

Abstract

At the time, the usefulness of the website being a prima donna for companies in marketing their products or services. So many website based businesses in Indonesia. One of the websites that follow a trend that there is Shopee.co.id that submitted a Web service system for e-commerce to market its products. This study aims to describe the level of quality of Shopee.co.id based on the assessment of the quality of a user's perceived actual and ideal qualities expected. This research is quantitative descriptive research approach dimensions WEBQUAL i.e. usability, information quality, and service interaction are assessed based on the perspective of the level of performance (performance) and importance (importance).

The respondents in this study amounts to 100 users using incidental sampling. From this research obtained results that overall there is value gap (gap) which is positive between actual quality (performance) and the quality of the ideal (importance) of (0). The value of the gap (gap) most of it is information quality dimension with value (-0.05). Based on the results from the gap results it can be concluded that the actual quality of the perceived quality has met the desired ideal website users Shopee.co.id mainly from the quality attributes that are associated with Usability in website. And attributes of quality become top priority in repairs to get a web user's liking is the design of appropriate, relevant information, information with just the right level of detail, the security of personal information

Keywords: Quality website, Webqual, Importance Performance Analysis.