

ABSTRACT

At the moment, the use of websites is very effective and efficient in terms of disseminating information and interacting. No exception in the process of marketing college education services conducted by the National Admission of Telkom University. This study aims to measure the quality of the website smb.telkomuniversity.ac.id based on the user's assessment of the actual quality perceived and the quality of an ideal website that is expected. The method used in this study is a quantitative method with a type of descriptive research. The type of data needed for this study are primary and secondary data. Sampling is done by non-probability sampling technique with accidental techniques, with the number of respondents 100 respondents. Data analysis techniques using Importance Performance Analysis (IPA). The results obtained from the evaluation that the quality of the site has a high suitability of 97.77% which concluded the respondents felt close to satisfaction with site services. The gap level (GAP) was obtained at -0.109 which concluded that the results of the site performance were still lacking and their interests could not be fulfilled. The results of the quadrant analysis obtained 1 attribute in the first quadrant, 11 attributes in the second quadrant, 6 attributes in the third quadrant, 4 attributes in the fourth quadrant.

Keywords : *Web Quality, Webqual, IPA*