

ABSTRACT

This research is based on the background of issues related to the growth of online travel agents in Indonesia, which are increasingly high in line with changes in consumer behavior that tends to be dynamic. Because of the increasingly competitive competition, online travel agent businesses must be able to present good services and the importance of maintaining quality websites that are informative and pay attention to aspects needed for visitors. Based on pageview data from similar web numbers, Tiket.com pageviews always go hand in hand with Pegipegi. The number of page views can be influenced by the number of website visitors and bounce rates. So this study aims to compare website quality on Tiket.com and Pegipegi.

This research uses quantitative methods with descriptive research type. Sampling is done by non probability sampling method. Distributed to 200 respondents using Tiket.com and 200 respondents from Pegipegi users who are in the city of Bandung and have made purchases on the website. Data analysis techniques in this study are descriptive analysis and Mann-Whitney different test.

Based on the results of research on descriptive analysis, overall website quality variables at Tiket.com with an average score of 93.20% are included in the excellent category and Pegipegi as a whole with an average score of 80.80% included in the good category. Mann-Whitney different test results there are significant differences in each dimension of usability, information quality, service interaction where Tiket.com is superior to Pegipegi.

Keywords: *Online Travel Agent, Website Quality, Mann-Whitney*