

ABSTRAK

Internet users in Indonesia, which is very fast to pull in the various sectors of life, with a smartphone that is changing and easily, the people of Indonesia take advantage of the technology to start shopping online. P-Clothes is one of the small businesses who enter modern markets with the use of social media such as the Line, Instagram, Facebook and also use the website. P-Clothes have been using the website since the year 2015 with the website address www.p-clothes.com. With the use of the website, P-Clothes and give them information about the news report, information products and others. As one of the clothing in the city of Bandung, consumer products p-clothes is up to the provinces in Indonesia and even abroad, in which the use of website can be done by p-clothes to reach consumers.

At Research is using with the e-service quality. the definition of E-Service quality is a model of the quality of services online the most comprehensive and integrative, comprehensive and integrative because the dimensions that are relevant and thoroughly fulfill the need to evaluate the quality of services.

In the study, the sample study is online consumers p-clothes taken of social media Line @ P-Clothes which is where consumers are already visiting the website p-clothes and be taken as respondents of 374 of the respondents.

In a dimension e-service quality consists of 21 questions, which is spread to 374 of the respondents. At the level of performance dimensions e-service quality consists of 21 questions, which is spread to 374 of the respondents and eventually do measurements Importance Performance analysis (IPA) be used to see indicators of the measurement of service quality based on the level of performance and expectancy.

The conclusion for Performance e-service quality in the online shop p-clothes based on the results of descriptive as a whole is in the category of very good. The hope e-service quality in the online shop p-clothes based on the results of descriptive in keseluruhann be in the very high. Based on the results of research using the importance had analysis can be seen that the dimension of services that are important and needs to be improved, there are three dimensions of the reliability of a matter of the website always available to be accessed and aspects of the website always function properly as it should be (quick response in replying), The dimensions of the response of Mmemberikan the information the cause of the orders coming out in time and Object we seek compensation in the willing to do a cost of the product if there is running out of stock in the middle of the product.

Keywords : E-Service Quality, Importance Performance Analysis.