

ABSTRACT

At this time the internet is a mainstay for business people, buying and selling transactions over the internet is called e-Commerce. The high growth of e-Commerce and the intense competition requires online business people to improve the quality of online business websites to increase website user satisfaction.

The purpose of this study was to find out the quality analysis of online buying and selling services at Daya Anugrah. This research uses non probability sampling with the type of purposive sampling technique.

This study uses measurement of website quality conducted by WebQual 4.0 approach and Importance Performance Analysis (IPA) instrument. The results of the assessment of the importance and performance of the WebQual quality attributes can be described in the IPA matrix.

Usability dimensions of Daya Anugrah are in the Good category with a percentage of 77.2%; Information Quality dimensions are in the Very Good category with a percentage of 84.33%; and the dimension of Service Interaction is in the Good category with a percentage of 74.07%.

The priority of website quality improvement. The proposed Daya Anugrah includes the appearance of a website made to be attractive, look convincing and competent. In addition, Daya Anugrah have to maintain the reputation or image of the company so that it becomes the top priority of customers or potential customers in choosing products.

.Keywords: Website Quality, *WebQual 4*, *Importance Performance Analysis*.