

ABSTRACT

The rapid development of the aviation industry is supported by the development of information technology, such as the Internet. Ticket selling is one of the ways used by service providers ticket agent to facilitate air passengers in getting tickets. Tiket.com is one of the Internet companies provide air ticket booking services online began in November 2011. This study aimed to describe the level of quality Tiket.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 (-0.09). Value gap is greatest dimension of service interaction with the value (-0.115). Pursuant it can be concluded that the actual quality of the perceived quality can not meet the desired ideal Tiket.com website users, especially of the quality attributes associated with a service interaction in a website. Indicators of priority improvements include the creation of a positive user experience and security in the transaction.

Keywords: Website quality, Webqual, Importance Performance Analysis