

## ABSRTACT

*This research was conducted to determine the quality of the Labaco application by using Webqual 4.0 and the importance performance analysis method. The purpose of this study is to find out, analyze how the current level of performance and the level of importance expected by users of the Labaco application.*

*This research uses quantitative methods. The sampling technique is done by random sampling, while the data collection is done by utilizing the research instruments used. data analysis used is quantitative or can be measured. Based on the level of exploration this study is categorized as a descriptive problem formulation, because it contains a formulation of the problem that concerns the question of the existence of an independent variable, either only on one variable or more. In this study, one variable is used namely WebQual 4.0.*

*Based on the results of descriptive analysis research as a whole the value of the response to performance get 76.8% and for the assessment of importance get a value of 77.7%. For the gap analysis (GAP), the highest gap value is in item number seven where the GAP score is -0.21, this item is the application containing competence. This indicates that there is a large difference between the performance and expectations of the respondents.*

*Based on the results of the analysis of importance performance analysis. There are three main items that are in quadrant I where in quadrant I that needs to be given immediate improvement with high priority because in this quadrant the level of expectation of labaco application users is higher than the quality of performance. These items are clear and understandable interactions, easier application navigation, and information in the right format.*

**Keywords:** WebQual 4.0, Importance Performance Analysis, Labaco application.