

## **ABSTRACT**

*The rapid development of online streaming industry, supported by the development of information technology so fast it will respond to the human needs of internet. Offer streaming video online is one way in which the technology company to provide entertainment content that is practical and easy. Viu.com company service providers a wide range of entertainment content on demand on a subscription basis, founded on 26 May 2016. This study aimed to describe the level of quality of website Viu.com assessed by acceptable quality level (actual) and the level of quality expected ( ideal) by the user.*

*According to Laudon and Laudon (2015: 22) website is a service provided by the internet, text, graphics, animation, sound and video that are interconnected with other pages.*

*This research uses descriptive quantitative methods with a dimensional approach WebQual 4.0 namely usability, information quality, and service interaction. Respondents who studied amounted to 100 people by using purposive sampling technique. Data were analyzed using Importance Performance Analysis.*

*Research results obtained on the whole there is a gap (gap) is negative between the level of performance and the importance of (-0.45). The greatest gap value on the dimensions of service interaction of (-0.62).*

*Based on these results, it can be concluded that the level of perceived quality is not able to meet the desired level of quality Viu.com website users. Indicators are a top priority for repairs which display the website, the user's personal data security, and service provided in accordance with the promised*

**Keywords:** *website quality , Webqual 4.0, Importance Performance Analysis, Viu.com*