

ABSTRACT

The development of the internet and the information technology is very rapid nowadays. Most of people in Indonesia make the internet as a main need. This development is beneficially used by several companies to open e-commerce businesses such as Lazada.co.id and Elevenia. The purpose of this research is to determine the quality conditions of Lazada.co.id and Elevenia websites using the webqual 4.0 and Importance Performance Analysis (IPA) method, This research has also a purpose to know the differences of those two websites's quality.

This type of this research is descriptive quantitative, namely to describe the quality conditions of each website according to consumer perceptions, with the measurement tool in this study a questionnaire distributed to 200 respondents who have visited and transacted on the Lazada.co.id and Elevenia websites.

The results of the research obtained that the performance of Lazada.co.id and Elevenia websites are in a good category. Lazada.co.id website has about 75% scores and Elevenia's website at 71% scores. As for the importance level of the Lazada.co.id and Elevenia websites are in the important category. Lazada.co.id and Elevenia get an average score of 81%, which means the expectations for the performance of both websites are higher.

Based on the gap of the analysis, it can be concluded that the average value of usability, information quality, and service interaction of Lazada.co.id and Elevenia's website has a negative value. This is indicating that the actual level of quality in the three dimensions of the two websites has not been met ideal quality or desires of its users. Based on hypothesis testing using Mann Whitney's different test, it can be concluded that there are differences in quality between the Lazada.co.id and Elevenia website.

Keywords : E-commerce, Webqual, Importance Performance Analysis (IPA), Mann Whitney.