

ABSTRACT

The growth of technology and the internet has an impact on changing the lifestyle of the Indonesian people. In the 2018-2023 period, internet users in Indonesia are predicted to increase with an average growth of 10.2%. With a marketplace, sellers can create more opportunities to get sales. In doing product marketing, of course, it requires choosing the right marketplace. In determining the use of a marketplace, there are factors that determine the choice of a marketplace. The purpose of this research is to find out which marketplaces are most in demand, as well as to find out what are the factors that influence prospective entrepreneurs in determining the marketplace.

The method used in this research is quantitative method. This study uses convenience sampling technique. The number of samples used in this study is based on the number of classes with 13 classes and each of which is taken 20 students as many as 260 respondents. However, in this study, 285 respondents were used in order to fulfill the minimum number of respondents if there was inappropriate data. In this study using the Importance Performance Analysis and Correspondence Analysis methods.

The results show that Tokopedia and Shopee are the most popular marketplaces, because they have a number of indicators that are in the same quadrant as the indicator quadrant, compared to other marketplaces. This is in accordance with the number of indicators that are in the same quadrant as the indicator quadrant, namely Tokopedia (12 indicators), Shopee (12 indicators), Lazada (8 indicators), Bukalapak (8 indicators), and OLX (5 indicators). The results of the study also show that indicators in quadrant 1 show what factors influence consumers in choosing a marketplace, namely Indicator 9 (TE3), Indicator 11 (P2), Indicator 15 (PO2), Indicator 17 (PR2), Indicator 19 (PR4), Indicator 20 (S1), Indicator 21 (S2), and Indicator 29 (PC2).

In further research, other methods can be used to identify weaknesses, strengths, opportunities, and threats to be able to identify in more detail as a marketplace chosen by prospective entrepreneurs, and further research can use other variables and indicators, for example from the product uniqueness variable.

Keywords : Marketplace; Importance Performance Analysis; Correspondence Analysis.