

ABSTRACT

The shifting way of ticket reservation through online ticket reservation site, provide convenience for travelers or potential travelers in obtaining choice of travel products information. Related to this, the best online ticket reservation sites such as, Tiket, Traveloka, Pegipegi, tiket2, dan Nusa trip compete with each other to provide the best service for its users. Looking at the situation and conditions, competition of online travel agent company through online ticket reservation site is currently very competitive. With such competition, product positioning research is considered important to know what kind of preferences that affect the user in choosing an online ticket reservation site.

Through this research, positioning mapping of online ticket reservation site to attribute web design, personalization, trust, reliability, responsiveness, website functionality, information quality, courtesy, and security based on the perception of consumers in Indonesia will be done.

Methods of data collection was done by distributing questionnaires to 385 respondents who had used the site Traveloka, Tiket, Tiket2, Pegipegi, dan Nusatrip. Data processing in this study used SPSS software with analysis techniques using multidimensional scaling.

The result showed that Traveloka was superior on each attribute used by occupying first rank, then on the second rank was occupied by Tiket, third rank was occupied by Pegipegi, fourth rank was occupied by Nusatrip, and fifth rank was occupied by Tiket2.

Advice can be given to sites Traveloka is to be able to maintain its superiority consistently to each attribute used in this study, to other online ticket reservation site is to improve the quality of service on website functionality, website design, reliability, responsiveness, trust and information quality attributes considering that website functionality and information quality attributes are the most important factor in evaluating the e-travel services and website design, reliability, responsiveness, and trust attributes are the attribute that can affect the quality of service and customer satisfaction influence in electronic services.

Keyword: Positioning; MDS; Perception; E-Commerce; E-Servqual.