

## ABSTRACT

*Excellent e-Service Quality is an Importance matter for Online vendor. It is the factor that will enable them to attract more Online customers. This research aimed to describe the level of Online Service Quality from Mataharimall.com based on user assessment of the actual Quality and perceived ideal Quality. Based on techniques of data collection and data Analysis, this research is descriptive quantitative research. The variable in this research is the dimension of ESERVQUAL that consists of efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact assessed based on the perspective of the level of Performance and the level of expectation. The sampling technique of this research using non probability sampling with judgement sampling technique, total of sample is 400 respondent. Then will be proceed with Likert scale, range of scales, descriptive Analysis, gap Customer Satisfaction Index and IPA (Importance Performance Analysis).*

*Based on the Analysis of respondent, level of Performance on Bhinneka.com was 77.8%, it can be categorized as good. While the level of consumer expectations was 82,3%, it can be categorized as very Importance. Based on CSI the result is 77,96% it can be categorized satisfy. Based on the results of the implementation of the IPA (Importance Performance Analysis) in this research, there are eight attributes that should be improved by Bhinneka.com, there are the website does not crash, pages at this site do not freeze after consumer enter the order information, Bhinneka.com delivers orders when promised, Bhinneka.com compensates consumer for problems it creates, Bhinneka.com compensates consumer when the ordered doesn't arrive on time, Bhinneka.com picks up the items want to return from consumer home or business, website provides a telephone number to reach the company, The e-retailer website enables consumer to get on to it quickly.*

*Keyword: E-Service Quality, Importance Performance Analysis, E-commerce, Bhinneka.com*