

Abstract

The development of increasingly sophisticated technology has changed the lifestyle of people in Indonesia. PT Telkom Indonesia is a state-owned company or BUMN that makes the Myindihome application with the aim of making it easier for customers to access wifi and convincing consumers to remain loyal to using Indihome service products. However, there is a discrepancy between the service quality of the Myindihome application and consumer expectations. So this study aims to analyze how high the level of expectations and reality is in this application using the Importance Performance Analysis (IPA) method for the Karawang area.

This research method uses quantitative research and descriptive research, with data collection using an online questionnaire. The population in this study is every individual who uses the Myindihome application in the Karawang area. The sampling method used in this study was non-probabilty sampling with a purposive sampling type of research with 100 respondents.

The results obtained are by calculating all the results of the level of expectation and reality of e-service quality on the Myindihome application in the Karawang area.

Keyword : *E-service Quality, Aplication Myindihome, Importance Performance Analysis*