



# CV. Fajar Raya Abadi Company Profile Website Design Using Importance Performance Analysis Method

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## Abstract

The Importance Performance Analysis method is a technique used to identify the attributes of a product that are most needed from the existence of a development based on the perspective of product or service users. The Importance Performance Analysis method is used to map the relationship between the importance and performance of each attribute offered and the gap between performance and expectations of these attributes. In terms of designing a company profile as a promotional media, many companies now use internet media as a promotional media that is practical and easily accessible to all levels of society, one of which is by designing a website-based company profile. A company profile is an image of a company's professionalism that can be used as an effective marketing tool because it contains visual elements in the form of images and text, especially if other multimedia elements are added, it will make the company profile design look more attractive and can make customers interested in the products offered. The role of a company profile is very influential in the development and existence of goods or services from a company that is starting to develop, where a company profile is a company profile that is a general description of a company that wants to carry out a series of promotional activities through a video, book, website or other media.

**Keywords:** Website, Company Profile, Design, Importance Performance Analysis Method

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## 1. Introduction

Company profile is an image of a company's professionalism that can be used as an effective marketing tool because it contains visual elements in the form of images and text, especially if other multimedia elements are added, it will make the company profile design look more attractive and can make customers interested in the products offered. The role of the company profile is very influential in the development and existence of goods or services and a company that is starting to develop, where the company profile is a company profile, namely a general description of a company that wants to carry out a series of promotional activities through a video, book, website or other media [3].

CV. Fajar Raya Abadi is a company engaged in heavy equipment rental. This company is still not widely known to the general public because it has not done much promotion through digital technology. In terms of designing a company profile as a promotional media, many companies now use internet media as a promotional media that is practical and easily accessible to all levels of society, one of which is by designing a website-based company profile [4].

To introduce widely to the public, it is necessary to design a company profile website for CV. Fajar Raya Abadi. This study uses the Importance Performance Analysis method which is a technique used to identify the attributes and products that are most needed from the existence of a development based on the perspective of product or service users, the Importance Performance Analysis method is used to map the relationship between interests and performance and each attribute offered and the gap between performance and expectations of these attributes. [5].

## 2. Theoretical basis

### 2.1. Company Profile

Company profile contains a complete list of information about your company. This list is not fully complete, detailed and detailed. You can choose which information you want to convey to your public. This list is based on your company profile The interests of the target public. Some company profiles are created specifically for consumers only. This is usually done by large companies with broad business areas and diverse audiences [7].

## 2.2. Website

A website is a collection of site pages summarized in a domain or subdomain located in the World Wide Web (WWW) on the internet. A website is also a collection of web pages contained in a domain that contain information. A web page is usually a document written in HTML (Hyper Text Markup Language) format that can always be accessed via HTTP (Hyper Text Transfer Protocol), which is a protocol that conveys information from a website server to be displayed to users via a web browser [8].

## 2.3. Planning

Design is the determination of the processes and data required by a new system. The benefit of this system design phase is that it provides a comprehensive architectural overview as a guide for programmers in developing applications. Depending on the components of the computerized system, the design phase includes hardware or software, databases, and applications.

The design process can involve the development of several system models at varying levels of abstraction. Design is the process of defining what will be implemented using a variety of techniques, including a description of the architecture and component details, as well as the limitations encountered during the implementation process.

## 2.4. PHP

PHP Hypertext PreProcessor (PHP) is one of the programming languages that is widely used to build dynamic websites. PHP can be inserted between HTML languages and because it is a server-side language, the PHP language will be executed on the server, so that what is sent to the browser is the "Finished Result" in HTML form, and the PHP code will not be visible. Until now the version that has been released is PHPS, the use of this PHP language is very supportive for creating guest books, polling counters, forums, using the MYSQL DBMS. One of the advantages of PHP is that its developers are willing to share and publish PHP source code. Several Code Libraries, created by PHP programmers, are widely available online on the Internet, of course, can be downloaded for free, any application needed, can be sure to be found on the Internet, PHP as a server-side scripting is generally used to create dynamic sites or Web-based applications. So the first step to learning PHP is to master HTML first [12].

In July 2004, the PHP community released a new version of PHP, PHPS, which was said to bring significant changes to the world of web programming. PHP S was billed as a new leap towards Enterprise Applications. Its core, the PHP programming engine, underwent a complete overhaul. The Zend Engine, used since PHP version 3, was replaced with Zend Engine 2, which embraced Object-Oriented Programming, a much improved approach without sacrificing processing speed, PHP's hallmark over other scripting languages. Some key features of PHP S include improved XML support, extensions for Simple XML, SOAP, and MOSQLI, as well as the inclusion of SQLite within PHP[14]. It features motion-based animation, action script 3.0, video management with FLV playback, audio management, and output in various formats (SWF, APK, EXE, Desktop EXE, Desktop installer, Web Browser, IPA, and others)[3].

## 2.5. Importance Performance Analysis (IPA) Method

The Importance Performance Analysis (IPA) method is an easy-to-implement technique for organizing attributes based on their importance and level of implementation, which is useful for developing effective marketing programs. The Importance Performance Analysis method is used to identify the most needed product attributes and develop them based on the perspective of product or service users.

The Importance Performance Analysis method is used to map the relationship between importance and performance of each offered attribute and the gap between performance and expectations for these attributes. Importance Performance Analysis is an analytical technique used to identify the critical performance factors an organization must demonstrate to satisfy service users or consumers.

