

ABSTRACT

The development of the internet has a positive impact on society, especially for companies to attract buyers. It is utilized by the company to open e-commerce website business in Indonesia. This study aims to determine the quality of website Blibli.com and Blanja.com using webqual 4.0 and Importance Performance Analysis, as well as to determine whether there are differences in quality on the website Blibli.com and Blanja.com.

The type of this research is descriptive by using quantitative method to compare the quality of website from both company that is Blibli.com and Blanja.com. Source of data obtained by spreading questionnaires to 200 respondents with the population of Blibli.com and Blanja.com website users in Jakarta. Data analysis technique in this research is Mann-Whitney Test.

The results is Blibli.com website with score of 73.6% and Blanja.com with score of 71.1% can be said the website in a good category. Based on WebQual and IPA analysis on Blibli.com website there is a gap of 3.6% while Blanja.com is 5.8% towards website performance with ideal user expectation. From this research there are significant differences between website quality Blibli.com and Blanja.com on usability and information quality dimension where Blibli.com website is excellent from the three dimension Usability, Information Quality and Service Interaction.

Keywords: *Webqual, IPA, e-commerce, Mann Whitney*