

ABSTRACT

Good quality online service is very important to enable a company to attract more customers. The purpose of this study is to measure each level of customer satisfaction / Doku application partner by comparing the level of online service quality of the Doku application based on the perceived service quality user criteria and expected service quality.

Based on data collection techniques and data analysis, this research is a descriptive quantitative study. The variable used in this study is the e-servqual dimension which consists of efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact which are assessed based on the perspective of performance levels and levels of expectation. The sampling technique of this study uses Accidental sampling with techniques, the number of samples of 256 respondents which then processed with a Likert scale, descriptive analysis, and IPA (Importance Performance Analysis). Based on the results of the analysis according to the respondent, the application performance level is 68.5%. can be categorized as good, while the expected level of performance for the Doku application is 3.54%. The quality of Doku's electronic services based on a descriptive assessment of customers for 7 dimensions of customer satisfaction shows that Doku's electronic services are considered good by customers but need to be improved again

Based on the results of customer satisfaction on the electronic quality of Doku, it is analyzed based on the IPA Cartesian diagram. The dimensions of privacy, efficiency, and compensation are dimensions with low priority. These three dimensions are included in the C quadrant, which are variables that are considered less important and less satisfying to consumers. Dimensions that need to be improved because they adequately affect customer satisfaction are system availability, responsiveness, fulfillment, and contact. The five dimensions are included in the B quadrant which shows the variables that the company has successfully implemented, therefore it must be maintained and implemented.

Keyword: *E-Servqual, Customer Satisfaction, Importance Performance Analysis*