

ABSTRACT

Bukalapak is one of the e-marketplaces in Indonesia that sells a variety of products needed by the Indonesian people. Bukalapak also provides a place or stall for MSMEs to sell their products. Bukalapak was founded in 2010 by Achmad Zaky, Nugroho Herucahyono, and Muhammad Fajrin Rasyid. In this day and age, there is a lot of competition in this business, as time goes by, competitors emerge. Therefore, Bukalapak needs to always develop the services and performance of the Bukalapak application itself. In this study, an evaluation of the service and performance of the Bukalapak application was carried out by determining the service attributes first using the Quality of Cellular Services which was integrated with the Importance Performance Competitor Analysis (IPCA) method.

Mobile Service Quality has 9 dimensions to determine the attributes that will be used in the IPCA method. The IPCA method is a method used to determine what attributes need to be improved. The integration between Mobile Service and the IPCA method will result in attributes that require improvement or attributes that require improvement.

There are 27 attributes needed for further research which were previously determined using the integration of Mobile Service Quality with the IPCA method. a total of 16 service attributes of the Bukalapak application require further improvement and improvement. These attributes need to be improved or improved to prove that as many as 16 of these attributes have lower performance than competitors. These attributes that need to be improved are given recommendations for improvements to be studied further by Bukalapak. The results of this research are expected to be a reference in order to improve the Bukalapak application service.

Keywords: E-Marketplace, Bukalapak, Mobile Service Quality, IPCA, Attributes