

## **Abstract**

The Korean entertainment scene is currently growing in popularity among teenagers all over the world, mainly due to its K-pop music, Korean drama, and film industries. Many organisations consider the market international market and sell various official items, such as albums, posters, accessories, and clothing, through various online shopping websites. One of them is Ktown4U, which was chosen for research because of its success and popularity among Indonesian K-pop fans. But a survey shows that there are many user complaints about Ktown4U's website features and appearance, with a low rating on trustpilot. Therefore, this research concentrates on analysing the quality of the of the Ktown4U website using the WebQual method and Importance Performance Analysis (IPA) to determine which features are most important (IPA) to determine which features need to be improved to meet user needs. The results of the research on the ktown4u website found that this website has not fulfilled the expectations of its users. expectations of its users. In addition, quadrants were obtained which became the benchmark for improvement. and quadrant I is the indicator with the highest priority level in improvement efforts.