

ABSTRACT

For a company, having a website is a must as a form of online existence. User satisfaction is an important measure of website quality. the purpose of this study is to find out the distance of perception and expectations of customers to the quality of the site Laku6.com.

According to Barnes and Vidgen (in Punyani, 2015) there are 22 instruments from Usability, Information Quality, and Service Interaction with these measurements, the strengths and weaknesses of the site quickly can be identified, and the quality and usability of the website can be improved.

The object of this study is Laku6 customers who have accessed the Laku6.com site. Data collection was obtained through distributing questionnaires to 100 respondents. The technique taken from nonprobability sampling is purposive sampling technique. This data analysis uses descriptive and Importance Performance Analysis.

The gap value obtained is negative, indicating the company must make improvements by further improving the quality of the WebQual attribute. There are four quadrants of processing, namely quadrants A, B, C, and D. The dimension that has the largest gap is Service Interaction with a gap of -0.29. These results indicate a negative value which means that the actual quality (Perception) perceived at this time has not been able to meet the ideal quality (Expectations) desired by the user, then the quality level is stated to be still not good. For other studies, can do further research from this study by using an analysis of the relationship between the level of user satisfaction with user characteristics.

Keywords: WebQual, IPA, Laku6, Website