

Abstract

At this time, the usefulness of a separate application to be excellent for companies in marketing their products. So that online applications shop proliferation in Indonesia. One of the applications that follow this trend is Zalora. This study aimed to describe the interest rate Zalora application quality based on an assessment of the quality manual (actual) and the perceived quality of the (ideal) is expected. This research is quantitative descriptive UTAUT dimension that performance expectance, effort expectance, social influence, and facilitating condition is judged based on the perspective of the level of performance (performance) and the level of importance (importance). Respondents were examined in this study amounted to 100 users using incidental sampling technique.

From this study show that overall value gaps (gap) is negative between the actual quality (performance) and ideal quality (importance) of (0.075). Value gaps (gap) is greatest dimension of information quality with the value (0.2). Based of that we can conclude that the actual quality of the perceived quality can not meet the desired ideal Zalora application users, especially of the quality attributes associated with facilitating condition in the application. Indicators of priority repair them is to see interesting applications, their positive experience when using, the information in the appropriate format and has a good reputation.

Keywords: Quality application, UTAUT, Importance Performance Analysis.