

## **ABSTRACT**

*The role of information systems and information technology has opened the eyes of the world will be a new world and a network of global business without borders. It is recognized that the development of technology called the Internet, has changed the lifestyle of the people to transact business called e-commerce. One type of e-commerce that is being developed is a website development. The website is one tool used by the company to conduct a campaign to communicate with its customers. Seeing this Matahari Department Store online versions issued in the form of mataharimall.com website.*

*Development of a website can be done with a measurement of the quality of the website using a method called WebQual (Website Quality). WebQual instrument is used to assess the quality of a website from the end user perception variables, usability, information quality, and service interaction consists of 22 indicators. Then it compared anantara value of interest (importance) with performance (performance) are perceived.*

*This type of research is categorized into quantitative descriptive research with operational variables as many as 22 indicators derived from the dimensions of the WebQual. The sample in this study amounted to 100 respondents with a sampling technique using incidental sampling. Then the data analysis technique used is descriptive analysis technique, the analysis of gaps (gap), and the importance quadrant analysis of performance analysis (IPA).*

*From this study, it was found that overall there is value gaps (gap) is negative between the actual quality (performance) and ideal quality (importance) of (-0.39). Values gap in usability dimension of (0.25), the gap in quality of information dimension (-0.45), and the value gap to the dimension of service interaction (-0.48). Value biggest gap is in the dimension of service interaction. Based on this we can conclude that the actual quality of the perceived quality can not meet the desired ideal mataharimall.com website users, especially on quality attributes related to service interaction in a website. Indicators of priority improvements to the dimension of service interaction is the indicator has a good reputation. Alternative improvements to be made to add a company (consisting of when inaugurated, the name of the owner of the company), product offerings, and the ease of communicating with consumers.*

**Keyword: Website Quality, Webqual, Importance Performance Analysis**