

## **ABSTRACT**

*In the current era, the development of e-commerce in Indonesia is very rapid and there is a lot of competition. E-commerce is a problem that can be accepted by customers, one of which is e-commerce Lazada which is the object of research. Many things have been strived to gain the trust of consumers both from the quality of products and services. One thing that can be sought is by increasing the reUsability of the website. This will increase the effectiveness, efficiency and satisfaction of users. By always increasing and increasing effectiveness, efficiency and user satisfaction will increase the trust (users) of users / consumers.*

*This study shows the quality of the Lazada website based on its users using the WebQual 4.0 method and knows the indicators that affect the Lazada website using the Importance Performance Analysis (IPA) method. This research is quantitative, data collection was carried out by the user survey method to 105 respondents living in Ngawi Regency. The results of this study indicate that based on user ratings that are Performance must be increased again to match the level of Importance or what is expected by the user and based on Gap analysis shows that the actual quality (Performance) perceived by the user does not meet the ideal quality (Importance) is expected. Indicator variables that become the main priority for improvement are IQ2 Indicators on the Information Quality variable that is "credible information" and SI2 indicators on Service Interaction variables "transaction security" indicators are expected to be the top priority in website development or maintenance.*

**Keywords:** *WebQual 4.0, Importance Performance analysis, Usability, information quality, Service Interaction, website, e-commerce, Lazada*