

ABSTRACT

Marketplace is a digital platform that facilitates interaction and execution of transactions between vendors and customers. In a marketplace, sellers have the opportunity to present their products or services to consumers who utilize the platform. This research aims to identify the factors that have the most significant level of importance and performance in choosing a marketplace to run a business, as well as determining the indicators that have the most influence on entrepreneurial assessment in choosing a market.

This research uses the Importance Performance Analysis method to analyse importance and performance levels. The data obtained will be processed using SPSS tools to obtain the highest level of importance and performance results in choosing a marketplace for business and the indicators that most influence entrepreneurial decisions in choosing a marketplace. This research has variables: trust, technical, platform interface, platform foundation, product, service operations, marketing and sales, payment channel, and environmental.

This research shows that the technical factor variable is the most important, and the platform foundation factor has the most significant performance percentage. The results of this research also show that the indicators in quadrant II show the indicators that most influence entrepreneurs in choosing a marketplace, namely the Transaction, Information quality, Internet-related technology, Number of users, Superior value, Marketing, Service quality, Support/helpdesk, Product indicators. Price, Credit card service, Cash on delivery, Industrial structure. Therefore, Tokopedia and Shopee companies must maintain the indicators in quadrant II because this quadrant has met the expectations of marketplace users.

Keywords : *Marketplace; Importance Performance Analysis*