

ABSTRACT

Based on the results of pra research complaint regarding information dimension by 47% usability dimension 20% and service interaction dimension 33% that show so much information that less obsiviously, difficult to use and the lack of service interaction. The purpose of this research is to know the quality of Telkom University website wheter the perceived quality with the ideal qualities desired by the users.

The data used are the primary and secondary data with a sample taken based on multistage sampling against 100 students. Webqual method used in this research and the importance performance analysis is used to test the hypothesis of the research with the help of SPSS application 21.

Research results based on the analysis of the third gap dimension the dimension of usability Webqual has gap -0,9 dimension information -0,16 dimension of service interaction -0,11. The result of IPA indicator 12 “credible information” located on quadrant I. Third dimension Webqual high category of entry, judging from gap analysis the third dimension wich is negative performance where user have yet to match expectations, while indacato 12 indicates IPA in quadrant I wich need repair.

Key Words: *Website quality, Webqual, Importance Performance Analys*