

ABSTRACT

Business growth in Indonesia have become more rapidly plus with the change of the era of globalization are now the growing , growth is evident from the use of the internet that has increased very well one of them is in Indonesia. Currently e-commerce are grown very rapidly to market share , and businessmen was forced to reflect creative in making strategy contribute to the optimal company. For that companies should can make policies related to to services to anticipate competition more competitive in the plane of e-commerce oriented to customers. Traveloka.com is the site booking online hotel and airfare have used e-commerce .Hence , important held this research to see how the role of the quality of services online that have been done by traveloka on the site traveloka.com because the quality of online services this is marketing services taken of the dimensions of tangible about the quality of services website.

The study is done to measure the magnitude of variable the role online services .In addition , this study attempts to evaluate the role of the quality of services online .The kind of research used to research this is descriptive quantitative The data collection was done in a scattering manner the questionnaire to 100 customers traveloka.com s online site, technique analysis the data used with the methods statistic descriptive. So that the result of obtained to get the size of the percentage of perception of respondents on the quality of online service traveloka.com

In research is expected the quality of online services traveloka.com have leverage either in quality website provided to customers traveloka.com

Keywords : E-Commerce, E-Service Quality, Traveloka.com