

IMPLEMENTATION OF E-SERVICE QUALITY METHOD AND IMPORTANCE PERFORMANCE ANALYSIS (IPA) FOR SERVICE QUALITY ANALYSIS ON WATTPAD APPLICATION

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Article Info

Keywords: *E-Service Quality; Importance Performance Analysis (IPA); Service Quality; User Satisfaction; Wattpad Application*

Article history:

Received 7 October 2024

Revised 13 November 2024

Accepted 5 December 2025

Available online 1 March 2025

DOI :

<https://doi.org/10.29100/jupi.v10i1.5945>

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ABSTRACT

Everyday life now requires mobile applications. One popular application is Wattpad, an online platform that allows users to read, write, and share stories for free, though some are also paid. With millions of users worldwide, Wattpad has become a trendy place for writers and readers to interact and enjoy literary works. However, with the rapid growth of Wattpad users, application managers need to ensure the quality of service they provide to users. This research involved 402 respondents who are active users of the Wattpad application. Given the importance of service quality in maintaining Wattpad's competitiveness in a competitive market and enhancing the user experience, this study applies the Importance of Performance Analysis (IPA) and E-Service Quality methods. Site Organization, Responsiveness, Reliability, User Friendliness, Personal Needs, and Efficiency are the six variables used to measure user perceptions. After data was collected through the distribution of questionnaires to Wattpad users, the data was analyzed using SPSS. The analysis results show that the level of user satisfaction with the services offered by the Wattpad application reaches 85%

I. INTRODUCTION

The rapid advancement of technology makes daily life inseparable from its influence. The fast-growing technological progress helps to facilitate and increase efficiency in various activities, including in the field of literacy. The ever-developing literacy has become easier to access and manage through technology. The impact of current technological developments is very significant in various aspects of human life, especially in developing digital literacy, which is becoming increasingly important.[1].

Daily life now requires mobile applications. One popular application is Wattpad, an online platform that allows users to read, write, and share stories for free, although there are also paid options. With millions of users worldwide, Wattpad has become a popular place for writers and readers to interact and enjoy literary works.

The Wattpad application was established in 2006 as the result of a collaboration between Allen Lau and Ivan Yuen. In 2007, Wattpad added more than 17,000 e-books from the Gutenberg project, making them available to mobile users. As of September 2023, Wattpad had more than 90 million users, including readers and writers worldwide. (<https://company.wattpad.com/>).

However, with the increasing number of Wattpad users, the application managers need to ensure that the quality of the service provided remains optimal. To achieve this goal, the implementation of effective methods is required to measure and analyze the quality of service provided by the Wattpad application. This analysis is important as it helps Wattpad managers identify areas that need improvement as well as understand the service aspects most significant to users. The results of this research are expected to provide valuable information that can be used to enhance the user experience, increase user satisfaction, and ultimately drive the progress and sustainability of the platform.

The E-Service Quality method is one option that focuses on evaluating the quality of electronic-based services, such as mobile applications. With this method, Wattpad application managers can understand how users assess the quality of the service provided, including aspects such as reliability, responsiveness, and user-friendliness.

A company's ability to consistently meet the desires, needs, and expectations of customers is referred to as service quality. Service quality usually leads to user satisfaction, which is achieved when the expected service matches the

user's perception of the service received. Service quality is a dynamic condition that encompasses products, services, people, processes, and environments. Service quality is a state that meets or even exceeds customer expectations. (Kertajaya, 2005)[2].

Additionally, the Importance Performance Analysis (IPA) method can be used to analyze the service quality of the Wattpad application. This method allows application managers to identify service aspects that users consider important and assess the extent to which the application meets those expectations. Thus, managers can focus on improving service quality in the aspects that are most significant to users. E-Service Quality helps understand users' overall perceptions, while Importance Performance Analysis (IPA) helps determine improvement priorities based on the most important aspects. The combination of these two methods provides insights that can be used to effectively enhance service quality and user satisfaction.

This research will combine both methods to analyze the service quality of the Wattpad application. As a result, this study is expected to provide further information about Wattpad users' expectations and experiences, as well as help identify areas where the company needs to focus to enhance the user experience and maintain a loyal user base. Thus, this research has the potential to bring real benefits to both business operators and Wattpad users[3]

This research expands existing knowledge by focusing on the analysis of Wattpad using the E-Service Quality and Importance Performance Analysis (IPA) methods. Unlike previous research titled "Measuring Service Quality on the Tiktok Shop Application Using E-Servqual and IPA (Importance Performance Analysis)."[4], This research limits itself to certain aspects of digital service quality or explores social media platforms as a whole. Through this focus, this study not only expands the understanding of how users interact with these platforms but also demonstrates the importance of e-service quality in the context of specific social media applications like Wattpad.

