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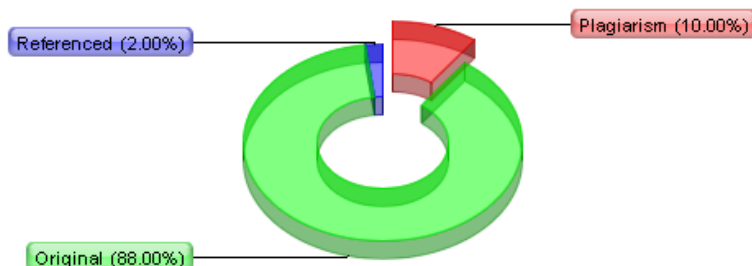
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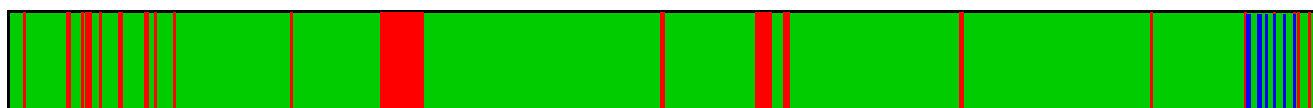
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Measu
rement of the Quality of Services to Consumers Website E-commerce Shopee Satisfaction use of Webqual 4.0 and IPASucipto

1*, Cahyani Budihartanti2STMIK Nusa Mandiri, Jl. Damai No.8 Warung Jati Barat (Margasatwa), Jakarta Selatan 12740, Indonesia
1
mailto:ciptoito77@gmail.com
ciptoito77@gmail.com*; 2mailto:cahyani.cbh@nusamandiri.ac.id

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cahyani.cbh@nusamandiri.ac.idI N F O A R T I K
E L

ABSTRACT

The development of business that is done online now indicates the beginning of the increasing use of information technology. This is what is used by business people to develop their business through e-commerce websites. Shopee is an application that is engaged in buying and selling online and can be accessed easily using a smartphone. However, online purchases through the website are still many who do not get the trust of some consumers and prefer shopping directly rather than shopping online, because for consumers online purchases are less satisfied and there is fraud that can be detrimental. The purpose of this study is to determine consumer perceptions of service quality and analyze customer satisfaction with Shopee's website.

id: **2**

Plagiarism detected: **0,45%** https://www.researchgate.net/public... + 4 resources!   The instrument used in this study was a questionnaire with an incendential sampling technique. In this study, the method

used is the Webqual and IPA methods. The webqual method consists of aspects of usability, information quality and interaction quality. The IPA method is used to analyze

Plagiarism detected: **0,31%** http://repository.upi.edu/19276/ + 3 resources!   id: **3**   the level of conformity and gaps based on the level of satisfaction and

expectations of

id: **4**

Plagiarism detected: **0,69%** https://www.researchgate.net/public... + 2 resources!   users. The results of the calculation of the IPA method can be illustrated by the IPA matrix which consists of four quadrants. From the results of the analysis in

this study, the largest gap value is in the aspect of interaction quality with an average value of 3.20%.
Keywords:
Shopee

Plagiarism detected: **0,14%** http://repository.uinjkt.ac.id/dspa... · id: **5**

Website
Webqual Method
Importance Performance Analysis (IPA) M

ethod
K
orespondensi:Telep
hon: +62 81218603422 E-mail: mailto:penulis_pertama@afiliasi.xx.xx
ciptoito77@gmail.comABSTRA
KPerkembangan bisnis yang dilakukan secara online saat ini menandakan mulai meningkatnya

pemanfaatan teknologi informasi. Hal inilah yang dimanfaatkan oleh para pelaku bisnis untuk mengembangkan bisnisnya melalui website e-

commerce. Shopee adalah sebuah aplikasi yang bergerak di bidang jual beli secara online dan dapat diakses secara mudah dengan

menggunakan smartphone. Namun pembelian online melalui website masih banyak yang kurang mendapatkan kepercayaan dari sebagian konsumen dan lebih memilih belanja secara langsung daripada berbelanja online, karena bagi konsumen pembelian secara online kurang puas dan terdapat penipuan yang dapat merugikan. Tujuan dari penelitian ini adalah untuk mengetahui persepsi konsumen terhadap kualitas layanan dan menganalisis kepuasan konsumen terhadap website Shopee.

