

ABSTRACT

Progress the internet bring as much to benefit, especially for the community in general where now technology can be enjoyed by the citizens without any a definition and it difficult. The development of company who use information system will be able to compete with other companies because of a efficiency and the effectiveness of respect to time, the cost, and operating PT. Prudential life is one of the companies insurance the largest in the world who has office a company that spread around the world. Information systems that used PT. Prudential life web-based called portal. Remember the development of other companies because of for and the effectiveness of respect to time, the cost, and operating. So in achieving its objectives company, can depend to two main elements that is elements humanity and elements not humanity.

In this research one variable and three indicators: usability, information and service interaction. The sample collection the research was done in a non probability of sampling, with the sample of the 100 respondents. This study attempts to know how big the influence of the independent variable on variables dependent.

The conclusion of the test which has been done , it is got some to answer the formulation of a problem , i.e. as follow: based on the results of the analysis descriptive , against 100 respondents website variable quality on each dimensinya namely dimensions usability get the percentage of 72,21 % , information as much as 76,08 % dimensions , and dimension service interaction 75,7 % as much as , even though this percentage entering the good category , but the lowest percentage of the three dimensions still needs to held improvement in it . Of the results of data processing about website variable quality as a whole would do to pt . Prudential obtained the average number of variable quality website in the percentage of 74,35 % .

Keywords: Marketing management, webqual 4.0, E-commerce