

## Marketplace Mapping Positioning Analysis Based On Consumer Perception In The City Of Bandung

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### Abstract

The research aims to determine the position and factors that influence marketplace mapping based on consumer perceptions in the city of Bandung. The research method is descriptive. Respondents totaled 137 people, who were determined by non-probability sample (based on purposive assessment) and spread across the city of Bandung. Data were analyzed using multidimensional scaling which analyzed 5 marketplaces, 7 attributes and 15 indicators. The results of the study show that the first position of the marketplace is based on the attributes: 1) ease of use, 2) information quality, 3) consumer service, 4) web/application design, 5) process controllability, 6) outcome quality and 7) price is occupied by Sociolla, followed by Tokopedia, Zalora, Lazada and Elevania with eculidean distance.

**Keywords:** *Marketplaces, Position maps, multidimensional scaling, Consumers, Perception.*

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### INTRODUCTION

In the busyness of society in this online era, people tend to choose something instantly when shopping. Buyers simply select the items needed through the marketplace which can be accessed via mobile phones/gadgets, then the items ordered through the marketplace application will be processed by the seller to be sent to the buyer's address. This can save buyers time and energy because product purchases can be made anywhere.

In Indonesia, urban communities dominate the use of the internet, especially for shopping online in various marketplaces. There are a few offline stores that still have attention from buyers or consumers, because there is trust between the buyer and the seller face to face. The terms used for the two stores are "bricks-and-mortars" as offline stores and "clicks-and mortars" as online stores/olshops (Steinfeld et al., 2005).

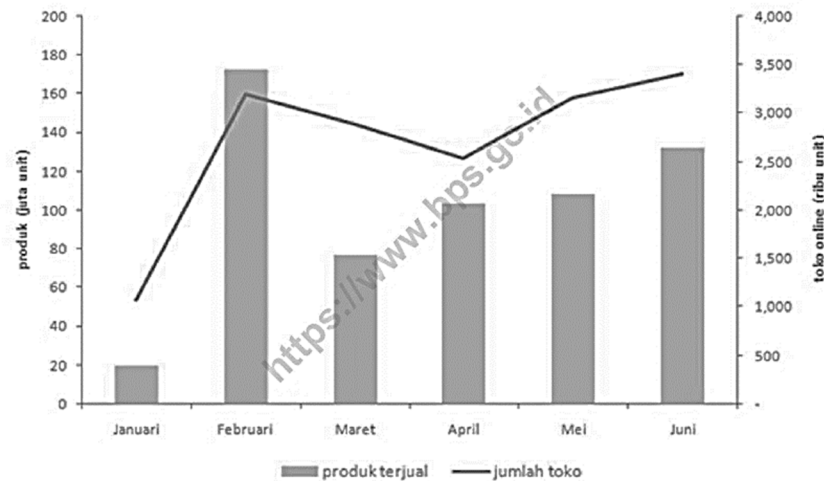
The main considerations by consumers are aspects of efficiency and effectiveness in shopping online. The shift in consumer spending from bricks-and-mortars stores to clicks-and-mortars stores occurs in the digital market because it is based on the above. This is supported by the rapid advancement of technology and the diversity of online marketplaces and other integrated companies to bring together consumers and sellers in online shops such as Lazada, Sociolla, Tokopedia, Elevania, Elevenia, Zalora, Zalora, OLX, JD.id, and so on.

The ever-increasing number of e-commerce users provides an opportunity for

companies to enter and compete in the online market segment. The impact of this competition was that many companies, around 20 online companies, left e-commerce competition in the first quarter of 2019. This was because they were classified as e-commerce on a small/minor scale and were unable to compete (Luthfi, 2019). Based on Internet World Stats data, Asia has 51.8% of all internet users in the world. The Kumparan website states that HootSuite's social media is one of the research management platforms and social marketing agencies, namely We Are Social with the topic "Global Digital Reports 2020", where 64% of Indonesian people are connected to internet-based networks. This research was released at the end of January 2020, stating that there are 175.4 million internet users, while the total population of Indonesia is approximately 272.1 million. This means an increase of 17% and 25 million compared to users in 2019.