Instrument yang digunakan pada penelitian ini adalah kuesioner dengan teknik sampling incendential. Pada penelitian ini, metode yang di

gunakan adalah metode webqual dan IPA. Pada metode webqual terdiri dari

aspek usability, information quality dan interaction quality.

Pada metode IPA digunakan untuk menganalisis tingkat kesesuaian dan kesenjangan berdasarkan tingkat kepuasan dan harapan para pengguna. Hasil dari penghitungan metode IPA dapat digambarkan dengan matrix IPA yang terdiri dari empat kuadran. Dari hasil analisa pada penelitian ini, nilai kesenjangan (gap) terbesar yaitu pada aspek

interaction quality dengan nilai rata-rata

3.20%.Introduction
Now
day, company or agency can communicating information effectively through website or world wide web www ( ).Business development when is so rapidly with diringi by technology development that support any business.Development business done online when it means rising the utilization of technology information.Growth new technology encouraged a number the online marketing channels or often called e-commerce.This used to the fullest by businesses to develop business through e-commerceprovided website.The formatter will need to create these komponen, menggabungkan yang kriteria that follow..In other research suggested that indonesia will be shopping online at boom in 2015 , predictions are based on the results of research concluded that over the course of the last few years to 2014 into next year e-commerce growth rapid shows the increase [1] .One of which is supporting factors e-commerce website .Buyers in e-commerce interact with corporations use website .One of them is shopee website .Was the site of the place shopee jual-beli online that guarantee 100 % money back to the buyer .In other research suggested shopee is online market place fir
st for consumers to consumers (c2c) offering facilities for buying and selling online [2]. In other research suggested that a growth potential pasasr e-commerce is consumer growth to shop online.It is because the low penetration by some obstacle debit card and credit cards, consumers can take that information on the internet first before decided to buy products or services he wants and distrust consumers to do online shopping.Consumer confidence to online shopping is a difficult control because obstacles relating to consumer attitudes and behavior.Hence, needed research on the attitudes and behavior consumers with respect to online to the e-commerce shoping business can use the potential that exists in indonesia [3]. Purchase online through website are still not received trust of consumers and prefer expenditure in immediate rather than shopping online.
For consumers purchase online fraud are not satisfied and there are which can harm in order to reduce the disbelief of new website shopee purchase of goods. In other research website will quality of e-commerce will affect the many customers had decided to online shopping in the e-commerce, to know high the low quality of a website set there is a standart 4.The purpose of this study is to find the perception

of consumers on the quality of

care at the website and saw significant www.shopee.co.id relations between the level of customer

satisfaction on the e-commerce website www.shopee.co.id (ease) usability
, information quality) (quality information, interaction quality, quality of interaction.M
ethode2.
1 Data CollectionData collection method in this research was: Interview data collection method by
giving questions to respondents never used shopee website.
T
he survey in this research a scale of measurement is used in the questionnaire likert scales,
choice answers criteria were the score answer:No
The performance
Sc
oreStatement importance
1
Strongly Agree (SA)5
Very I
mportant (VI)2
Agree (A)4
I
mportant (I)3
N
eutral (N)3
N
eutral (N)4
Not
Agree (NA)2
Not Important (NI)5
Strongly D
isagrees (SD)1
Very U
nimportant (VU)Tabl
e 1. The assessment criteria likertThe literature study
In this report it writer seeking information through a book reference and journals research journal
before.
In data collection, then the researcher would first test the validity of its and reabilitasnya.After
the the data that has been obtained in input to the software ms.excel, the results of data
processed to software spss, then afterward formulation analyzed in order to said the test
hypotheses.
2.2 Webqual 4.0In other research suggested webqual 4.0 is a website based on measurements to
gauge the quality of the research that can be instrumen-instrumen kategorikan in four variables,
which uses ( ) usability, the quality of information ( ) quality information , interaction quality) (
quality of interaction , and overall impressions 5 .Webqual 4.0 is a measuring instrument for
measuring the quality of websites based on research instruments can be described as into four
variables the usability, quality information, quality and overall impressions interaction, following
such a picture
. Tabl
e 2. Webqual Dimension 4.0D
imensionVariabl
e WebQual

4.0Usability
1. I find the site easy to learn to operate
2. My interaction with the site is clear and understandable3. I find teh site easy to navigate4. I
find teh site easy to use5. The site has an attractive appearance6. The design is appropriate to
the type of site7. The site conveys a sense of competency8. The site creates a positive
experience for meInformatio
n Quality9. Provides accurate information
10. Provides believable information11. Provides timely information12. Provides relevant
information13. Provides easy to understand information14. Provides information at the right
level of detail15. Present the information in an appropriate formatService
InteractionQuality16. Has a good reputation