II. GUIDELINES FOR MANUSCRIPT PREPARATION

The following are the stages of the research aimed at addressing the issues outlined in the previous problem statement.

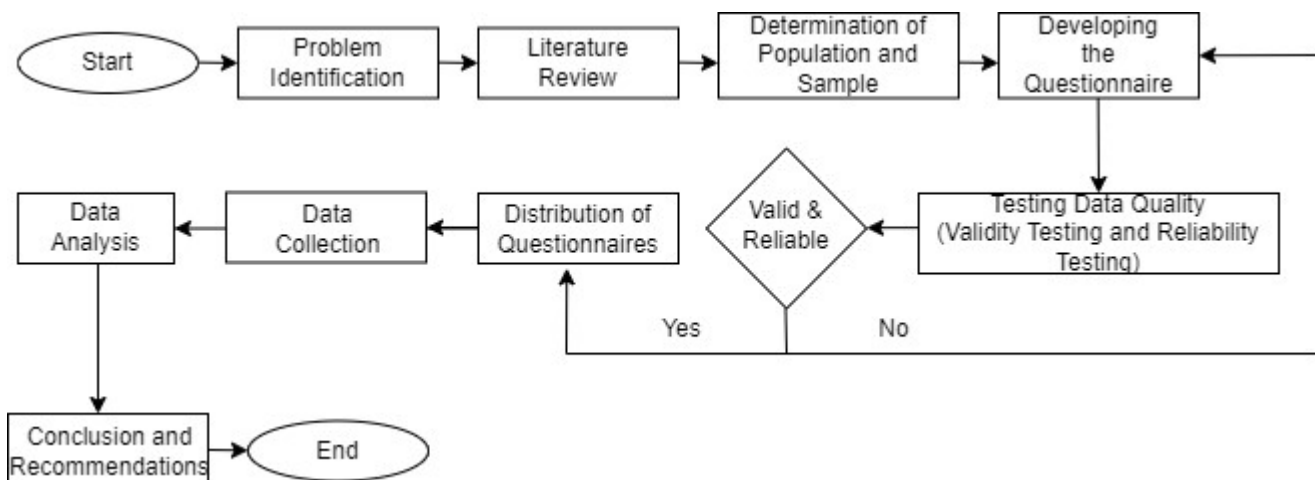


Fig. 1 Research Stages

A. Problem Identification

The initial focus of this research is to identify issues regarding the topic addressed by the author, which includes measuring the service quality of the Wattpad application. This helps determine which services need improvement, enhancement, or maintenance of their quality. After identifying the issues, the researcher will conduct a literature review to deepen knowledge related to the research, thus providing a foundation for its validity. The next stage involves determining the population and sample, followed by drafting a questionnaire based on the six variables of e-service quality identified in the study. Each variable has indicators that will be used as statements in the distributed questionnaire. Subsequently, data quality testing will be conducted to assess its validity.

B. Literature Review

Literature research aims to provide researchers with a deep understanding of the concepts and theories related to their research topic by reading and studying various sources such as articles, books, and other literature. The information obtained from this literature review can then serve as the theoretical foundation for the research.

C. Population and Sample

In research, a population is a group of subjects or objects that possess specific characteristics and attributes chosen by the researcher for study purposes and to draw conclusions. Here are the criteria used by the researcher:

- a. Active users of Wattpad who access the application through Android or iOS devices.
- b. A minimum age of 15 years. This age consideration encompasses a range relevant to Wattpad users, typically consisting of teenagers and young adults actively engaging with the platform. Active Wattpad users are chosen as the population because they directly interact with the platform's features and content, thus providing valuable perspectives for analyzing user experience and digital service quality. (<https://company.wattpad.com/>)

Sample research is necessary to understand how e-service quality correlates with customer satisfaction. The Cochran formula can be used to calculate the minimum sample size for this study. (Usmadi, 2020)[5]. Sample count calculation:

$$x = \frac{Z^2 pq}{e^2} \quad (1)$$

x = many samples

Z = Percentage of significant normal tendency 95% (1,96)

p = 50% probability true

q = 50% probability of error

e/Moe = Maximum error margin, still tolerable sample error rate of 5%

So, with an error rate of 0.05, the number of respondents is as much as:

$$x = \frac{(1,96)^2(0,5)(0,5)}{(0,05)^2}$$
$$x = 384,16$$

From the calculations with the Cochran formula, many samples needed for this study amounted to 384.16 respondents, then rounded by the researchers to at least 400 re-responses.

