

## **ABSTRACT**

*This research aimed to describe the level of online service quality from Mataharimall.com based on user assessment of the actual quality and perceived ideal quality. Based on techniques of data collection and data analysis, this research is descriptive quantitative research. The variable in this research is the dimension of E-SERVQUAL that consists of efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact assessed based on the perspective of the level of performance and the level of expectation. The sampling technique of this research using non probability sampling with judgement sampling technique, total of sample is 400 respondent. Then will be proceed with Likert scale, range of scales, descriptive analysis, gap analysis (gap) and IPA (Importance Performance Analysis).*

*Based on the analysis of respondent, level of performance on Mataharimall.com was 81.35%, it can be categorized as very good. While the level of consumer expectations was 86.37%, it can be categorized as very important. The gap analysis show that there are still gap between the actual quality and perceived ideal quality. The gap show negative value of -0,21 or there is gap as 6%. It can be concluded that the actual quality of service can't be satisfy the expected quality service by users. Based on the results of the implementation of the IPA (Importance Performance Analysis) in this research, there are five attributes that should be improved by MatahariMall.com, there are "easy to find desired product on website", "product that are ready stock", "product delivered on time", "the ability of online shop in handling customer problems", "clearly information to customers".*

*Keywords : E-Service Quality, Importance Performance Analysis, Diagram Kartesius, MatahariMall.com*