17. It feels safe to complete transactions18. My personal information feels secure19. Creates a sense of personalization20. Conveys a sense of personalization21. Makes it easy to communicate with the oraganization22.I feel confident that goods/services will be delivered

promisedSource

: http://www.WebQual.co.uk

http://www.WebQual.co.ukImportance Performance Analysis (IPA)

In other research in the methods of analysis

about the pentingnya (science) begins by determining the level of between the poor pentingnya (hope) about perception, and then compute the average for each the attribute of being perceived by the user in continue with compute the average of all the attributes importance and about the perception will be in the diagram kartesius [6].Skala Likert

According to sugiyono likert scale used to measure, attitude opinion and perception of a per son or a group of people about social phenomena with likert scale then the variable to be measured elaborated be an indicator variables, arrayed be item-item. questionThe answer to each item an instrument that uses likert scale have a choice of words between other very agree, agree, neutral, disagree and strongly disagree. Populasi According to sugiyono population areas are generalization consists of objects / subject m empunyai the quality and characteristic of certain set by researchers to be studied and then drawn in conclusion .A population that used to meet research is , in extract from the website of https://databoks.katadata.co.id /datapublish/2019/09/03/shopee-jadi-e-commerce-paling-top-dari-masa-ke-masa, be seen that visitors shopee up to the second quarter 2019 as many as 90,7 million visitors. Sampel Penelitian According to sugiyono the sample is part of the quantity and characteristics that are owned by the population.When massive populations, and no researcher probably learned all that is in the population, for example because the limited funds, , power time, so researchers can use a sample taken from a population that. For that a sample taken of t

he population should represent.Based on the total number of visitors in the second quarter as many as shopee 2019 90.700.000 visitors.Hence to determine samples can be in it, using formulas slovin with the error of 10 %, as follows

: n = D

escription: n = The minimum amount of respondentsN = Population Size ofd = limits of tolerance Error n = n = n = n = = = 99,99 Rounded to 100 respondents. Data QuestionnaireTabl

e 3. Data QuestionnaireVariab

le NamesThe question

Variable indicators

Usability

I find it easy to learn how to operate shopee.

X1.1

websiteI feel it is clear and learning to interact with shopee

X1.2

websiteI find it easy running from the website.

X1.3

shopee menu find it easy to use the website shopee.

X1.4

The website shopee have an interesting display.

X1.5

Website design shopee in accordance with the website online shop.

X1.6

The website shopee to provide knowledge about information shopee.

X1.7

The website shopee give a positive thing for me.

X1.8

Shopee website giving information accurate

X2.1

Informat

iom QualityShopee website giving information trustworthy

X2.2

Shopee website provides information on time

X2.3

Website shopee give information related to shopee X2.4

The website shopee to provide information easy to understand
X2.5
Website shopee provide information that is right in detail
X2.6
Provide information with shopee website format compatible with online shop
X2.7
Interaction Quality
Website shopee having a good reputation
X3.1
I feel safe when new website mengupload shopee
X3.2
I feel safe when data input vested in website shopee
X3.3
Website shopee give the impression of interest and attention
X3.4
I feeling easily to inform
(feed back)X3.5
Website shopee giving easy services in
communicating with the sellerX3.6
I feel confident with the information given shopee website
X3.7
Overall Impression
I feel the website is good overall
Y
Testing validity
According to sugiyono validity is degrees precision between the data happened on objects research with the power reported by researchers
.With the valid is the data on is no different between the data reported by researchers with the data really happening on objects research .The questionnaire said valid when a question on how to do capable of being expressed validity on the variables of webqual 4.0 .The result of the questionnaire in have joined by test correlation , test validity done with mengkorelasikan between scores obtained at individual questions with a score of total (item-total corelation)Reliability testing
According to the quantitative sugiyono, to get data valid, reliabel and objectively, so research done by use of the instruments valid and reliabel, done in samples near a population and analysis and the data was undertaken the right way.To see if a measuring instrument handal or not, in the alpha using a cronbach.Alpha cronbach a konstruk or variable said realiabel if put a value on alpha cronbach alpha 0
,6. Results and Discussion
Webqual Index (WQI)
Webqual index is a research used to determine the quality of a system.
To find wqi needed some data appendages, as the importance of (mean interest, maximum score (max) score, and weighted wgt (score.Score to get) wqi final value of a website. Tabl

e 4. Means of Importance, Max. Score, Weighted Score, Webqual IndexN
oStatement
MoI
Max
Wgt.
WQI
Score
Score

