

ANALYSIS OF MODALBISNIS.ID USER SATISFACTION WEBSITE USING WEBQUAL 4.0 METHOD

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ABSTRACT

Investment is an activity to invest capital either directly or indirectly, with the hope of obtaining profits in the future from the results of these investments. The most popular investment today is Crowdfunding or it can also be called a joint venture. ModalBisnis is an information technology-based business crowdfunding platform or commonly known as Equity Crowdfunding which is operated by PT. Kolaborasi Untuk Negeri. This study aims to identify factors that influence user satisfaction in order to improve the performance and performance of the ModalBisnis.ID website.

This analysis uses the WebQual 4.0 method which have. categories of usability, interaction quality and interaction quality with the perception and Importance approach from the user. the results of the study on the usability side of each usability item obtained a value of 4.12 including the Important category, the Information Quality item obtained a value of 4.09 including the Important category, and the Interaction Quality item obtained a value of 4.01 including the Important category. The value of the Webqual index that has been calculated based on the answers to the questionnaire that has been distributed to 65 respondents obtained a value of 0.811518344 with a very good quality level, which means that respondents are very satisfied with the quality of the ModalBisnis.ID website.

Keywords : *Crowdfunding, Website, Webqual, Importance, ModalBisnis.*