

ABSTRACT

At this time, the usefulness of a separate website to be excellent for companies in marketing their products. So that makes the proliferation of e-commerce website in Indonesia. Websites Shopee.com give a service system new the website other e-commerce. This study aimed to describe the level of quality Shopee.com based on the judgment of the actual quality and perceived quality of the ideal.

The method used in this research is quantitative method with descriptive research type. Types of data required for this study are primary and secondary data. Sampling was done by non-probability sampling technique with incidental sampling, with 385 users. Data analysis techniques use Importance Performance Analysis (IPA).

From this research obtained the result that the quality of website based on the level of expectations and the level of performance is in good category. Based on the gap between the level of expectation and the level of performance there are 11 statements that have exceeded the expectations of consumers and 10 statements that have not exceeded consumer expectations indicators that become priority improvement to make a quality website that is related to me feel easy to operate the website, I feel the website easy to understand, I find it easy to navigate within the website. Factors that must be maintained are related to the ease of using the website, the suitability of website design with the type of website, the accuracy of the format of information in the website, the reputation of the website, the personal service, and the website makes me feel part of the community. While the factors that should be reduced priority is related to the competence of the website, detailed information, security transactions, ease to communicate with the company.

Keyword: *Website Quality, WebQual, Importance Performance Analysis.*