D. Developing the Questionnaire

The e-service quality method consists of six variables that are used to measure expectations and perceptions of performance as well as the expectations of users, including the gap between the two in service quality:

1. Site Organization: A platform that includes service site design, colors, sections, images, and features that provide services properly [6].
2. Responsiveness: Measures the response speed in providing information to users in a problem situation and answering user questions [7].
3. Reliability: The ability to respond to the needs of the user by providing services accurately, precisely, and quickly to guarantee user satisfaction [6].
4. User Friendliness: It is important to ensure the ease of use, safety, and efficiency of the service, which has a major impact on the loyalty and satisfaction of the user in using a digital product[6].
5. Personal Needs: Accommodate the needs of users of the service, including security, loyalty and privacy aspects of users. [6].
6. Efficiency: refers to the user's ease of accessing the service, how easy it is to find the story they need, and how easily they can gather information about the story and leave the site with minimal effort. [7].

E. Data Collection

In this phase, data is collected through the use of questionnaires as a data collection method. The questionnaires were distributed to a number of respondents online using Google Forms through social media according to the criteria of the survey respondents. The user of the Wattpad application is asked to fill in the paragraphs contained in the questionnaire. [6]. Here are indicators of statements based on variables:

TABLE 1
 INDICATORS OF STATEMENTS

Variable	Indicator	Statement	Item
Site Organisation	Content Rules	The content on Wattpad is well organized, making it easy for me to find content that fits my interests or preferences.	SO1
		The search feature on Wattpad is effective and accurate in helping me find the content I'm looking for.	SO2
	Visual design consistency	The visual design on Wattpad has uniform colors and styles that create a cohesive user experience across every page.	SO3
		I feel consistent in the use of design elements such as icons, fonts, and graphics across the Wattpad platform.	SO4
Responsiveness	Update notification capability	I often receive notifications from Wattpad about the release of new stories or new parts.	RS1
		The notifications I receive from Wattpad always provide clear and informative information about new stories or parts.	RS2
	Interaction speed and response	Pages on Wattpad always load quickly without significant delays.	RS3
		The buttons and features on Wattpad respond quickly and without delays when I interact with the site.	RS4
Reliability	System response reliability	The Wattpad system consistently provides successful responses to user requests.	RL1
		I am confident that the Wattpad system provides accurate responses or information according to user requests.	RL2
	Story availability consistently	I feel that the time required to access stories on Wattpad is quite fast and efficient.	RL3
		I can access stories on Wattpad with a high success rate, both during the day and at night.	RL4
User Friendliness	Search tool efficiency	I find that the time taken to find stories using the search tool on Wattpad is very efficient.	UF1
		The search results provided by Wattpad are very relevant and meet my criteria, and I find the filtering options easy to understand.	UF2
	User profile personalization	I feel successful in organizing and personalizing my profile on Wattpad according to my reading preferences and history.	UF3
		I am satisfied with the personalization features provided by Wattpad for organizing reading preferences, history, and tailored recommendations.	UF4
Personal Needs	Success rate of appropriate	I feel successful in finding and accessing content that matches my preferences on Wattpad.	PN1
		I am satisfied with the accuracy and availability of content that matches my preferences on Wattpad.	PN2
	New work notification effectiveness	I feel that notifications about new works from my favorite stories or authors on Wattpad are always provided quickly and accurately.	PN3
		I tend to engage more with the platform after receiving notifications about new works, such as reading stories or interacting with other content.	PN4
Efficiency	User data management efficiency	I feel that the process of setting up or updating my profile information on Wattpad is quick and does not take much time.	EF1
		I believe that Wattpad provides ease in managing my reading preferences,	EF2

Availability and speed consistency	with minimal time required for adjustments.	EF3
	I have experienced that Wattpad maintains consistency in the speed of page loading, even when accessing various stories or features under different network conditions.	
	I feel that Wattpad is able to maintain page availability consistently, especially when I access various stories, even in network or device situations that may not be optimal.	EF4

