

## ***ABSTRACT***

Today, travelling becomes more and highly desired of people in Indonesia, as the internet occurs and facilitated society to find airline ticket, and hotel as they desired with the optional price. This phenomena giving some people to a new level concept of business especially on travel agencies, that shaping to make their business based on online, there are two big company that dominated the market in Indonesia, Traveloka dan Tiket.com

Traveloka and Tiket.com as the two company that competing on the same industry, should analyze their website as the websites are their core media to run the business. This research aims to compare the website quality of Traveloka and Tiket.com and also how is the difference of the customer's opinion between dimensions from webqual 4,0 model, and how is the difference of the customer's opinion regarding the website quality of the Traveloka and Tiket.com

This research using descriptive method to describe each both of the website quality and correspondents characteristic. Questionnaire distributed to 400 respondents, The analysis technique used in this study is Mann Whitney, and the result showed that there are two differences in Usability and Service Interaction but not in Information Quality, thus there is difference between website quality of Traveloka and Tiket.com. Traveloka excels in 3 dimensions Usability, Information Quality, Service Interaction.