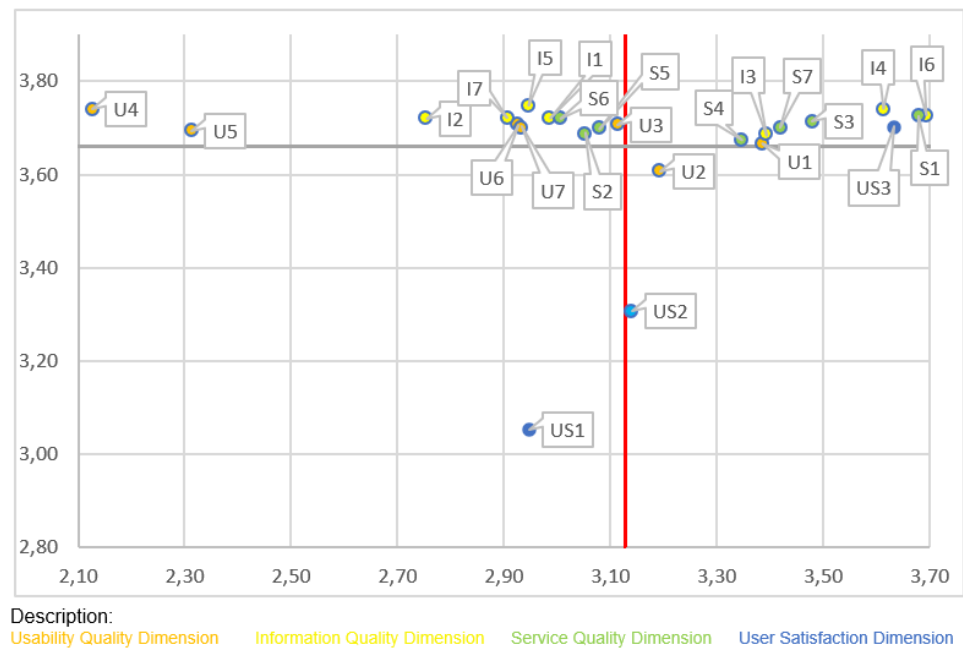
Figure 2: Importance and performance quadrant analysis diagram.

c. Statement I2, namely "The HNI website provides reliable information". It is concluded that the HNI website still has several sources that are not complete in the information provided. This is one of the needs that must be improved to meet user expectations.

d. Statement I7, namely "The information presented on the HNI website is in an appropriate format (does not contain memojokan and sara elements)". It is concluded that the HNI website still has a wording format in information that still alludes to something sensitive. This is one of the needs that must be improved to meet user expectations.

e. Statement U6, namely "The design of the HNI website is in accordance with the design of a web-based information system". It is concluded that the HNI website needs to improve the information database so that data can be managed by users and stakeholders, as seen the level of importance in this matter is high.

f. Statement U7, namely "The HNI website has good competence". It is concluded that the current HNI website does not have good competence or is not too competent in displaying the characteristics of the HNI Website. This is one of the needs that must be improved to meet user expectations.

g. Statement I5, namely "The HNI website provides information in a language that is easy to understand". It is concluded that the presentation of information and other

things is still too difficult for agents to understand. This is one of the needs that must be improved to meet user expectations.

h. Statement I1, namely "The HNI website provides accurate information". It is concluded that the HNI website still does not have real-time updates on information that can be used by agents. This is one of the needs that must be improved to meet user expectations.

i. Statement S6 is "The HNI website makes it easy to communicate". It is concluded that the HNI website currently does not have communication features, such as a comment section or live chat that can be used by agents as a means of communication. This is one of the needs that must be improved to meet user expectations.

j. Statement S2, namely "I feel safe when transacting on the HNI website". It is concluded that the HNI website is not yet safe in making transactions. This is one of the needs that must be improved to meet user expectations.

k. Statement U3, namely "I find it easy to navigate / browse the HNI website". It is concluded that the HNI website is still difficult to access when experiencing increased demand and sales, making the website sometimes experience temporary down server.

l. Statement S5, namely "The HNI website provides space for the community". It is concluded that the HNI website does not yet have a group chat feature or a community and live selling features in mobile apps or websites where these features are features that greatly affect the performance of the HNI Website.

