

ABSTRACT

The growth of the internet users in Indonesia have been increased new business in this digital era, it's called as an online commerce (e-commerce). The supporting factor in e-Commerce is website. The Website is a platform that have important role as the facilitator to trading between the seller and buyer for e-Commerce Company. Therefore, e-commerce company should provide a good quality website as good as the consumers' demands.

The purpose of the study is to find out the quality of Bukalapak's website based on Indonesian consumer needs. The variable of the study is WebQual which has usability, information quality and interaction service. By using IPA technic, this study shows some attributes to be fixing, to maintained and even to be decreased, with the result that Bukalapak could increase the quality of their website.

The methodology of the study is descriptive quantitative, by using Concordance Rate (Tki) and Important Performance Analysis (IPA) as data processor. The data collection is doing by using purposive sampling to the 385 Bukalapak's consumers.

The finding showed if the overall performance of Bukalapak's website is not satisfying their consumer, because it has below 100% Concordance Rate (Tki). The IPA analysis indicate there are 2 priority attributes have to be fixed, 10 non-priority attributes to be fixed, and also 10 attributes to be maintained.

Based on the finding the side of bukalapak is supposed to repair the attributes that belong to A Quadrant area which those attributes has low performance point. Those attributes are the display of the website and also the detail information. The attributes that belong to C Quadrant area, where the attribute value and the interest rate as low as that performance is better on hold because if improved effect on the benefits perceived by consumers is very small.

Keywords: Bukalapak; IPA; Website Quality