

ABSTRACT

The growth of the Internet in Indonesia to make the development of e-commerce in Indonesia evolving so rapidly. One type of e-commerce in Indonesia which phenomenal is becoming is the marketplace. Marketplace became a third party between the buyer and seller by using a shared account. This, be a solution amid the rise of online shopping scams. Most popular marketplace in Indonesia namely Tokopedia, Bukalapak, Elevenia, Qoo 10, Rakuten, and Lamido that its presence is still fairly new, but already has a large market share. It shows that there is competition between the six marketplace to get position in the minds of consumers. Related thereto need to do research on positioning marketplace in order to attribute what became known to the primacy of each marketplace so that it can be optimized, and increase the company's revenue.

This will be done through research mapping positioning of marketplace Tokopedia, Bukalapak, Elevenia, Qoo 10, Rakuten, and Lamido against attributes website design, reliability, responsiveness, trust, and personalization based on the perception of consumers. Positioning is the Act of designing the deals to occupy a distinctive place in the minds of consumers.

Method of data collection was done through a questionnaire which was distributed online at the online forum of any marketplace, facebook fanpage each marketplace, and personal chat. From the questionnaires presented data 400 respondents obtained a valid. Data processing using SPSS 20.0 and multidimensional scaling analysis techniques (MDS)

According to the perception of the customers, the marketplace Tokopedia was ranked first on the attributes website design, reliability, responsiveness, trust, personalization, followed by Bukalapak in the second stage, the third stage of Elevenia, Qoo 10 ranks fourth, Rakuten ranks fifth, and Lamido is ranked sixth. This means Tokopedia mastering the five attributes than the other marketplace. From the results of perceptual map Tokopedia and coordinate point waved Bukalapak very close together which means going competitive pressure between both the marketplace.

Tokopedia need to maintain excellence that already owned on the attributes. As for the Bukalapak, Elevenia, Qoo 10, Rakuten, and Lamido they should give priority to in improving the attribute of trust because, previous research stated that the most influential trust attribute greatly to the perception of consumers.

Keyword: positioning, marketplace, MDS, e-servqual