

ABSTRACT

Information technology (IT) today provides many changes to human life this makes it easy to exchange information. With the development of technology makes people's lifestyles different, who used to if you want something to visit a store now just shop online or can be called e-commerce can easily buy something. According to Nugroho (2016: 5) E-Commerce is a trade transaction through electronic media connected to the internet. Elevenia is one of the online businesses in Indonesia. Elevenia is one of the open marketplace sites in Indonesia established on March 1, 2014 by PT. XL Planet which is a subsidiary of Pt XL Axiata, Tbk. This research aims to describe the level of quality of Elevenia websites that are assessed based on the level of quality received (actual) and the level of quality expected (ideal) by users.

This type of research is qualitative descriptive with Webqual dimension approach that is usability, information quality, and service interaction. The respondents studied numbered 100 people using non-probability sampling with purposive sampling. Data analysis techniques used gap analysis and importance performance analysis (IPA).

The results showed that the quality level of Elevenia's website in the gap assessment aspect of the three dimensions of usability, information quality, and service interaction as a whole was negative. The usability dimension has a difference value of (-0.27), the information quality dimension has a difference value of (-0.18), and the service interaction dimension gets a value of (-0.17). The largest gap value in the usability dimension is (-0.27). The results show that the perception felt at this time has not been able to meet the expectations desired by users, so the level of quality is still poor. Then the company must further improve the quality in dimensions that have a high gap, considered important but does not work well to be improved and optimized by the company.

Keywords: WebQual, Importance Performance Analysis, GAP, Elevenia