

ABSTRACT

The role of information systems and information technology has opened the eyes of the world as a new world and a network of global business without borders. The role of information technology for the company is to achieve competitive advantage. PT. Telekomunikasi Indonesia, Tbk (PT. Telkom) on Assurance division has a website to support the work of the Assurance division to be more organized, quick, easy and effective.

Website is a place where the provider puts the information to Internet users. Importance Performance Analysis (IPA) is an analytical technique to identify key performance factors that must be shown to meet the satisfaction of the users of their services.

Development of a website can be done by WebQual (Website Quality). With usability variable, information quality, and service interaction consists of 22 indicators. Then it is compared to the value of interest (Expectation) with performance (perception) are perceived. This type of research is categorized into quantitative descriptive, the analysis of gaps (gap) and importance performance analysis (IPA) research with operational variables as many as 22 indicators derived from the dimensions of the WebQual. The populations in this research were 30 respondents with saturated sampling techniques.

This study showed that overall there is value gaps (gap) indicators in WebQual dimensions. The value of the difference between the actual quality (perception) and the quality of the ideal (Expectation) on all indicators are negative. The value of the average difference is $-(1:06)$. The Dimension that has the biggest gap is the Information Quality with a gap difference of $-(1:21)$.

The results showed a negative value or $Q < 0$, which means that the actual quality (perception) that is felt at this time can't meet the ideal quality (Expectation) that the user wants, then the level of quality is still bad otherwise. Then the company should further improve the quality of the variables that have a high of gap, important but not performing well to be improved and optimized by the company.

Keywords: *Quality Website, WebQual, Importance Performance Analysis, GAP*