ABSTRACT

PT. Pos Indonesia is a state-owned company engaged in the field of courier services known to the public long enough. In the face of increasingly fierce competition, PT. Pos Indonesia is required to maintain the performance of all aspects. One aspect that is preferred by PT. Pos Indonesia is the use of IT in creating a competitive advantage. Website development is the use of IT applications used by PT. Indonesian post. Now for PT. Pos Indonesia has a website is a must as a form of online presence. The website is one indication to establish credibility and image of the company. In addition, many strategic benefits of which are owned website as a means of providing information, promotion and communication with customers. In this case the website has acted as part of the process of customer relationship.Berdasarkan such indication, this study will be to analyze the quality of the information system of the website PT. Pos Indonesia with WebQual approach and Importance Performance Analysis (IPA) as perceived by the seller (seller) online.WEBQUAL is one method for measuring the quality of a website based on an assessment of end users. WebQual arranged on three criteria, namely usability assessment, information and service interaction. While IPA is the analytical technique used to identify the factors of an object in the measurement of performance and importance. User ratings could be differentiated into two perspectives, namely the assessment of the quality desired (ideal) and the perceived quality (actual). The level of quality can be shown by looking at the gaps (gap) between these two perspectives ratings.

Keywords : *Website. WEBQUAL, Important Perform Analyze*