

ABSTRACT

The website is the application of information technology (IT) are generally required to be developed at this time. Udata.id is a website with kind of big data analytical product from PT. Telkom Indonesia. Therefore improving the quality of web-based services is an effort that must be done continuously to convince users to keep using the service so as to provide satisfaction to its users.

The purpose of this study is to measure the current level of quality of udata.id website based on the user's assessment of the actual perceived quality and ideal quality expected. This research is a quantitative descriptive research with WEBQUAL 4.0 dimension approach which is assessed based on performance and importance level using Importance Performance Analysis method. Respondents in this study amounted to 96 respondents by using purposive sampling technique. Calculation using SPSS for windows version 23.0, descriptive analysis value of importance of webqual 4.0 obtained percentage 81,72%, can be interpreted that quality of website at udata considered very important for visitor, result of descriptive analysis about value of webqual 4.0 performance obtained percentage 75,57% can be interpreted that the performance or performance of website is considered good by website visitors. Based on the aspect of the gap, the level of website quality as a whole is still negative value that is - (0.24) which means the correct level of performance is still below consumer expectations. The results of Importance Performance Analysis show the attributes of the website that should be the main concern for improvement are the website provides accurate information and ease to communicate with the company.

Keywords: *Quality Website, WebQual.*