ABSTRACT

Increased internet usage in Indonesia, making online shopping activities easier to do. Based on a survey by MARS Indonesia, the most frequently purchased product online is clothing. Based on research by JakPat, these clothing products fall into the category of products most purchased during Ramadan. Indonesia with the majority muslim population, provides an opportunity for e-commerce fashion muslim to maturate. Some popular e-commerce fashion muslim are Hijabenka, Hijup, Muslimarket and Zoya.

This study aims to find out the positioning of e-commerce fashion muslim Hijabenka, Hijup, Muslimarket and Zoya. Attributes in this research are product information, customer service, privacy/security, navigation, and comparison shopping.

Data were collected through questionnaires distributed online to 385 respondents who have used all of the websites e-commerce fashion muslim in this study. Data processing used SPSS version 24 with multidimensional scaling analysis technique (MDS).

Based on the results of research shows that Hijabenka in first ranked on attributes product information, customer service, privacy/security, navigation, and comparison shopping. Then followed by Hijup in the second place, Zoya in the third place and Muslimarket in the fourth place.

Advice for Hijabenka improve facilities for re-checking orders and information security. For Hijup should improve the color quality on product photos, product return facilities, credit card security and speed up loading time. For Zoya add up-to-date information about the product, add sales services, improve information security and add features to the website. For Muslimarket should provide complete and consistent product information, improve facilities to track order status and improve credit card information security.

Keywords: Positioning, MDS, e-commerce, website, fashion muslim.