

## ABSTRACT

The times at this point in the more advanced technology and information and communication in the era of globalization, with the technology of the internet where all the things that are needed and all activities can be done online. The progress of this technology, all our exchanges are. through the internet it is a change of system. payment This study attempts to analyze comparison service quality e-payment in Indomaret and Alfamart in city of Bandung.

This research including the kind of research quantitative. Research methodology that is comparative. Population in this research is service users e-payment in Indomaret and Alfamart in the greater Bandung. Sampling techniques used is nonprobability sampling with the methods the sample collection uses the method purposive sampling. The data collection was done with spread kuisiонер to 385 respondents. Technique analysis the data used was analysis rank marked wilcoxon. Measurement service quality of the object e-payment this report is written with use an instrument for measuring *Service Quality ( ServQual )* put forward by A. Pasuraman, A Valarie.Zeithaml, and Leonard L.Barry in which is 5 dimensions, Reliability, Responsiveness, Assurance, Empathy, Tangibles.

The result of research shows that there are significant differences between service quality and Alfamart Indomaret e-payment. It can be seen on the outcome asymp.sig.( 2-tailed ) of 0,022. Because the value p-value smaller than alpha ( 0,022 & it; 0,05 ), so  $H_0$  rejected and  $H_a$  received, it means there were the difference between and in service quality e-payment Indomaret Alfamart.

Based on the research, there are significant differences between Indomaret e-payment Alfamart service quality and in the greater Bandung. This we can conclude that Indomaret e-payment Alfamart service quality and in the greater Bandung having the difference.

**Keywords: *Service Quality, E-Payment, Indomaret, Alfamart.***