

## ABSTRACT

*This research is a type of descriptive research with a quantitative approach. The purpose of this study is to determine the user satisfaction of TIX ID application in terms of e-service quality which consists of 7 dimensions, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact which will be seen based on the level of importance and level of performance that has been given. The data analysis method used in this study is Importance-Performance Analysis (IPA). This study was conducted in all Indonesian citizens with a minimum age of 18 years that have used or using the TIX ID application, with a total sample of 413 respondents.*

*Based on the Scatter Plot Diagram of Importance-Performance Analysis (IPA), the TIX ID application does not have attributes that are in the main improvement priority (Quadrant I), seven attributes that must be maintained (Quadrant II), seven attributes with low priority (Quadrant III), and two attributes with a level of performance that exceeds the level of importance (Quadrant IV). The level of satisfaction of users of the TIX ID application based on e-service quality is 95.26%, so that there are still 4.74% of the quality of electronic services that have not met user satisfactions. Based on the result of descriptive analysis, it is shown that the value of the user's expectations (importance) is greater with 88.67% compared to the value of perceptions/reality (performance) with a percentage of 84.58%. There are seven attributes that have the highest gap that are included in Quadrant III. In addition, all 16 attributes on the dimensions of the e-service quality variable in this study all have negative value gaps, so that all attributes still do not fully meet user expectations.*

***Keywords: e-service quality, customer satisfaction, Importance-Performance Analysis (IPA)***