

## **ABSTRACT**

*Online shopping through social media becomes popular in Indonesia. It was a challenge for e-commerce sites, especially online marketplace, which is in the last five years present in the e-commerce industry in Indonesia. In order to gain consumer attention, e-commerce marketplace sites in Indonesia spent billions of rupiah for advertising expenditure in television. However, the key challenge for e-commerce company is how to develop their web site presence to match the consumer perception, which, through the web site, direct customer interaction occurs. It is a necessary to do research related to get the overview related to customer perception towards web site quality of Indonesian marketplace companies and how to increase those quality to fit the customer requirements. Customer perception was very important because it affects actual customer behaviour.*

*The objective of this research was to map customer perception of e-commerce marketplace in Indonesia based on the similarity of each marketplace site and attributes usability, site design, information quality, trust and empathy as the core qualities of Webqual 4.0. In total, 385 usable questionnaires were obtained from respondents across Indonesia through online survey using google form. Multidimensional Scaling (MDS) was employed for data analysis using SPSS 23. Data were collected during January to February 2016.*

*Based on the results, Tokopedia and Bukalapak were the most ideal e-commerce marketplace perceived by customers, as well as the two most competitive companies, followed by Elevenia, Qoo10, and Rakuten. This results suggested to improve the quality of the online marketplace web site to fit customer perceptions. The companies should evaluate and improve their quality of theirs web site which consist of attributes usability, site design, information quality, trust, and empathy.*

*Keywords: Perceptual Map, E-commerce Marketplace, Webqual 4.0, Multidimensional Scalling*