

Abstract

At this time, the usefulness of a separate website to be excellent for companies in marketing their products. So that makes the proliferation of e-commerce website in Indonesia. One of the websites that follow this trend is Traveloka.com. Websites traveloka.com give a service system new the website other e-commerce. This study aimed to describe the level of quality traveloka.com based on the judgment of the actual quality and perceived quality of the ideal. This research is quantitative descriptive WebQual dimensions namely usability, information quality, and service interaction is assessed based on the perspective of the level of performance and the level of importance. Respondents were examined in this study amounted to 100 users using incidental sampling technique. From this study showed that overall there is value gaps (gap) is negative between the actual quality (performance) and ideal quality (importance) of (-0.27). Value gap is greatest dimension of service interaction with the value (-0.42). Based on it can be concluded that the quality of actual felt could not met the ideal desirable website users Traveloka.com especially of attributes quality associated with service interaction in website. An improvement priority of them are view that draws, website the inexperience positive when using, information in the proper format and having a good reputation.

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