

## **ABSTRACT**

*Rapid and significant technological development . One development the internet is technology fast enough . It started to used by the company pledge state-owned which was also able to perform investment with a precious metal or gold the company is Pegadaian .The purpose of this research is to mengetahui quality application Pegadaian Digital in a importance performance analysis. The result of reckoning analysis (matrix) quadrant ipa having two metric application among all the dimensions and system availability in a quadrant I (first) it means must be immediately repaired because become the main priority for the user , but its performance is still far from expectation users. In addition, is the best dimensions or possessing merit achieved and to be defended by pawnshops at quadrant II (second) and metric was three-dimensional efficiency , system availibility, and privacy*

**Keywords:** *E-Service Quality, Importance Performance Analysis, Bernoulli.*