F. Data Analysis

Data analysis is a crucial step in research aimed at processing data to find solutions. The calculations include E-Service Quality, Customer Satisfaction Index (CSI), and the mapping of Cartesian diagrams (IPA). Researchers will focus on explaining the six attributes of service quality assessment (E-Service Quality): Site Organization, Responsiveness, Reliability, User Friendliness, Personalization, and Efficiency. SPSS software will be used to manage the data.[4]. Software SPSS is chosen to manage the data because of its ability to conduct in-depth statistical analysis, allowing researchers to perform precise and complex statistical tests on the collected data. Additionally, SPSS facilitates data visualization and produces clear outputs, aiding researchers in understanding and accurately presenting research findings.

1. Analysis of *E-Service Quality*

By calculating the gap (GAP) between user performance and expectations, E-Service Quality will evaluate how well Wattpad's services meet or exceed user expectations. A positive GAP value indicates that the service has met or exceeded user expectations, while a negative GAP value indicates that there are areas that need improvement.[4].

2. Customer Satisfaction Index (CSI)

The customer satisfaction level calculation will indicate the level of customer satisfaction by considering the importance and effectiveness of service features. The average satisfaction rating, or MIS, and the average performance rating, or MSS, can be used to calculate the CSI to determine how satisfied users are with the services they receive. Values can be obtained using formulas to calculate the performance of each indicator and the average expectations:

$$CSI = \frac{\sum WS}{HS} \times 100\% \quad (2)$$

CSI = Customer Satisfaction Index

HS = Highest Scale

Here are the criteria for the Customer Satisfaction Index:

TABLE 2
CUSTOMER SATISFACTION INDEX

The Value of The Index (%)	Customer Satisfaction Index (CSI)
81,00 – 100,00	Very Satisfied
66,00 – 80,99	Puas Satisfied
51,00 – 65,99	Moderately Satisfied
35,00 – 50,99	Dissatisfied
0,00 – 34,99	Very Diisatisfied

3. Importance Performance Analysis (IPA)

Researchers use the Importance Performance Analysis (IPA) method to measure expectations and performance levels. To ensure Wattpad can sustain and compete with competitors, the application can gauge user satisfaction levels. Here are the four attributes of Importance Performance Analysis (IPA)[8]:

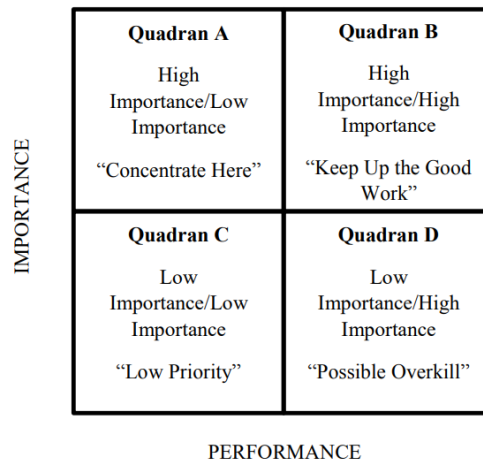


Fig. 2 Cartesian Diagram

- Quadrant A / I (Top Priority): Factors in Quadrant A represent elements considered important by users, but they do not meet user expectations, resulting in low user satisfaction. These attributes require improvement.[9].
- Quadrant B / II (Maintain Achievement): Features in Quadrant B contain factors important to users. Users perceive these factors positively, resulting in high user satisfaction. Characteristics in Quadrant B should be maintained because the product or service is considered highly important and meets customer needs.[9].
- Quadrant C/III (Low Priority): Attributes in Quadrant C are considered less important by users, and their performance is not very good. Attributes in Quadrant C should be revised because their impact on perceived benefits is relatively small.[9].
- Quadrant D/IV (Excessive): Factors considered less important by users are included in Quadrant D. These attributes should be streamlined so that the company can reduce costs. Despite being considered less important, users are highly satisfied, making this quadrant larger than expected.[9].

G. Conclusion and Recommendations

Based on the data analysis results, conclusions can provide answers to the questions posed in the introduction and also offer recommendations for further research.

III. RESULTS AND DISCUSSION

A. Validity Test

The validity test will be conducted on 402 respondents. The significance level (α) is set at 5%, or 0,05, to evaluate validity. First, the degree of freedom (Df) is calculated to obtain the critical t-value (t-table).[10]. This can be done using the formula $Df = N - 2 = 402 - 2 = 400$, so the critical t-value (t-table) is 0,098. If the calculated r-value $>$ the critical r-value and the significance level $<$ 0,05, the data is considered valid. This test uses the Pearson product-moment correlation formula, calculated using IBM SPSS statistics software.[11].