1
I feel easy to learn how to operate shopee website
4.35
21.75
18.92
0.87

2

I feel and understand interact with clear website shopee

4.14

20.70

17.14

0.83

3

I feeling easily run menu shopee website

4.14

20.70

17.06

0.82

4

I feeling easily use shopee website

4.20

21.00

17.64

0.84

5

The website shopee have an interesting display

4.09

20.45

16.73

0.82

6

Website design shopee in accordance with the website online shop

4.08

20.40

16.52

0.81

7

The website shopee to provide knowledge about information shopee.com

4.12

20.60

16.60

0.81

8

Website shopee giving to a thing positive for me

3.90

19.50

14.90

0.76

9

The website shopee give precise information

4.24

21.20

17.09

0.81

10

Website shopee give information that trustworthy

4.10

20.50

16.11

0.79

11

The website shopee to provide information on time

4.08

20.40

15.75

0.77

12
Website shopee give information related to shopee
4.13
20.65
16.93
0.82
13
Website intelligible shopee provides information
4.13
20.65
16.64
0.81
14
Shopee website giving information right in detail
4.07
20.35
15.71
0.77
15
Website shopee give information by format compatible with online shop
4.11
20.55
16.60
0.81
16
Website shopee memilliki good repute
4.15
20.75
16.93
0.82
17
I feel safe when new website mengupload shopee
3.99
19.95
15.36
0.77
18
I feel safe when data input personal at the website shopee
4.08
20.40
15.63
0.77
19
Website shopee give the impression of attract and attention
4.09
20.45
16.16
0.79
20
I find it easy to feed into (feeds back)
4.04
20.20
15.47
0.77
21
Website shopee giving easy services in communicating with the seller
4.22
21.10
17.05
0.81

22
I feel sure to information given website shopee
4.09
20.45
16.20
0.79
23
I feel the website is good overall
4.25
21.25
17.64
0.83

4.12
473.95
380.78
0.80
Description
:Means of Importance
Berdasarkan tabel diatas, nilai MoI didapatkan dari nilai rata-rata kepentingan dan telah dikelompokkan

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berdasarkan tingkat kepentingan dari masing-masing pertanyaan. Dimana pertanyaan yang dianggap paling penting merupakan pertanyaan yang nilai MoI nya melebihi kuartil atas yaitu 4.15. Sedangkan pertanyaan yang dianggap kurang penting merupakan pertanyaan yang nilai MoI nya kurang dari nilai kuartil bawah yaitu 4.08. Untuk pertanyaan yang dianggap paling penting adalah pertanyaan nomor

1, 4, 9, 16, 21, 23 yaitu pertanyaan yang berkaitan dengan kemudahan mempelajari website Shopee, kemudahan menggunakan website Shopee, info yang akurat, reputasi yang baik, kemudahan dalam berkomunikasi dan baik secara keseluruhan.

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Untuk pertanyaan yang dianggap kurang penting adalah pertanyaan nomor 8, 11, 14, 17, 18, 20 yaitu yang berkaitan dengan hal positif, informasi yang tepat waktu, informasi yang

detail, keamanan dalam mengupload, keamanan dalam menginput data pribadi dan pemberian feed back
.Maximum Score (Max. Score)
Max.Or based on the score of 5, multiplied by the scales the research.Or is a maximum 473.95.
Weighted Score (Wgt. Score)
The weighted .Score obtained from the time between the importance of (moi) rata-rata with some of the value of this st
udy on the quality of current (website perceived value the 380.78) performance.Webqual Index (WQI)
Value or from the wqi dividing the wgt, score to max.Score of each indikator, so that the wqi produced of 0.80 %.
The analysis
C
alculate the conformity and pentingnya about using formulas as follows:Description
: Tk_i = The level of respondentsX_i
= performanceY_i
= importanceTab
le 5. Value and Importance website about shopeeS
tatementX_i
Y_i
Tki (%)
X1.1
I feel easy to learn how to operate shopee website
435
426

