

## **ABSTRACT**

*Influenced by the development of the internet. One of the creative industries engaged in fashion is ARTCH. ARTCH, founded in 2015 in Bandung, produces its main products, namely bags with various colors and types. ARTCH sales do not only use offline stores but also use websites, marketplaces, and social media such as Instagram, focused on marketing. Even though the marketplace shows high sales, ARTCH does not have detailed direct buyer database information. Website sales show only 6% of transactions out of total sales in January 2019 to July 2020. The low number of transactions on the website indicates a lack of various factors. Therefore, it is necessary to improve the ARTCH Sales Website services through research so that potential customers switch to using the Sales Website. Based on the results of in-depth interviews conducted at the beginning of this study, 23 sub-dimension were identified which were grouped into seven dimensions of Website Quality. This study integrates the Analytical Hierarchy Process and Benchmark in processing the questionnaire data of the needs to find Future Performance so that the most appropriate and objective recommendations formulated to prioritize its development on the ARTCH Sales Website service. Of the 23 sub-dimensions of needs, there are 15 sub-dimensions of needs identified as Future Performance in this study. The final research recommendations are based on the integration results of the Analytical Hierarchy Process and Benchmark*

*Keyword : Website E-commerce, Website Quality, Analytical Hierarchy Process, Benchmarking*