

ABSTRACT

In the digital era, now internet is useful thing and needed by community. Where many people are switching from print media to online media. One of them is PT. Pikiran Rakyat who choose to create a news website to facilitate the public to read news using online media. This research uses webqual 4.0 method and Importance Performance Analysis (IPA). The number of samples taken in this study was carried out using Non-probability Sampling, with 100 respondents and the population taken from pikiran-rakyat.com website users who live in the city of Bandung. collecting data is by observation and surveys by asking questions to users of the pikiran-rakyat.com website, this study uses quantitative methods using spss 23.0 The results of this study indicate the overall results on the quality of the Pikiran-Rakyat.com website obtained an index value of 83.8%. While the results of the overall analysis of what respondents received on the quality of the Pikiran-Rakyat.com website received an index value of 67.6%. Shows that respondents satisfaction with the quality of the Pikiran-Rakyat.com website is lacking from average because consumer expectation is higher than consumer get.

Keywords: *Webqual 4.0, Importance Performance Analysis (IPA)*