

## ABSTRACT

Over time, information can be obtained from many media, both from print and digital electronic media. One of the fastest growing digital media and the main choice of individuals or agencies to get information fast and accurate is website technology. One of the benefits of the website that can be used as an effective promotional media because it can be accessed by anyone and anytime and without the cost to access it.

This study discusses about website analysis using webqual method on Infobdg website. This study aims to measure the user's assessment of the performance and expectations of users / visitors infobdg website. This research data is obtained from the questionnaire input from the sample of the web visitor itself, either through the online questionnaire or manual questionnaire with paper.

The method used is webqual method that uses several evaluation variables such as usability, information quality, and interaction quality. This method is used to evaluate a website. With the analysis of infobdg website will find the variable performance of the website is less or performance that is not yet available.

**Keywords:** *Website, Quality, Webqual, Importance Performance Analysis*