

ABSTRACT

At this time, the usability of the website becomes very effective and efficient in terms of disseminating information. So make some Start-up companies create websites for information dissemination media. This study aims to measure the quality of malesbanget.com website based on the user's assessment of the actual perceived quality as well as the quality of an ideal website that is expected. The method used in this research is quantitative method with descriptive research type. The type of data needed for this research is primary and secondary data. Sampling was done by non-probability sampling technique with accidental technique, with 100 respondents. Data analysis technique using Importance Performance Analysis (IPA). The results showed the quality of malesbanget.com website based on the level of expectation and performance in the good category is to get the value of 76.7%. In addition from the calculation of IPA matrix graphics, there are still two indicators are in quadrant I which means must be fixed immediately because it becomes the main priority of the user but its performance is still far from user expectations. Namely Website design that matches the type of website and Feels secure with the user's personal data.

Keywords: *Quality of Website, Webqual, IPA.*