

ABSTRACT

Over time, technology has undergone many developments with all the innovations that exist. These developments also occur in various aspects, both in terms of business, communication, information, transportation, and others. All of them now use electronic technology, one of which is e-commerce. E-commerce is a broad scope of online business activities, including marketing to the purchase and sale of goods and services through electronic systems. The development of e-commerce in Indonesia has led to the emergence of various e-commerce based companies, resulting in very tight e-commerce business competition.

This research aims to compare each e-service quality variable with the dimensions of efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact on Shopee and Tokopedia e-commerce, and to find out the second variable of service quality. E-commerce has its differences and then compared results. The method used in this study is a quantitative research method with a comparative level of explanation, through a survey by distributing questionnaires to 400 respondents, and using Mann Whitney test data analysis techniques. The result obtained is a difference in the dimensions of efficiency and privacy in Shopee and Tokopedia, but overall in the e-service quality variable there is no difference in the e-service quality variables in the two e-commerce.

Keywords: comparative strategy, e-service quality, e-commerce