

ABSTRACT

Technological development and internet availability currently make an easier way for humans to connect each others. That case also gave a contributions of business behavior changes in various scales, such as an online marketplace which is especially be a part of e-commerce. In Indonesia, Bukalapak was the one of top ten ranking in online marketplace category that has the most frequently traffic web in every 30 days according of Alexa.Inc. In 2015, Bukalapak be in the first ranking of online marketplace based on Alexa.Inc's traffic web records in Indonesia. Bukalapak is a place of sellers to have an online market and serves buyers from the entire of Indonesia with a retail nor wholesales transactions.

However, online business was vulnerable of risks threat especially in supply chains risks, such as selling an imitation product or unstandardized consumer goods, transactions securities perception, bad delivery or logistics process, and regulation issues of online transactions especially in Indonesia. Therefore, risks management of supply chains process will be a tools to provides a usefull and strategical informations about risks factors that identified in supply chain then used for make a strategical decisions to give an evaluation of supply chains performance and also to determine alternatives action that suitable with the risks factors.

In this research, data was collected by online questionnaires that distributed to 100 Sellers who joined Bukalapak. The result will be analyzed with factors analysis use software SPSS 22 to identify the dominat risks factors of eleven new factors with each variables.

Keywords: Online Marketplace, Supply Chain Risk Management, Factors Analysis