

ABSTRACT

Noore is one of Bandung's local brands that sell sportswear with hijab. Noore has a website to make it easier for customers to get information. However, consumers of Noore complained about website errors during interaction and incompatibility information.

This research is descriptive quantitative with 100 respondents, namely Noore consumers who buy products through the website. The data analysis technique in this study is descriptive analysis.

The results of this study: 1) The dimensions of information quality is good category with score 76%, which means Noore's website has good quality information; 2) The dimensions of interaction quality is good category with score 81% which means that Noore's website is useful for building good relationships with consumers; 3) Dimensions of usability quality is good category with score 81% which indicates that consumers can use the website easily; 4) Variable website quality is good category with score 79% which indicates that website quality of Noore Sport Hijab has been very good in all aspects.

Keywords: information, interaction, usability, website quality