

ABSTRACT

The development of e-commerce in Indonesia is growing so rapidly, one type of e-commerce in Indonesia that becoming a phenomenal is B2B2C. B2B2C become parties to provide their products themselves and other parties by providing easy and secure transactions. It is, to be a solution in the midst of online shopping fraud. B2B2C popular in Indonesia in the field of fashion that is Zalora, Berrybenka, Vipplaza and Etclo. This shows the competition between the four B2B2C to get a position in the minds of consumers. Related to this need to do research on the positioning of B2B2C be known attributes that are the hallmark of each B2B2C thus, can be optimized and enhance the company's revenue. This study mapped the positioning of B2B2C Zalora, Berrybenka, Vipplaza and Etclo to attribute website design, reliability, responsiveness, trust, and personalization based on consumer perception. Positioning is the act of designing deals to occupy a typical place in the minds of consumers. Processing data using SPSS version 20.0 and analysis techniques multidimensional scaling (MDS). The results showed Zalora in first place on all attributes, followed by Vipplaza in the second position, third position Berrybenka, Etclo fourth position. The advice given, Zalora need to maintain the existing advantages and other B2B2C need to increase the confidence level attributes (trust) because, had the most effect on consumer perceptions..

Keywords: Positioning, B2B2C, MDS, e-servqual.