TABLE 3
 VALIDITY TEST OF E-SERVICE QUALITY EXPECTATIONS

Variable	Indicator	Statement	Rtable	Rcalculate	Validity		
Site Organisation	Content Rules	SO1	0,098	0,689	Valid		
		SO2	0,098	0,767	Valid		
		SO3	0,098	0,707	Valid		
Responsiveness	Visual design consistency	SO4	0,098	0,721	Valid		
		Update notification capability	RS1	0,098	0,690	Valid	
			Interaction speed and response	RS2	0,098	0,735	Valid
				RS3	0,098	0,711	Valid
Reliability	System response reliability	RS4	0,098	0,740	Valid		
		RL1	0,098	0,759	Valid		
		RL2	0,098	0,757	Valid		

	Story availability consistently	RL3	0,098	0,740	Valid
User Friendliness	Search tool efficiency	RL4	0,098	0,777	Valid
		UF1	0,098	0,777	Valid
		UF2	0,098	0,771	Valid
		UF3	0,098	0,731	Valid
Personal Needs	User profile personalization	UF4	0,098	0,747	Valid
		PN1	0,098	0,774	Valid
		PN2	0,098	0,789	Valid
		PN3	0,098	0,740	Valid
Efficiency	Success rate of appropriate	PN4	0,098	0,712	Valid
		EF1	0,098	0,760	Valid
		EF2	0,098	0,768	Valid
		EF3	0,098	0,761	Valid
	New work notification effectiveness	EF4	0,098	0,752	Valid
	User data management efficiency				
	Availability and speed consistency				

TABLE 4
 VALIDITY TEST OF E-SERVICE QUALITY PERFORMANCE

Variable	Indicator	Statement	Rtable	Rcalculate	Validity
Site Organisation	Content Rules	SO1	0,098	0,683	Valid
		SO2	0,098	0,763	Valid
		SO3	0,098	0,738	Valid
Responsiveness	Visual design consistency	SO4	0,098	0,723	Valid
		RS1	0,098	0,722	Valid
		RS2	0,098	0,747	Valid
		RS3	0,098	0,718	Valid
Reliability	Interaction speed and response	RS4	0,098	0,731	Valid
		RL1	0,098	0,772	Valid
		RL2	0,098	0,758	Valid
		RL3	0,098	0,732	Valid
User Friendliness	Story availability consistently	RL4	0,098	0,792	Valid
		UF1	0,098	0,772	Valid
		UF2	0,098	0,791	Valid
		UF3	0,098	0,750	Valid
Personal Needs	User profile personalization	UF4	0,098	0,772	Valid
		PN1	0,098	0,776	Valid
		PN2	0,098	0,771	Valid
		PN3	0,098	0,796	Valid
Efficiency	New work notification effectiveness	PN4	0,098	0,783	Valid
		EF1	0,098	0,776	Valid
		EF2	0,098	0,798	Valid
		EF3	0,098	0,786	Valid
	User data management efficiency	EF4	0,098	0,760	Valid
	Availability and speed consistency				

B. Reliability Test

Each indicator that falls into the valid category is assigned a reliability score. The instrument is tested once to assess its reliability. Subsequently, the analysis is conducted using Cronbach's alpha method $> 0,7$. Here is the data processed by the researcher for the reliability test for the variables Service Quality Expectations and Performance[12]:

Reliability Statistics	
Cronbach's Alpha	N of Items
.965	24

Fig. 3 Results of Expectations Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.965	24

Fig. 4 Results of Performance Reliability Test

C. Calculation of E-Service Quality Score

Each dimension of service quality is evaluated to conduct measurement. The result is the GAP (Gap Analysis) score, which indicates the difference between how users perceive the service they receive and how they expect the desired service. Thus, this method provides an overview of how well user satisfaction is met by the electronic services provided.[13].