Currently, people's behavior to shop online is also based on the Covid-19 pandemic outbreak. According to the CNBC Indonesia website, the Covid-19 virus was first detected in Hubei Province, China around November 17 2019. Data from Worldometer, this virus has spread to 216 countries, with a death rate of more than 2%. In Indonesia, the first case of Covid-19 was found in March 2020. After the discovery of this case, the government tried to control its spread. Large-Scale Social Restrictions (PSBB) are restrictions on activities in areas/zones infected with Covid-19. According to Oscar Primadi as Secretary General of the Ministry of Health, these restrictions include closing school activities, campuses, workplaces, entertainment venues, security activities, restrictions on activities of public facilities, limited social and cultural activities, transportation, other restrictions especially defense and security. Bandung City, PSBB was first carried out on April 10 2020. People are increasingly choosing to shop online rather than having to come to the store. This was done because they wanted to avoid crowds which are one of the triggers for the spread of the Covid-19 virus. According to the Central Bureau of Statistics, the number of products sold on the marketplace showed an increase with a drastic spike in February 2020, while the number of shops that were actively transacting in e-commerce showed a decrease in the first 2 months of the implementation of the Covid-19 pandemic policy (March - April) and increased again. in the following month. PSBB was first carried out on April 10 2020. People are increasingly choosing to shop online rather than having to come to a store. This was done because they wanted to avoid crowds which are one of the triggers for the spread of the Covid-19 virus. According to the Central Bureau of Statistics, the number of products sold on the marketplace showed an increase with a drastic spike in February 2020, while the number of shops that were actively transacting in e-commerce showed a decrease in the first 2 months of the implementation of the Covid-19 pandemic policy (March - April) and increased again. in the following month. PSBB was first carried out on April 10 2020. People are increasingly choosing to shop online rather than having to come to a store. This was done because they wanted to avoid crowds which are one of the triggers for the spread of the Covid-19 virus. According to the Central Bureau of Statistics, the number of products sold on the marketplace showed an increase with a drastic spike in February 2020, while the number of shops that were actively transacting in e-commerce showed a decrease in the first 2 months of the implementation of the Covid-19 pandemic policy (March - April) and increased again. in the following month. This was done because they wanted to avoid crowds which are one of the triggers for the spread of the Covid-19 virus. According to the Central Bureau of Statistics, the number of products sold on the marketplace showed an increase with a drastic spike in February 2020, while the number of shops that were actively transacting in e-commerce showed a decrease in the first 2 months of the implementation of the Covid-19 pandemic policy (March - April) and increased again. in the following month. This was done

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**Figure 1.** Products Sold and Number of Stores in Marketplace

Source: BPS RI (2022).

In the midst of the rapid development of the internet and technology and with the outbreak of the Covid-19 pandemic, business people have started to change their shops into online shops. This can be a solution to maintain business in a situation like this. Based on data obtained from the iPrice Insight website, in the second quarter of 2022, there were 50 marketplace listings in Indonesia. Based on information from the Top Brand Award in the retail category of online buying and selling sites in phase 2 2020, the marketplace that has the highest top brand index is Lazada. The percentage of the top brand index based on the Top Brand Award is as follows:

**Table 1.** Top Brand Index Marketplace in Indonesia

No.	Marketplace name	Top Brand Index
1	Lazada	31.9%
2	Sociolla	20.0%
3	Tokopedia	15.8%
4	Zalora	12.9%
5	Elevania	8.4%

Source: Top Brand Awards Phase 2 (2022)

Based on data from the IPPrice Insight website and the Top Brand Awards, it can be concluded that the top five marketplaces are Sociolla, Tokopedia, Zalora, Lazada and Elevania. According to the data contained on the Teknologi.id website. Research by Nisafani et al in 2017, using e-marketplace transaction traffic data for 70 days with more than 40 types of products in each public e-marketplace, shows that Tokopedia has the highest traffic for public e-marketplaces exceeding the other two public e-marketplaces.

In addition, Sociolla with the lowest traffic proved to be more effective compared to the second highest, Zalora (Nisafani, Wibisono, & Revaldo, 2017).

Until now, the Covid-19 pandemic cannot be predicted, when it will end so that people can be free to do their activities. Now all you can do to meet your daily needs is shop online. Consumer behavior in this marketplace must of course be studied to become learning new business patterns that can be applied to micro, small and medium scale businesses so they can develop into online businesses. On this basis, the author wants to examine public perceptions regarding marketplaces to find out the position of each marketplace when viewed from its attributes based on consumer perceptions.

