

ABSTRACT

The increasing number of internet users is quite significant from year to year affecting the changing lifestyles of society. the increase in the number of internet users turned out to include an increase in online buying and selling transactions in Indonesia. Especially in the 6 popular e-commerce in Indonesia, namely Tokopedia, Bukalapak, Shopee, Lazada, Blibli and JD.ID. Who compete to provide the best offer to consumers.

This study aims to determine the perception of mapping from six e-commerce brands in Indonesia, namely Tokopedia, Bukalapak, Shopee, Lazada, Blibli and JD.ID based on consumer perceptions in Indonesia. This consumer perception is measured by six attributes, namely usability, trust, merchandise assortments, service, promotion and security.

The research method used is a quantitative method with a descriptive type. The method of data collection was done through the distribution of online questionnaires to respondents in Indonesia, as many as 400 respondents. The sampling used is non probability with purposive sampling. The data analysis technique used is Multidimensional Scaling (MDS) or perceptual mapping.

The results of the study show that Tokopedia occupies the first position that is superior to trust attributes, service, and security. Shopee ranks second and excels at attributes usability, merchandise assortment, and promotions. then the third position was followed by Bukalapak, fourth place was filled by Lazada, Blibli was in the fifth position, and JD.ID was in the last position.

Suggestions given by Tokopedia and Shopee must continue to maintain excellence in each attribute and improve the attributes those are in the second or third position, so that it still has a good perception in the minds of consumers. As for Bukalapak, Lazada, Blibli and JD.ID it is recommended to try harder and improve deficiencies in each attribute in order to get a good perception in the minds of consumers.

Keyword: Perception, Perceptual Mapping, Multidimensional Scaling, E-commerce.