102.11
X1.2
I feel clear and understand interact with shopee website
414
408
101.47
X1.3
I find it easy running a menu of shopee website
412
414
99.52
X1.4
I am feeling easily use shopee website
420
415
101.20
X1.5
Website shopee having the appearance of interesting
409
401
102.00
X1.6
Website design shopee in accordance with the website online shop
405
408
99.26
X1.7
Website shopee a knowledge of information shopee
403
412
97.82
X1.8
Shopee positive website giving to a thing for me
382
390
97.95
X2.1
Shopee website giving information accurate
403
424
95.05
X2.2
Website shopee give information that trustworthy
393
410
95.85
X2.3
Website shopee give information that on time
386
408
94.61
X2.4
Website shopee give information related to shopee
410
413
99.27
X2.5
Website shopee provide information that is easy to understand
403
413

97.58

X2.6

The website shopee to provide information on the details

386

407

94.84

X2.7

Shopee website provides information with the proper format with online shop

404

411

98.30

X3.1

Website shopee having a good reputation

408

415

98.31

X3.2

I feel safe when new website mengupload shopee

385

399

96.49

X3.3

I feel safe when data input personal at the website shopee

383

408

93.87

X3.4

Website shopee give the impression attract and attention

395

409

96.58

X3.5

I feeling easily to inform (feed back)383

404

94.80

X3.6

Website shopee provide facilities of Communicate with the dealer404

422

95.73

X3.7

I feel sure to information given website shopee

396

409

96.82

Y1.1

I feel the website as a whole is good

415

425

97.65

Average

401.48

410.91

97.70

From table can be seen that attributes on having the level of the largest x1.1 with value of 102.11 %.To attribute having is with the level of lowest x3.3 value of 93.87 %.To attribute x3.3 also h

as a lowest in and the gap (in) largest in interaksi variable quality.Based on the data, but on should be improved to attribute to improve their quality x3.3. In each variable inTabl

e 6. Value indicators performance and importance shopee website

Statements

Perf
Imp
x1.1
Saya merasa mudah untuk mempelajari cara mengoperasikan website Shopee
4.35
4.26
x1.2
Saya merasa jelas dan paham berinteraksi dengan website Shopee
4.14
4.08
x1.3
Saya merasa mudah menjalankan menu dari website Shopee
4.12
4.14
x1.4
Saya merasa mudah menggunakan website Shopee
4.20
4.15
x1.5
Website Shopee memiliki tampilan yang menarik
4.09
4.01
x1.6
Desain website Shopee sesuai dengan website online shop
4.05
4.08
x1.7
Website Shopee memberikan pengetahuan tentang informasi Shopee
4.03
4.12
x1.8
Website Shopee memberikan hal positif untuk saya
3.82
3.90
x2.1
Website Shopee memberikan informasi yang akurat
4.03
4.24
x2.2
Website Shopee

memberikan informasi yang dapat dipercaya
3.93
4.10
x2.3
Website Shopee memberikan informasi yang tepat waktu

3.86
4.08
x2.4
Website Shopee memberikan informasi yang berkaitan dengan Shopee
4.10
4.13
x2.5
Website Shopee memberikan informasi yang mudah dipahami
4.03
4.13
x2.6
Website Shopee memberikan informasi yang tepat secara detail
3.86

4.07
x2.7
Website Shopee memberikan informasi dengan format yang sesuai dengan online shop
4.04
4.11
x3.1
Website Shopee memiliki reputasi yang baik
4.08
4.15
x3.2
Saya merasa aman saat mengupload di website Shopee
3.85
3.99
x3.3
Saya merasa aman saat input data pribadi pada website Shopee
3.83
4.08
x3.4
Website Shopee memberikan kesan menarik minat dan perhatian
3.95
4.09
x3.5
Saya merasa mudah untuk memberikan masukan (
feed back)3.83
4.04
x3.6
Website Shopee memberikan kemudahan dalam berkomunikasi dengan penjual
4.04
4.22
x3.7
Saya merasa yakin dengan informasi yang diberikan website Shopee
3.96
4.09
y1.1
Website Shopee memiliki reputasi yang baik
4.15
4.25
Rata-rata
4.01
4.11
In table above look the average values of indicators performance is of 4.01 and importance of 4.11 .Will n
ext in of sports analysis gap (gap) to look at the level the quality of his website .To determine the value of the gap (gap) can be calculated based on the difference between quality value performance at present (performance to the value of the qualities expected by the user (importance). $Q_i = GAPP_i = Performancel_i = Importance$If to level the gap (q) are positive , so the quality of performance is currently meet level the qualities expected by the user .If to level the gap (q) values are negative so the quality of performance now have not fulfill level the qualities expected users .Value gap (gap) depicted in the percentage according to the scale likert . [7]Tabl
e 7. Gap at the Website Shopee
Statements
Perf (P)
Imp (I)
Q (P-I)
Gap (%)
x1.1
I find it easy to learn how to operate shopee website
4.35
4.26