The attributes of choosing a marketplace by consumers are basically matters relating to consumer decisions in choosing and making purchases in marketplaces. Consumer purchasing decisions are searches related to fast time, ease of use, effortless search for a product, competitive value (price) and good quality and interactions in the form of information availability, security, load time, and marketplace navigation (Suhari, 2008). Another research was also conducted by Tsana in 2020 on students of the Faculty of Economics and Business, University of Brawijaya regarding the factors that influence decisions in online shopping transactions via the marketplace platform. The results of his research show that the factors that influence consumers in shopping online via the marketplace are pocket money, price perceptions, trends, and lifestyle (Tsana, 2020). William et al's research in 2020 stated that digital logistics, digital marketing, online integrity factors, brand alternatives and website design significantly influence online consumer purchasing decisions (William & Aripardono, 2020). Research by García et al in 2020, The way consumers make purchases more frequently over time is the focus of all e-commerce. So it is necessary to study the factors that form the basis of consumer behavior in order to form a new theory to accurately predict consumer purchasing decisions online. Based on the results of this study, it is suggested that consumers with little experience in e-commerce need more functional elements to adopt it. Meanwhile, experienced consumers need more hedonic elements.

Based on the discussion above, the research objective is to be able to determine the position of the research subject's marketplace against its competitors based on consumer or user perceptions when viewed from its attributes. The attributes that are the object of analysis are ease of use, information quality, consumer service, site/application design, process controllability, outcome quality and price. The results of the research are expected to be a reference for factor studies for mapping the marketplace according to consumer perceptions in the city of Bandung and a tactical reference for the realization of MSME business adaptation variables according to the author's research conducted on 100 MSME actors in food and beverage products in the Setu Babakan Betawi Cultural Village. Business adaptability has a significant influence on the entrepreneurial performance variable of MSMEs so that it can be applied to micro, small and medium businesses, especially during the Covid-19 pandemic (Hasibuan, Rambey, & Andriyanty, 2020). And based on Surya's research on MSMEs in the Cileungsi sub-district, on average, they do not have knowledge in the field of marketing. So efforts are needed to improve the ability to focus MSME actors, especially online (Surya, 2021).

## LITERATURE REVIEW

*Marketplaces* is an internet-based online media where to carry out business activities as well as buyer and seller transactions. Buyers can look for suppliers with as many criteria as they want, with the aim of obtaining them based on market prices. Marketplace is one of the E-Business models to connect sellers with buyers. Marketplace in Indonesia is a driving force in the national economy in the era of globalization. Yustiani and Yusnanto (2017) define marketplace as the application of digital technology

in achieving the goals of internet-based marketing activities to carry out business activities and transactions between buyers and sellers easily (Yustiani & Yunanto, 2017).

According to Kotler and Keller (2012), the notion of positioning is finding the right position in the market after determining the segmentation strategy used. Positioning, namely placing the company's product based on the steps taken that are attached to the minds/minds of consumers which are characterized by a unique and superior characteristic when compared to competing products. Positioning is a way of placing a brand in a particular market, where the brand is able to get a positive response when compared to competing products. According to Swastha and Irawan (2008), the meaning of positioning is a marketing strategy through the use of information so that it is able to create an impression in the product that is in accordance with the wishes of the target market. According to Chandra in Nur, Thaib, and Wahab (2016) positioning is an effort to position a product in the minds of target consumers/customers in such a way as to obtain a unique and superior position. The definition of positioning according to Tjiptono and Chandra (2012) is to perceive a product in various ways that are relatively compared to competing products from consumers.

*Positioning* is a communication strategy to try to place products/brands in certain markets to be able to be accepted by consumers better than other brands (Kotler and Armstrong, 2016). Several types of positioning seen from the shape:

- Positioning on the basis of attributes. Positioning the company on the basis of a specific attribute/feature, for example experience, safety, material composition and size.
- Positioning on the basis of benefits. Positioning the product as a leader in certain benefits such as bath soap which is able to prevent germs, body fragrance, smoothing, whitening and others.
- Positioning on the basis of use. The product is positioned as an alternative that is sought after and used for its use.
- Positioning on the basis of the user. Positioning a product that is the best in certain groups such as vitamins/supplements for hard workers.
- Positioning on the basis of competitors. Placing a product that can be linked to a competitive position within the main competitors.
- Positioning on the basis of product category. Positioning the product as a leader in a certain product category.
- Positioning on the basis of price. The effort a company puts into creating an impression of high quality charges a premium price or vice versa.

The objectives of positioning for a business include: positioning and placing a product in a market which shows that the product is very different from competing brands, positioning a product so that it is able to convey several messages to customers, achieving results as expected, for example, fulfilling a need in a specific market segment, Avoiding sudden changes in sales and creating a customer belief that a brand is offered.

