

## ABSTRACT

Pos Indonesia is one of the State-Owned Enterprises (BUMN) company that have huge amount of supporting assets in Indonesia on courier services field. However, along with the advanced technology development, Pos Indonesia is less adaptive in implementing the technology in product services of Pos Indonesia. Use of the website which is expected to improve service operations have not been able to runs well.

Through this research will be done the measurement of Pos Indonesia Website quality through WebQual variables (usability, information quality, and interaction quality) and customer satisfaction. Data collection method is using primary data in questionnaire form that will be given to 100 respondent related to this research by online and offline spreading. Data analysis technic that will be used for solve the problems, is using data panel analysis for testing the hypothesis at once.

Based on the results of this study indicate that the sub-variable Usability and Information Quality has a significant influence towards the variable user satisfaction, and on the simultaneous calculations, WebQual has a significant influence towards user satisfaction. Whereas the user assessment of the quality of Pos Indonesia's website indicate "good" category on the score.

Based on these results, to increase the User Satisfaction, Pos Indonesia is expected to improve Usability and Information Quality on the website Pos Indonesia since the two sub variables that significantly affect User Satisfaction. Information Quality sub-variables have the highest precentage of influence, if it can be improved will significantly increase user satisfaction, for example, by providing information with the right details through the Pos Indonesia's website

*Key Words: WebQual (Usability, Information Quality, and Interaction Quality) and Customer Satisfaction*