

### *Abstract*

At this time, the usefulness of a separate application to be excellent for companies in marketing their products. So that makes the proliferation of online applications in Indonesia. One of the applications that follow this trend is Uber. This study aimed to describe the interest rate Uber 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 TAM 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 showed that overall there is value gaps (gap) is negative between the actual quality (performance) and ideal quality (importance) of (-0.12). Value gaps (gap) is greatest dimension of information quality with the value (-0.28). Based on this we can conclude that the actual quality of the perceived quality can not meet the desired ideal 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, TAM , Importance Performance Analysis.