

ABSTRACT

The progress in the field of technology today, of course, it has a very positive impact on the people of Indonesia. Because equipped with the information technology that exists today, human work will feel much easier to carry out. The development of information technology is very important in all areas of human life, for example in the field of online trading (e-commerce) to market businesses and save time and money in improving services. At this time, there are already many marketplaces that are developing in Indonesia, for example, marketplaces engaged in selling travel tickets online such as Tiket.com and Traveloka. With today's technology, if you want to buy a travel ticket, you can do it online through the Tiket.com application and also Traveloka. The online ticket sales e-commerce application, of course, helps users to purchase tickets, by simply downloading the application from a smartphone, users can make ticket purchase transactions, and after that, the e-ticket is successfully issued by the application. However, to maintain user satisfaction, e-commerce must ensure that the e-commerce application services provided are the same as user perceptions or higher than user perceptions. This research aims to measure and compare the service quality of the Tiket.com and Traveloka applications using the e-servqual method which will be used in this analysis in order to obtain results to find out which is better for the services of the Tiket.com and Traveloka applications for user satisfaction. The e-servqual method has eight measurement dimensions, namely Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, Contact, and Security. The results of the research on descriptive analysis showed that expectations and perceptions of the Tiket.com and Traveloka applications got different results. For the expected value of the service quality of the Tiket.com and Traveloka applications, it was found that Tiket.com is superior to Traveloka. However, for the perceived value of the service quality of the Tiket.com and Traveloka applications, the same results were obtained between the Tiket.com and Traveloka applications. Then the two applications have different average gap values, namely the Tiket.com application has a smaller gap, namely -0.295 compared to Traveloka, which has a gap of -0.313 and the quality of the Tiket.com application service is superior to the Traveloka application. it got a score of 0.931 for the Tiket.com Application and 0.927 for the Traveloka Application. So that the final results can be concluded that the Tiket.com application is closer to user expectations than the Traveloka application. The resulting data is the result of data collection by distributing questionnaires to users of the two applications. The applications used for data processing are the Statistical Package for the Social Sciences (SPSS) and Microsoft Excel.

Keywords: E-Service Quality, service quality, online ticket sales, user satisfaction, gaps, expectations, perceptions