

## **ABSTRACT**

*The use of the internet has now become a necessity for the community. At present many people do the selling and buying of goods and services through online. Sales of goods and services through online make it easy for prospective customers to choose and determine the goods or services to be selected. Perum Perhutani innovates to sell its products in the form of wood and non wood through the online sales of the Perhutani store with the website tokoperhutani.com. Before the existence of an online wood sales website, people who would buy wood thought that wood products sold by Perum Perhutani were difficult to obtain and had high prices and had to review wood products in their place directly. But with the presence of innovative wood sales at Perhutani Public Corporation online through the website tokoperhutani.com it will be easier for consumers to buy wood products at Perhutani Public Corporation. The purpose of this study is to find out the quality of the website (webqual 4.0). For the approach, this research uses quantitative methods. Data obtained from questionnaire with consumers who use the website tokoperhutani.com.*

**Keywords : Website Quality, Webqual 4.0**