This technique was first proposed by Martilla and James in 1977, in their article Importance Performance Analysis published in the Journal of Marketing. By using the Importance Performance Analysis method, it is possible to map customer perceptions of the level of importance of service aspects with customer perceptions of the performance of service aspects in identifying services that need to be improved to maintain customer satisfaction. The results are relatively easy to interpret, the scale is relatively easy to understand and requires low costs.

## 3. Research Method

This study uses the Importance Performance Analysis method, in this method, respondents are asked to assess the level of importance and performance of a quality or excellence, then the average value of the level of importance and performance is calculated using the formula:

$$x = \frac{\sum X}{n} \text{ dan } y = \frac{\sum Y}{n}$$

The Importance Performance Analysis method is used to map the relationship between importance and performance of each attribute offered and the gap between performance and expectations of these attributes. Importance performance analysis is an analytical technique used to identify what important performance factors an organization must demonstrate to satisfy service users or consumers. There are 3 main steps in creating an IPA, namely measuring the level of conformity, creating an IPA position map, and analyzing the IPA quadrant. The first step in the IPA is measuring the level of conformity, which is done to identify the level of customer satisfaction or how high the level of service the company has provided. The following is the equation used.

$$T_{ki} = \frac{\bar{X}_i - \bar{Y}_i}{\bar{X}_i} * 100\% \dots\dots\dots(1)$$

With  $T_{ki}$  indicating the level of suitability.  $\bar{Y}_i$  is the importance score, and  $\bar{X}_i$  indicates the performance score. The second step is to make a map of the position of the previous science from a geometric figure and divide it into 4 quadrants and limit it with 2 perpendicular lines intersecting at the points.

$$\bar{X} = \frac{\sum X_n}{n} \dots\dots\dots(2)$$

$$\bar{Y} = \frac{\sum Y_n}{n} \dots\dots\dots(3)$$

With  $\bar{X}$  representing the average performance score,  $\bar{Y}$  representing the average importance score and n representing the total number of participants. The final step is to divide the product or service attributes being assessed for analysis. The four quadrants in IPA are shown.

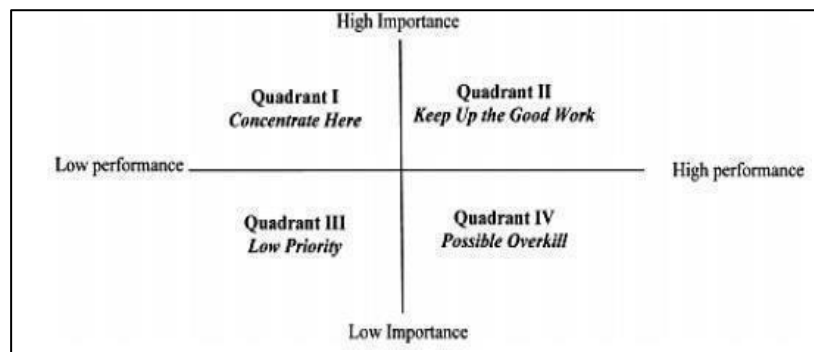


Fig. 1: Importance and Performance

#### 4. Research Results

The author will discuss the advantages and disadvantages of designing a company profile for CV. Fajar Raya Abadi. There are several advantages to designing a company profile for CV. Fajar Raya Abadi, including:

1. The CV. Fajar Raya Abadi company profile website becomes more attractive for promotion.
2. The application of a web-based importance performance analysis method.

There are several disadvantages to designing a website for an online game mentoring service provider, including:

1. The website only displays the company's products and gallery.
2. It cannot conduct online sales transactions.

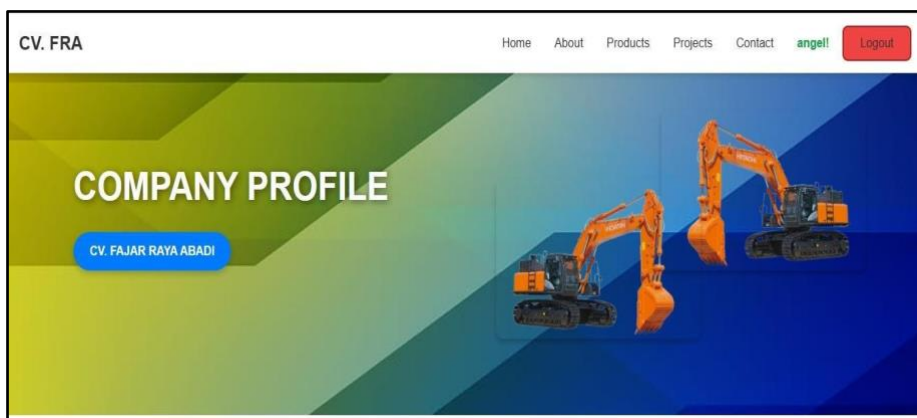


Fig.2 : Online sales transactions

## 5. Conclusion

Based on the discussion and website creation outlined above, the author can conclude that designing a company profile for CV. Fajar Raya Abadi using the importance performance analysis method requires several factors to be considered when designing a company profile for CV. Fajar Raya Abadi using the importance performance analysis method, as follows:

1. Thoroughly prepare ideas and concepts for designing a company profile for CV. Fajar Raya Abadi using the importance performance analysis method to ensure a well-structured design.
2. The programming language used is well-organized and well-structured, and can be run smoothly.

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