Various methods that can be used to determine product or brand positioning, one of which is Multidimensional Scaling (MDS) is also called perception mapping, a procedure is used to map the image of an object (product, idea, company or other object). The aim of MDS is to change consumer judgments of all overall similarities/preferences (preferences for stores or brands) in a range that can be described in a multidimensional space (Hair, Black, Babin & Andersen, 2010)

The definition of service product attributes are elements for development and differentiation in service products, so as to be able to provide added value, benefit and consideration in making purchasing decisions (Fatihuddin and Firmansyah, 2019). In this study, the authors used attributes that became benchmarks: ease of use, information quality, consumer service, website/application design, process controllability, outcome

quality and price. This attribute was developed from research on the positioning of four marketplaces, namely Tokopedia, Sociolla, OLX and Zalora (Rachman & Ariyanti, 2018). Ease of Use from websites or applications that are developed to provide convenience to consumers when making transactions with features that are easy to understand. Perceptions of ease of use were also studied by Sigar in 2018 regarding the use of electronic money in Medan. The results of the study show that the ease of use of electronic money applications has a positive and significant effect on the intensity of using electronic money (Sigar, 2016). Many similar studies show that there is an effect of ease of use on the desire to buy products/services online (Petcharat & Leelasantitham, 2021; Hasibuan & Rambe, 2020; Lanlan, Ahmi, & Popoola, 2019; Ma, Gam, & Banning, 2017; Ardana, 2014; Heijden, Verhagen, & Creemers, 2003; Brown, 2002; Davis, 1989).

*Information Quality.* The information contained on the website or application is explained clearly and in detail. And this affects online consumer purchasing decisions (Mican & Sitar-Taut, 2020). Wang's research conducted in Taiwan on 250 respondents, the antecedents of information quality from an online shopping site turned out to have an influence on consumer loyalty through trust (Chih-Hung, Shih-Tse, Ming-Sung, & Fei-Long, 2009). Patma's 2021 research on consumer satisfaction for the Gojek application which was conducted on 380 respondents, stated that the quality of information had a positive and significant effect on the quality of experience, customer perceived value and customer satisfaction (Patma, Fienaningsih, Rahayu, & Artatanaya, 2021).

Consumers can communicate with the customer service marketplace regarding after-purchase services or all consumer complaints so that the marketplace can submit and act on them (Muharam et al., 2021; Lanlan et al., 2019; Sigar, 2016; Suhari, 2008). Lewis & Mithcell stated that quality customer service is now crucial for organizations. Customer service becomes a strategy and business planning in anticipating the achievement of differential advantages from competition that occurs (Lewis & Mitchell, 1990). Song and Kim's research was conducted on 464 online fashion consumers in the United States regarding artificial intelligence robot-based consumer information services. The results show that service quality, enjoyment, and usability, reflecting self-interest, and trust, reflecting social interaction, predicts consumers' willingness to share personal information with robots. These results indicate that fashion retailers must focus strategically on service quality when consumers choose online sales that adopt artificial intelligence robots in their customer service. As well as using it as a medium for sharing information in consumer services (Song & Kim, 2021).

Appearance on a website or application that is designed for the convenience of consumers when accessing the marketplace. Chiu and Yang's 2016 research related that website interface design plays an important role in online purchases, and consumers will be more likely to visit and buy from a website that is very well designed. Based on the results of a survey of 303 internet users, it is stated that the main features of website design are significantly related to website user experience: perceived usefulness, perceived entertainment value, and perceived informativeness, in turn, significantly influence transactions on attitudes toward the site. and, ultimately, influencing consumer behavioral intentions to shop (Chiu & Yang, 2015). [www.Zalora.com](http://www.Zalora.com) mediation through e-trust and e-satisfaction. It is certain that website design has an important role in this context (Wibowo, Wahid, & Nafiudin, 2019). Appearance on a website or application that is designed for the convenience of consumers when accessing the marketplace (Flavián, Gurrea, & Orús, 2020; Putra, Rochman, & Noermijati, 2017; Ganguly, Dash, Cyr, & Head, 2010).

