

ABSTRAK

Messenger application is an example application that can provide easy way to stay connected with others, one of which is the Line. Line presents a service in the form of Stickers which can be downloaded for free as well as paid. At the beginning of 2014, Line has just opened a service purchase stickers with a system to cut pulse for customers of Telkomsel, so they don't need to have a credit card to make payments, collaboration can also be utilized for the purchase of in-app purchase items such as games, coin Line, and so on which can also be purchased through cut pulse.

These studies use quantitative methods with types of descriptive research using the method of non-probability sampling with a purposive sampling techniques and analysis techniques using importance-performance analysis. The number of samples taken as much as 384 respondents who is a user of the Service Line Store. The stages in this study was the formulation of the problem, and then to a foundation theory, after it determined the population and sample, instrument development and testing instrument, then gather data and analyze the data, then give the conclusions and suggestions.

Conclusion of the research is the assessment will be the performance of electronic retail quality Line Store belongs in the category either. Based on the analysis conducted with the importance-performance analysis retrieved results mapping attributes entail increased with a high priority in quadrant I, relating to p7, it is because consumer expectations much higher than on the performance of the company. P9, namely due to the expectations of consumers who are much higher than on the performance of the company, namely due to the expectation of p10 consumers are far higher than on the performance of the company, namely due to the expectation of p12 consumers are far higher than on the performance of the company, namely due to the expectation of p15 consumers are far higher than on the performance of the company, and p16 namely due to consumer expectations much higher than on the performance of the company.

KEYWORDS: eTailQ, Marketing, E-commerce, IPA