TABLE 5
GAP SCORE RESULTS

Item	\bar{X}_i (Performance)	\bar{Y} (Expectations)	GAP
SO1	4,13	4,26	-0,13
SO2	4,16	4,26	-0,10
SO3	4,22	4,31	-0,09
SO4	4,20	4,28	-0,08
RS1	4,32	4,31	0,01
RS2	4,23	4,26	-0,03
RS3	4,08	4,28	-0,20
RS4	4,18	4,31	-0,13
RL1	4,18	4,33	-0,15
RL2	4,18	4,32	-0,14
RL3	4,23	4,26	-0,03
RL4	4,37	4,41	-0,04
UF1	4,23	4,40	-0,17
UF2	4,29	4,37	-0,08
UF3	4,23	4,27	-0,04
UF4	4,24	4,39	-0,15
PN1	4,26	4,38	-0,12
PN2	4,22	4,34	-0,12
PN3	4,29	4,33	-0,04
PN4	4,19	4,24	-0,05
EF1	4,27	4,25	0,02
EF2	4,33	4,37	-0,04
EF3	4,15	4,29	-0,14
EF4	4,29	4,38	-0,09

From the GAP analysis, it can be concluded that only two out of 24 statements show positive values, indicating that the services on the Wattpad application have exceeded user expectations in the Responsiveness (RS1) and Efficiency (EF1) variables. Meanwhile, the other 22 statements received negative values, indicating that the service quality has not yet met the expected standards of users. The variables include Site Organization (SO1, SO2, SO3, SO4), Responsiveness (RS1, RS2, RS3, RS4), Reliability (RL1, RL2, RL3, RL4), User Friendliness (UF1, UF2, UF3, UF4), Personal Needs (PN1, PN2, PN3, PN4), and Efficiency (EF1, EF2, EF3, EF4). With an average GAP score of -0,08, the analysis results indicate that there is room for improvement to meet user expectations comprehensively. This suggests that overall, the services provided by Wattpad have not yet achieved a satisfactory level and have not fully met user expectations.

D. Calculation of Customer Satisfaction Index (CSI)

Customer Satisfaction Index (CSI) is a tool used to measure the level of customer satisfaction using an index constructed based on specific features[14]. Calculation of Customer Satisfaction Index (CSI) for each variable:

TABLE 6
RESULTS CUSTOMER SATISFACTION INDEX

Item	MIS	WF	MSS	WS
SO1	4,26	0,0411	4,13	0,170
SO2	4,26	0,0411	4,16	0,171
SO3	4,31	0,0416	4,22	0,176

SO4	4,28	0,0413	4,20	0,173
RS1	4,31	0,0416	4,32	0,180
RS2	4,26	0,0411	4,23	0,174
RS3	4,28	0,0413	4,08	0,169
RS4	4,31	0,0416	4,18	0,174
RL1	4,33	0,0418	4,18	0,175
RL2	4,32	0,0417	4,18	0,175
RL3	4,26	0,0411	4,23	0,174
RL4	4,41	0,0426	4,37	0,186
UF1	4,40	0,0425	4,23	0,180
UF2	4,37	0,0422	4,29	0,181
UF3	4,27	0,0412	4,23	0,174
UF4	4,39	0,0424	4,24	0,180
PN1	4,38	0,0428	4,26	0,182
PN2	4,34	0,0419	4,22	0,177
PN3	4,33	0,0418	4,29	0,179
PN4	4,24	0,0409	4,19	0,171
EF1	4,25	0,0410	4,27	0,175
EF2	4,37	0,0422	4,33	0,183
EF3	4,29	0,0414	4,15	0,171
EF4	4,38	0,0428	4,29	0,184
TOTAL	103,6	1,001	101,47	4,234

Based on the data source above, with a WS (Weight Score) totaling 4.234, it can be calculated that the value of CSI (Customer Satisfaction Index) is as follows:

$$CSI = \frac{4,234}{5} \times 100\% \quad (3)$$

$$CSI = 0,85 \times 100\%$$

$$CSI = 85\%$$

According to the Customer Satisfaction Index (CSI) calculation, Wattpad users are Very Satisfied with the services they receive, with a satisfaction rate of 85%.

E. Calculation of Importance Performance Analysis (IPA)

Basically, (IPA) is a method to assess the strengths and weaknesses of a service by considering a number of attributes. This is done by comparing the relative importance of each attribute with the level of consumer satisfaction. In this analysis, the importance of attributes is represented on the X-axis, while the level of satisfaction or consumer expectations is represented on the Y-axis. [15]. Performance scores represent the average results of user satisfaction statements, while Importance scores reflect the average results of each user satisfaction expectation statement.

