

## **ABSTRACT**

*The advancement of Information Technology has become a fundamental pillar in global competition, particularly in the E-commerce sector, which relies on innovation to create a rapidly growing trade ecosystem. WingmanDenim.com, as a player in this industry, faces various challenges related to website quality, affecting user experience and business impact. Issues such as complex navigation, suboptimal website performance, data security reinforcement, and responsiveness to mobile devices are key factors influencing user satisfaction. This study aims to identify and analyze the quality of the WingmanDenim.com website using the WebQual 4.0 approach, which involves three main dimensions: Usability, Information Quality, and Service Interaction Quality. A survey was conducted on 99 respondents, determined using the Slovin formula from a total user population of 18,400 individuals. The collected data were analyzed using the Importance Performance Analysis (IPA) method to measure the importance and performance levels of each indicator. The findings indicate that one instrument within the visual dimension received a high score on the WebQual Index, at 0.89, reflecting excellent visual appeal. However, several indicators, such as U3, U6, IQ1, SIQ1, SIQ2, and SIQ3, still require improvement to meet user expectations. These results demonstrate a significant relationship between improving website quality and increasing user satisfaction, marked by annual user growth. Recommended improvements include optimizing navigation, enhancing technical performance, strengthening data security, and developing responsive features to support a better user experience across various devices. The study concludes that investment in website quality development not only contributes to consumer satisfaction but also serves as a critical strategy to strengthen WingmanDenim.com's competitive position in the digital commerce ecosystem.*

**Keywords :** User Perception, E-Commerce, WingmanDenim.com Website, WebQual 4.0, Importance Performance Analysis (IPA)