

ABSTRACT

Development of technology is very fast and significant. One of technology's development that develops fastly is internet. This opportunity used by some company to start up business Online Travel Agencies (OTA) like Traveloka and Tiket.com. The purpose of this study is to know Traveloka's and Tiket.com's website quality, to know Traveloka's and Tiket.com's website quality using Webqual 4.0 and Importance Performance Analysis, also to know whether there is difference between Traveloka's website and Tiket.com website.

This study doesn't have variables so writer uses webqual's criterias which consists of three dimensions, they are Usability, Information Quality, and Service Interaction do comparisan between Traveloka's and Tiket.com's website

This study is a quantitative using descriptive method to define each quality of website. The measurement for this study is questionnaire which is shared to 200 respondents with Traveloka's and Tiket.com website's user in Bandung City. Data analysis technique which is used in this study is Mann-Whitney Test.

The result is Traveloka's website with score 78,1% and Tiket's 73,4% are in good. Based on Webqual Analysis and IPA on website Traveloka can beknown that website Traveloka has gap 3.7% while Tiket.com has gap 5.4% between website performance and website importance which is hoped by their users. Also there is difference between three dimensions of webqual and there is difference on Traveloka's website and Tiket.com's website. Traveloka is excellent from the whole dimensions usability, information quality, and service interaction.

Key Words: WebQual, IPA, Mann-Whitney, Travel Agencies