

## ABSTRACT

*Market opportunities B2C E-commerce in Indonesia is a marked increase in buyers via online per year, from two million people in 2011 and is estimated to reach 8.7 million people in 2016. The size of B2C e-commerce market in Indonesia increased from 0.9 million US\$ in 2011 to 10 million US\$ in 2015. It proved a great opportunity was followed by an increasingly competitive market competition among businesses to attract and retain customers. Ease of information owned by the customer making the company difficult to distinguish their products and services by competitors, making the company must make a strategy that has the advantage competition*

*The purpose of this study is to map consumer perceptions of six companies Indonesian Multi - Brand Retailers of B2C E-commerce strategies. They are Lazada Indonesia, Zalora Indonesia, Blibli, Berrybenka, Grazer and Lojai. Attributes used are 'At Check-Out' Service, 'After Delivery' Service, Price Perception, Overall Satisfaction and Intention to Return.*

*Method of data collection is done through questionnaires via the Internet, a link distributed to 2408 followers store's account who being the retailer of e-commerce which is the object of research. The population in this study is that consumers are aware of all the research object (Lazada Indonesia, Zalora Indonesia, Blibli, Berrybenka, Grazer and Lojai) and already made a purchase fashion products at one or more of the research object. Analysis using Multi Dimensional Scaling (MDS) and processed using SPSS 20. From questionnaires distributed, there were 413 respondents and valid data as much as 385.*

*Based on the degree of similarity, Lazada Indonesia - Indonesia Zalora similar perceived by consumers, as well as Blibli - Grazer. Berrybenka and Lojai perceived to differ from other e-commerce by consumers. Based on attributes, Lazada Indonesia dominates consumer preferences to occupy the first rank for three attributes. They are 'At Check - Out' Service, Price Perception and Overall Satisfaction. To 'After Delivery' Service attribute, the first rank is occupied by Zalora Indonesia. This led to the dominance of preference Lazada Indonesia ranked first in the consumer interest to repurchase (Intention to Return).*

*Keywords: E-commerce, B2C E-commerce, Stratetgy, Marketing Strategy*