

ABSTRACT

Today's websites can act as e-commerce platforms and online marketplaces, one of which offers ticket booking services. Currently one of the largest website platforms in this service on Indonesia is Traveloka, which has many tempting offers. As the most popular booking website, it can be questioned with a large reputation and users whether the quality offered by the Traveloka website has achieved user satisfaction. To find how the performance quality of the Traveloka website is, the solution is to use the webqual 4.0 method which has 3 dimensions (usability, information, and service interaction) to determine user satisfaction with website services and Importance Performance Analysis (IPA) to analyze the gap between performance and importance, as well as mapping the results that can illustrate what needs to be considered. An online questionnaire was distributed to 70 Telkom students who participated as research respondents. The results showed that the services provided by the website were still not in accordance with the interests of users. There is still a negative gap value in each webqual variable, and with quadrant mapping it is known which indicators are important to maintain and which ones need to be improved for the Traveloka website.

Keywords: website, service quality, webqual, Traveloka, IPA