

PENGEMBANGAN WEBSITE PADA PT UNGARAN PRINTING APPAREL MENGGUNAKAN ANALISIS CSF DAN ANALISIS SWOT

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ABSTRAK

Penelitian ini membahas tentang pengembangan website pada PT Ungaran Printing Apparel. Website yang telah diaplikasikan saat ini tidak dimanfaatkan secara baik dan kurang maintenance. Tujuan dari pengembangan website adalah memperkuat persaingan antar perusahaan dan meningkatkan kepuasan pelanggan. Metode analisis yang digunakan yaitu analisis CSF (Critical Success Factor) dan analisis SWOT (Strength, Weakness, Opportunity and Threats) untuk menetapkan strategi dalam mengatasi masalah website tersebut. Strategi-strategi pengembangan website didapatkan berdasarkan penilaian dan harapan pelanggan. Pengembangan web yang sudah dikembangkan pada kategori Kualitas Penggunaan mendapat nilai kategori kelayakan 66% (Layak), Kualitas Informasi mendapat nilai 78% (Layak), Kualitas Interaksi mendapat nilai 82% (Sangat Layak) dan Kepuasan Pelanggan mendapat nilai kategori kelayakan sebesar 85% (Sangat Layak).

Kata Kunci : Pengembangan web, Analisis CSF, Analisis SWOT

WEBSITE DEVELOPMENT AT UNGARAN PRINTING APPAREL, CORP. USING CSF AND SWOT ANALYSIS

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ABSTRACT

The research discusses about website development at Ungaran Printing Apparel, Corp. The website has applied currently not utilized properly and less maintenance. Purpose of website development is strengthening the competition between the companies and increase customers satisfaction. The methods of analysis used CSF (Critical Success Factor) and SWOT (Strength, Weakness, Opportunity and Threats) analysis to define strategies fixing website problems. Strategies of website development obtained by rating and expectation from customers . Web development has been developed got value 66% (worth) on quality of use, quality of Information received value 78% (worth), quality of interaction got value 82% (very worthy) and customer satisfaction got value 85% (very worthy).

Keyword : Web development, CSF analysis, SWOT Analysis