4.4.1.2. Second quadrant

The statements in the second quadrant are as follows:

a. Statement S4 is "The HNI website provides space for personalization (expressing oneself) for users". It can be concluded that the HNI website is easy to learn and operate as an entrepreneurial tool for users / agents and is already in accordance with the expectations desired by respondents.

b. Statement U1 is "I find it easy to learn the operation of the HNI website". It is concluded that the HNI website is easy to use and learn and is in accordance with the expectations that respondents want.

c. Statement I3 "HNI's website shows the current information". It is concluded that HNI's website is already providing relevant information and is in accordance with the expectations of the respondents.

d. Statement S7 is "I feel confident that all information and services on the HNI website are running well and optimally". It can be concluded that the HNI website has provided information that is easy to understand and is in line with the expectations that respondents want.

e. Statement S3 is "The HNI website is very protective of my personal information". It is concluded that the service on the HNI website is trusted and is in accordance with the expectations of the respondents.

f. Statement I4, namely "The HNI website provides information that is relevant to what is needed". It is concluded that the services on the HNI website have provided relevant information and are in accordance with the expectations desired by respondents.

g. Statement US3, namely "I feel that I need to recommend the HNI Website to my close friends or relatives". It is concluded that the service on the HNI website is very good and is in accordance with the expectations of the respondents.

h. Statement S1, namely "The HNI website has a good reputation". It is concluded that the service on the HNI website already has a rating and is in accordance with the expectations desired by the respondent.

i. Statement I6, namely "The HNI website provides complete and detailed information". It is concluded that the service on the HNI website has provided complete information and is in accordance with the expectations desired by respondents.

4.4.1.3.Third quadrant

The statements in the third quadrant are as follows:

a. US1 statement, namely "I feel that the HNI Website can provide a positive influence / experience for myself". It is concluded that the HNI website is not good enough to provide a positive influence or experience for users to be able to linger on the website with the expectation that users get interesting things from the HNI Website.

4.4.1.4. Fourth quadrant

The statements in the fourth quadrant are as follows:

a. US2 statement, namely "The HNI website is included as a website page that I want to visit". It is concluded that the appearance on the HNI website is attractive and the information is very communicative in the form of images and is available on the app

store. However, this is not so important to respondents even though the performance is good.

b. Statement U2 "I interact with the HNI website which is clear and easy to understand". This results in the conclusion that the HNI website is already providing information that is easy to understand but, it is not that important to respondents even though the performance is already good.

5. Conclusion

The current research uses Webqual 4.0 and Importance-Performance Analysis (IPA) to evaluate the quality of services offered by the HNI website and to determine the indicators needed to improve quality. From the results of the discussion, it is known that each variable from webqual 4.0 together has a significant / positive effect on user satisfaction with the results of F count greater than F table (13.991> 2.67), this can be interpreted that the HNI website has met the requirements as one of the e-commerce that can be used as one of the websites that develop in the future. Then the T test results show that the usability quality variable with a t value> t table (2.384> 1.6658), the information quality variable t value < t table (-0.467 < 1.6658), and the service quality variable t value> t table (2.656> 1.6658). The usability quality and service quality variables provide positive results and provide a positive experience for user/agent satisfaction and can be used as a website reference and also used as a profitable side business for now and in the future. However, in the development of this website, it still needs to continue to improve with the results of the information quality variable which states that this website still has to provide more informative, up-to-date, and accurate information so that it can provide other positive values for users / agents.

IPA method test shows that the quality of the HNI website provided is not in accordance with respondents' expectations in terms of usability, information, and service interaction. The percentage result of the level of conformity between performance and importance is 85.58%. The average score generated between performance and importance is 469.208 and 549.125. The percentage and average score generated by performance and importance can be concluded that the quality of HNI website services still does not meet the expectations of respondents. The result of the average is reduced then it will produce a gap of -0.53. The average results of each indicator are usability (-0.83), Information (-0.54), Service (-0.41). The HNI website has the biggest gap result in the usability section with a result of -0.83. These results come from the results of

the statement gap in U4 "I feel that the HNI website is easy to use " and U5 " The HNI website has an attractive appearance " which have values of -1.61 and -1.38. From these results it can be concluded that the quality of the HNI website still needs to be improved to meet the expectations of HNI agent respondents.

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