

ABSTRACT

The rise of the internet users that are becoming increasingly rapidly, become potential market to enter the business doers. In addition, with the increase in the number of internet users, create an opportunity for companies to create an electronic business model that can provide a variety of products according to the needs of the community namely e-commerce. E-commerce companies that's most popular in indonesia is Lazada.co.id and Mataharimall.com. The quality of website e-commerce can influential in the multitude of customers had decided to shopping during the e-commerce, to determine the high and low quality of a website of course referring to a standard. Thus, an organization have to be able to the best way to improve their services website continuously to compete. This research compare website quality of Lazada.co.id and Mataharimall.com.

This research uses the method descriptive to describe the quality of website and characteristics of respondents and a measuring instrument used is the questionnaire to be distributed to 400 respondents Lazada.co.id and Mataharimall.com. The research and there are differences in dimension usability, information quality, and service interaction, and there is a difference website quality on both the website. Lazada.co.id superior of Mataharimall.com in all three dimensions usability, information quality and service interaction.