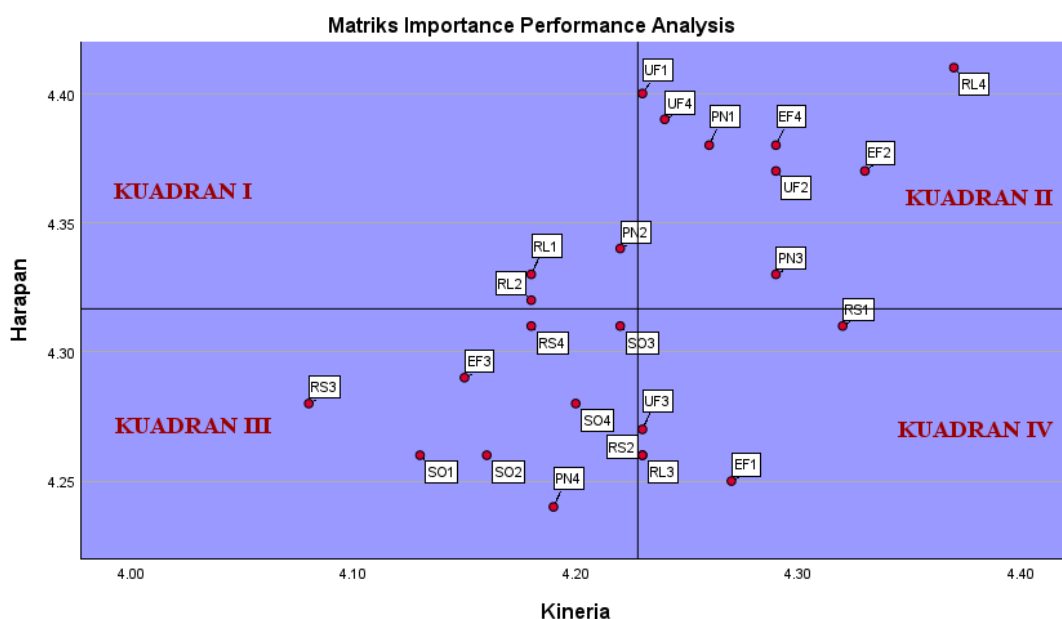


Fig. 4 Importance Performance Analysis Matrix

Based on the Cartesian diagram above, it can be seen which attributes fall into Quadrants I, II, III, and IV, each with its own explanation:

1. Quadrant A/I (Top Priority): In Quadrant I, 3 indicators show areas needing improvement, as Wattpad's services do not meet user expectations despite being highly important to users. Out of these 3 indicators, 2 variables are identified: reliability and personal needs. Under Reliability, there are 2 indicators: "Wattpad consistently provides successful responses to user requests" and "I trust that Wattpad provides accurate answers or information according to user requests." Meanwhile, under Personal Needs, there is 1 indicator: "I am satisfied with the accuracy and availability of content that matches my preferences on Wattpad."
2. Quadrant B/II (Maintain Achievement): The results from Quadrant II indicate 8 indicators where Wattpad needs to maintain or even enhance performance on attributes to sustain user satisfaction. Out of these 8 indicators, there are 4 variables: Reliability, User Friendliness, Personal Needs, and Efficiency. Under Reliability, there is 1 indicator: "I can access stories on Wattpad successfully, both during the day and at night." For User Friendliness, there are 3 indicators: "I feel that the time taken to find stories using Wattpad's search tool is very efficient," "The search results provided by Wattpad are very relevant and match my criteria, and I find the filter options easy to understand," and "I am satisfied with the personalization features provided by Wattpad to manage reading preferences, history, and tailored recommendations." Under Personal Needs, there are 2 indicators: "I feel successful in finding and accessing content that matches my preferences on Wattpad," and "I feel that notifications about new works from my favorite stories or authors on Wattpad are always provided quickly and accurately." For Efficiency, there are 2 indicators: "I believe that Wattpad makes it easy to manage my reading preferences, with minimal adjustment time required," and "I feel that Wattpad consistently maintains page availability, especially when accessing various stories, even in network or device situations that may not be optimal."
3. Quadrant C/III (Low Priority): Quadrant III results include 8 indicators that users consider to be insignificant and poor performance of the Wattpad application, so no improvements are needed. Of the eight indicators, there are four variables: Site Organisation, responsiveness, Personal Needs, and Efficiency. On the Site Organisation variable, there are 4 indicators: "Content on Wattpad is well organized, so it makes it easy for me to find the content according to my interests or preferences", "Wattpad's search features are effective and accurate in helping me find the content I'm looking for", "The visual design on WATTPAD has a diversity of colors and styles that make users feel aligned on each page" and "I feel consistent in using design elements such as icons, fonts, and graphics across the WattPad platform". On the Responsive variable, there are 2 indicators including "Pages on Wattpad always load quickly without any significant delay" and "The buttons and features in Watt Padespency merons quickly and without any delays when I interact with the site." On the Personal Variable Needs label there is a feature indicator that "I've been involved in more on the web page after I've read a variety of stories, or I have been informed that when I have received a new version of my work, I have even received a different indicator, namely, "I have been involved with a different situation on a Wattpat in the network."
4. Quadrant D/IV (Excess): Quadrant IV results include 5 indicators that are considered less important by the user, although the performance of Wattpad already gives satisfaction to the user. Of the 5 indicators, there are 4 variables: Responsiveness, Reliability, User Friendliness, and Efficiency. On the variable Responsives there are 2 indicators: "I often receive notifications from Wattpad about the release of a new story or part" and "The notifications I receive from WATTPAD provide clear and informative information about a new one." On the Reliability variable, there is one indicator: "I feel that the time required to access a story on Wattpad is fast and efficient enough." On a User Friendline variable, there is 1 indicator namely "I feel successful in setting up and personalizing my profile on WATPAD by my reading preferences and history". On the efficiency variable, we have 1 indication: "It feels that the process of setting up or updating my profile information on Wattpad is going on quickly and it doesn't take much time."

