

ABSTRACT

The furniture industry in Indonesia has been a profitable business, the need for furniture in this country is always increasing year by year in line with the start of improving the property business in Indonesia. Nowadays, the trend of buying furniture is growing very fast, where the trend of shopping for furniture online is increasingly in demand by people. Company that started to follow this trend is IKEA, this company has a website that can be accessed by their customers through IKEA Indonesia Website.

The purpose of this research is to shows by using Importance Performance Analysis based on Webqual 4.0 in decision making seen from expectations and reality to assess the performance of IKEA Indonesia Website in performing their services to satisfy customers. This research uses quantitative descriptive and Importance Performance Analysis methods based on customer assessment of the expectations and reality felt by IKEA Indonesia Website customers. The sample in this research amounted to 100 respondents who had used IKEA Indonesia Website to fill in the research questionnaire

Based on the Descriptive Analysis results, the reality of customer satisfaction on products or services provided by IKEA Indonesia Website as a whole is in the “Good” category which has a percentage score of 78.0%. While, the expectation of customer satisfaction on products or services provided by IKEA Indonesia Website as a whole is in the “Good” category which has a percentage score of 78.2%. And based on the Importance Performance Analysis (IPA) results in this research, the company of IKEA Indonesia Website can map into 4 quadrants such as: 2 items in Quadrant I, 16 Items in Quadrant II, 1 Item in Quadrant III, and 3 Items in Quadrant IV. Suggestion from the author are IKEA Indonesia Website should prioritize customer satisfaction by providing better performance in terms of customer service, maintaining customer emotions so that they always provide good feedback, ease of interacting with customer service and also get goods or service in accordance with what IKEA Indonesia promised.

Keywords: Customer Satisfaction, Importance Performance Analysis, Webqual 4.0, IKEA Indonesia Website