

ABSTRACT

Cotton.Go is one of the clothing lines that conducts business activities by offering various types of cloth for men. Cotton.Go itself was founded in 2015. Currently, Cotton.Go is expanding its sales by using e-commerce and social media. The number of competitors that have sprung up in the field of fashion especially in men's clothing, has caused Cotton.Go need to evaluate its e-commerce services to compete with them. Therefore, this research was conducted to evaluate the attributes of Cotton.Go's e-commerce services by integrating the dimensions of Electronic Service Quality and Importance Performance Competitor Analysis (IPCA) method.

Electronic Service Quality is used to determine the attributes that need to be explored more deeply. The IPCA method is used to get a matrix that can show the classification of each attribute. With the integrated of Electronic Service Quality and IPCA method, it will produce attributes that are considered more important to be improve immediately.

Based on the results of the integration of Electronic Service Quality and IPCA method, 22 attributes of services in Cotton.Go's e-commerce are needed for further research. This research produced that all of attributes need an urgent action to improve by looking at the negative performance differences value with its competitor. Alternative competitors have previously calculated using priority vectors to choose competitor with the highest score. The 22 attributes that need to be improved indicated that the performances are considered to be lower compared to competitor which then need to be identified and give the recommendations for improvement. Based on Cotton.Go responses, they accepted all of recommendation by writer and willing to implement the proposed recommendation. From the results of this research, Cotton.Go is expected to use it as a reference to improve e-commerce services in optimizing its e-commerce.

Keywords: Service Improvement, E-commerce, Cotton.Go, IPCA Method, Electronic Service Quality.