## ABSTRACT

In today's digital era, Indonesian people have started to enjoy shopping through e-commerce. The number of e-commerce consumers from year to year continues to increase. E-commerce users in Indoneisa today are not only web sites and have been developed through applications on smartphones. Almost all online buying and selling now using the application refers to the e-commerce market leader customer to customer such as Bukalapak and Tokopedia has been using the application as a medium of transaction. With the increasingly tight competition among companies that have similarities must certainly continue to innovate with the development of its products in order to be able to determine the right strategy to further improve the quality of its application services. The quality of application can be seen through consumer perception about usability (quality of use) application.

This study aims to determine the differences of usability in Bukalapak and Tokopedia applications through PACMAD model with descriptive method to describe each application usability and characteristics of respondents. The analytical technique used is Mann Whitney's different test using SPSS version 23 as its statistical software. This study used a sample of 400 respondents divided by 200 respondents Bukalapak and 200 respondents Tokopedia.

The results of this study indicate that ***there are significant differences*** with significance values (0.042) <0.05 and based on descriptive analysis through continuum line, usability of Bukalapak and Tokopedia applications are included in either category. Tokopedia application is superior in 5 sub usability variables are Effectiveness, Satisfaction, Learnbility, Memorability, and Cognitive Load, while Bukalapak application is superior in 2 sub usability variables namely Efficiency and Errors.

Keywords : e-commerce ,customer to customer, Application, *Usability,* PACMAD Model