

ABSTRACT

Kliktrip is an online travel agent company founded in 2018 in Bandung that offers services for booking travel services and tourist activities. Kliktrip only accepts orders through the website. After making observations based on Kliktrip's internal data and primary data from the preliminary study, it was found that the performance of the Kliktrip website was still not good. One of the parameters to measure website performance is to calculate the conversion rate. The conversion rate of the Kliktrip website is very low, at 2.16% from a good standard conversion rate of 5.31%. Another parameter that indicates good website performance is the bounce rate. Kliktrip's website bounce rate is 80%, far from a good bounce rate for product and service sales, which is 20-40%. The SEO value of Kliktrip is the lowest compared to its three competitor websites. Therefore, the preparation of the Final Project was carried out to determine the performance of the e-service quality attributes of the Kliktrip website using the importance performance competitor analysis method to determine which attributes should improve their performance.

The design of service attribute performance improvements based on the results of the integration between e-service quality and the IPCA matrix, namely Kliktrip requires improvements to eighteen attributes that have negative performance values when compared to Explorer.id and are located in quadrant III (urgent action), so that later will be able to improve website performance and be able to compete with other competitors.

Keywords: Online Travel Agent, Service Attributes, IPCA Method, Electronic Service Quality