The research by Putri Febriana Sari and Dwi Fatrianto Suyatno in 2023[4], using several same variables as in this study, namely, Responsiveness, Reliability, and Efficiency. However, there are differences in the use of specific indicators and also in the results of Importance Performance Analysis (IPA). Here is an explanation of each variable:

a. Responsiveness Variable

- Previous research: in Quadrants I and III, the responsiveness variable from previous research shows that some indicators are in Quadrant I, indicating they are very important to users but their performance is lacking, thus requiring improvement. Other indicators are in Quadrant III, indicating that although they are important, their performance still needs improvement.
- Current research: Quadrants III and IV, the Responsiveness variable shows that in Quadrant III, there are indicators that are less important despite their performance not being outstanding and having little impact on users. Indicators in Quadrant IV indicate that they are not very important to users, even though their performance meets standards, they may be considered excessive.

b. Reliability Variable

- Previous research: Indicators from this variable are located in Quadrants I (important and performance is lacking), II (important and performance is good), and III (less important and performance is lacking). This indicates the need for improvement in some indicators and the need to maintain and consider others.
- Current research: Indicators in the variable are located in Quadrants I, II, and IV. This indicates that there are several indicators that are very important to users but still need improvement and need to be maintained, and some indicators that, although less important, their performance does not meet standards.

c. Efficiency Variable

- Previous research: Indicators in this variable are located in Quadrants II, III, and IV. This indicates that some indicators need to be maintained, while others are less important and have low performance.
- Current research: The results are similar to the previous research, where indicators in this variable need to be maintained to satisfy users (Quadrant II), while less important indicators with low performance are present (Quadrant III and Quadrant IV).

This study differs from the previous research in terms of focus and scope. While this study specifically focuses on the Wattpad application, the previous research focused on different applications or platforms. Additionally, although some variables used are the same, specific indicators measured and the method of Importance Performance Analysis used can depict different results. Therefore, differences in quadrant results (IPA) for the same variables can be interpreted as differences in users' understanding of the importance of each indicator and its actual performance in different contexts.

IV. CONCLUSION

The analysis of Wattpad's service quality using E-Service Quality and Importance Performance Analysis methods indicates that users' perceptions on average fall into the "Very Good" category with a score of 85%, while their expectations fall into the "Very Important" category with a score of 86%. This suggests that Wattpad's service quality has not fully met all user expectations. Out of 24 service quality attributes, only two attributes have a positive gap, namely Responsiveness (RS1) and Efficiency (EF1), while the remaining 22 attributes show negative gaps. However, the customer satisfaction index shows a high score of 85%. Importance Performance Analysis (IPA) highlights factors that need improvement, including system reliability in responding to user requests (RL1, RL2) and content satisfaction (PN2). Factors that need to be maintained include story accessibility (RL4), search efficiency (UF1, UF2), personalization features (UF4), and notifications for new content (PN3).

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