

ABSTRACT

Positioning is important for companies to know how producers act to place brands of their products to the minds of consumers compared to competitors product brands, when it is in the minds of consumers then positioning done is effective and appropriate.

This research aimed to know the companys positioning through perceptual mapping of each e-commerce company based on user perceptions in Indonesia. Companies can improve their performance in order to survive and compete.

Based on techniques of data collection and data analysis, this research uses descriptive. The variables in this research are ease of use, information quality, consumer service, application design, process controllability, outcome quality, which is assessed based on consumer perception.

The sampling technique in this research using non probability sampling with convenience sampling technique, total of sampel is 385 respondents then will be processed with ordinal scale, multidimensional scaling analysis technique, and perceptual mapping.

Based on the results of the analysis according to respondents that the e-commerce application positioning map based on user perceptions in the superior by the application tokopedia with the first rank on the attribute of ease of use, information quality, consumer service, and process controllability. Map positioning of e-commerce applications based on user perceptions for shopee apps is a second rank with the first rank on two attributes of website design (application design), and outcome quality. Map positioning of e-commerce applications based on user perceptions for olx and bukalapak apps averages third or fourth on every attribute.

Keyword: Analysis Positioning, E-Commerce, C2C, Perceptual Mapping, MDS