

ABSTRACT

The increasing use of information and communication technology has an impact in changes in various fields, one of those affected is consumption patterns and the way people sell and shop. The trend of buying and selling online through e-commerce platforms has shifted the habit of buying offline. According to data recorded at Bank Indonesia (BI) the value of e-commerce transactions in February 2022 reached IDR 30.8 trillion, growing by around 12 percent compared to the same period in February 2021, which was IDR 27.3 trillion. The total volume of e-commerce transactions reached 222.9 million transactions in February 2022, an increase of around 27 percent compared to February 2021 of 174.6 million transactions.

This study to find out what are the criteria can be used to assess an e-commerce. Besides that, can find out the best e-commerce that deserves to be a priority for marketplaces in Indonesia.

The method used in this research is a quantitative method. The criteria used for e-commerce assessment are Usability (Ease of Use) consisting of Learnability, Efficiency, Memorability, Errors, and Satisfaction. Meanwhile, E-ServQual (System Quality) consists of Fulfillment, System Availability, Privacy, Responsiveness, Compensation, and Contact. The number of samples analyzed was 100 respondents as e-commerce users of Shopee, Tokopedia and Bukalapak. The data analysis technique was carried out through the Analytical Hierarchy Process (AHP) and Technique for Order Performance by Similarity to Ideal Solution (TOPSIS) analysis models.

The results of the study show that the Usability criterion gets a superior score than E-ServQual. As for E-commerce that is feasible based on the integration of the AHP and TOPSIS methods sequentially, Tokopedia is in the first position, Shopee is in the second position and Bukalapak is in the third position.

The suggestion in this research for companies is to get the sub criteria of satisfaction, efficiency, learnability into the top 3 most priority customers in choosing an e-commerce. All three are included in the usability sub criteria. This means that the user experience felt by e-commerce users, especially the ease of users to learn important features and must be improved by e-commerce companies to increase customer buying interest.

Keywords: E-commerce, Service Quality, Customer Satisfaction, Analytical Hierarchy Process, Technique for Order Performance by Similarity to Ideal Solution