

ABSTRACT

The development of information technology, which grew rapidly in this era of globalization it can not be avoided to influence on the world of education. Global demand world requires education to always constantly adjust to the technology development effort to enhance the quality of education. Ruangguru is one platform that is engaged in education, to confront educators with students for learning and teaching since 2014. This study aimed to describe the level of quality Ruanggutu.com based on user ratings of the quality of the perceived actual and ideal quality expected. The research is quantitative descriptive Webqual dimensions namely usability, information quality, and service interaction were assessed based on the perspective of the level of performance (performance) and the level of importance (importance). The study had 400 respondents who have access Ruangguru.com using purposive sampling technique. From this study showed that overall there is a gap value (gap) is negative between the actual quality (performance) and ideal quality (importance) of (-0.02). Value gaps (gap) is greatest dimension of service interaction with the value (-0.17). It can be concluded that the actual perceived quality can not meet the desired quality website user base Ruangguru.com mainly of quality attributes associated with the service interaction in a website.

Keywords: Ruangguru, Website quality, Webqual, Importance Performance Analysis