0.09
1.80
x1.2
I feel and understand interact with clear website shopee
4.14
4.08
0.06
1.20
x1.3
I feeling easily run menu shopee website
4.12
4.14
-0.02
0.40
x1.4
I feeling easily use shopee website
4.20
4.15
0.05
1.00
x1.5
Website shopee having the appearance of attractive
4.09
4.01
0.08
1.60
x1.6
Website design shopee in accordance with the website online shop
4.05
4.08
-0.03
0.60
x1.7
Websites shopee provide information that is complete
4.03
4.12
-0.09
1.80
x1.8
Website shopee giving to a thing positive for me
3.82
3.90
-0.08
1.60
X2.1
Website shopee provide information that is accurate
4.03
4.24
-0.21
4.20
X2.2
Shopee website giving information trustworthy
3.93
4.10
-0.17
3.40
X2.3
Website shopee give information that on time
3.86
4.08

-0.22
4.40
X2.4
Shopee website giving information relating to shopee
4.10
4.13
-0.03
0.60
X2.5
The website shopee to provide information easy to understand
4.03
4.13
-0.10
2.00
X2.6
Shopee website giving information right in detail
3.86
4.07
-0.21
4.20
X2.7
Website shopee give information by format compatible with online shop
4.04
4.11
-0.07
1.40
X3.1
Website shopee having a good reputation
4.08
4.15
-0.07
1.40
X3.2
I feel safe when uploaded on a website shopee
3.85
3.99
-0.14
2.80
X3.3
I feel safe when data input personal at the website shopee
3.83
4.08
-0.25
5.00
X3.4
Website shopee give the impression of interest and attention
3.95
4.09
-0.14
2.80
X3.5
I feel easy to provide input (feed back)3.83
4.04
-0.21
4.20
X3.6
The website shopee gives ease in communication with the dealer
4.04
4.22
-0.18

3.60
X3.7
I feel sure to information given website shopee
3.96
4.09
-0.13
2.60
Y1.1
I feel sure to information given website shopee
4.15
4.25
-0.1
2.00
Average
4.01
4.11
-0.09
2.37

In table above average score produced gap shopee website to -0.09 where Q ≤ 0, that means quality levels performance shopee website now has not met the expectations. UsersMatrix Importance Performance AnalysisA method of importance performance analysis used to describe attributes qualities shopee website already meet the expectations of users and which must be improved
.Fig
1.

is divided into four. Quadrant The line every quadrant resulting from the calculation rata-rata performance value and importance. Average valueThe value of rata-rata performance by 4.01 and value rata-rata 4.11. Importance as much asThe result of the mapping atribut-atribut every variable can be explained as follows:Q
uadrant IThe attribute of being are part a quadrant i am x1.1, x1.3, x1.4, x1.7, of a variable kegunaan x2.1, x2.4, x2.5 on information, of a variable quality x2.7, x3.1, x3.6 interaksi y1.1 of a variable quality and of a variable overalls kesan.Attributes included in a quadrant i maintained its qualities to her performance because the the quality are good and having an interest high and is in accordance with desired by the user
.Q
uadrant IIBased on results of the matrix importance performance analysis, there is no attribute of being included in the quadrant ii
. Q
uadrant IIIAn attribute that included in the quadrant iii is x1.8 of variable, usability x2.2, x2.3, x2.6 of variable quality, information x3.2, x3.3, x3.4, x3.5, x3.7 of variable quality. Interaction On this, quadrant iii having a level of interest are low and the quality of the performance of a less well so does not really be a priority to repairing.Quadrant IVAtirb
ut including quadrant 4 is x1.2, x1.5, x1.6 of variable usability .An attribute that including quadrant 4 quality levels its performance is good but having the importance low that can ignored.4. ConclusionBased on the research, that for measuring the quality of website shopee can use of 4.0 webqual consisting the kegunaan, on information quality and interaksi quality.From the this analysis in research, value in the gap ( ) on the largest interaksi quality the average value of 3.20 %.Analysis about pentingnya method used to describe the quality shopee website, to no attributes will be repaired
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