

ABSTRACT

Technological developments make traditional societies transform into modern society. The community began to rely on technology and the internet for everyday life. With the Internet, the world of digital business is also starting to grow rapidly, currently the travel industry in Indonesia is also growing very rapidly. The growth of online travel services is increasingly emerging and has very competitive competition. With this competition, positioning research on perceptual map products is considered important to know what perceptions influence users in choosing online reservation sites.

The purpose of this study is to produce a Perceptual Map that describes the location of each product to the attributes of Website design, Service and Information Quality, Customer Satisfaction, Reliability, Responsiveness, Security and Trust based on consumer perceptions.

The method of data collection was done by distributing questionnaires to 385 respondents who had used Airy, Blibli, Pegipegi, Tiket.com, Traveloka. By comparing the 5 brands of online reservation sites. The analysis was carried out using Multidimensional Scaling and Data Processing analysis techniques using SPSS V.25 software.

The results of the study show that based on the overall attributes, consumers perceive that Pegipegi is the one that gets the best results from all attributes. Then, in second place followed by Traveloka, third place Tiket.com, ranked fourth in Airy and in fifth place was occupied by Blibli.

Suggestions that can be given to Pegipegi, Traveloka and Tiket.com in order to maintain or be able to improve the advantages they have. Then suggestions for other reservation sites to improve service quality on the attributes of Website design, Service and Information Quality, Customer Satisfaction, Reliability, Responsiveness, Security and Trust. Given these attributes are attributes that can affect service quality.

Keywords: Perception Map, Online Reservation Site, Multidimensional Scaling