*Process controllability* is an act of supervising the distribution process of goods that have been purchased by consumers, from the time of delivery to receipt. Research in the

Czech Republic in 2020 regarding the evaluation of the process of distributing goods that have been purchased by consumers, from the time of delivery until they are received in e-commerce for online shopping behavior, states that the practicality of the process is important and becomes an important determinant of online shopping behavior according to type strategies and strategic management processes in terms of e-commerce competitiveness (Svatosova, 2020). Correa et al's research on 787 online food service providers and 4,296 consumer respondents in Bogota City related traceability efforts of Uber services to become valuable data to gain better insight into patterns of consumer behavior that could not be observed before.

*Quality Outcomes* is the quality of goods received by consumers in accordance with the description that has been submitted by the seller. This factor is important for reducing consumer risk for their online purchases and is a factor influencing purchasing decisions (Amanah & Harahap, 2018; Katawetawaraks & Wang, 2011; Chen & Kao, 2010). If the quality of the goods received by the consumer is not satisfactory, the consumer can provide an assessment of the seller or report a complaint to the relevant marketplace. Research conducted on 240 consumer respondents who purchased travel through online agents in Taiwan revealed that process quality and outcome quality significantly had a direct and positive effect on consumer satisfaction and purchase intentions of online travel agents (Chen & Kao, 2010). Research that applies the technology acceptance model with 381 respondents with an age range of 19-35 years. Because this age group is perceived to have more money to spend online on toys, clothing, and products than any other generation. The results of this study state that the accuracy of the product in detail and the scope of product variations are also important because it intends and chooses an online shopping platform directly (Petcharat & Leelasantitham, 2021).

The author also adds an attribute that is used as a benchmark according to the journal Yayat, Siti Maryama and Uki Masduki (2020), namely price. Price is the amount of money that must be paid by consumers when deciding to buy a product. Based on research conducted by Andriyanty and Wahab in 2019 regarding consumer preferences for generation Z, it is stated that consumer preferences for food and beverage products, clothing and gadgets and higher education choices account for the largest percentage of prices (Andriyanty & Wahab, 2019). Price is an important factor in online shopping (Wu, Ran, & Zhu, 2022; Albari & Safitri, 2020; Pramono, Eldine, & Muniroh, 2020; Silaban et al., 2020; Bauboniene & Guleviciute, 2015).

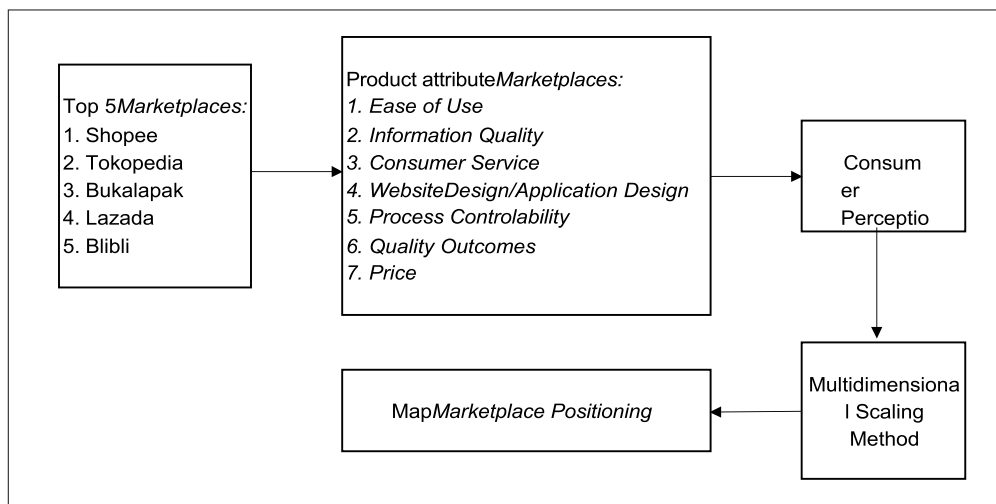
Based on the development of the marketplace in Indonesia which can be called rapid. The author wants to analyze the positioning map on the Top 5 Marketplace according to the data the author obtained from the [iprice.co.id](http://iprice.co.id) site and the Top Brand Awards. In this research, the focus of the author is to take the top 5 marketplaces in terms of the number of visitors:

**Table 2.** List of the five Marketplaces with the Most Visitors in Indonesia, and the Year of Establishment

No.	Marketplace name	Total Visitors	Year of Establishment
1	Sociolla	93,440,300	2009
2	Tokopedia	86,103,300	2009
3	Zalora	35,288,100	2010
4	Lazada	22,021,800	2012
5	Elevania	18,307,500	2010

Source: iprice insight Q2 2022 and tech.id

From the table above, the top five marketplaces are Sociolla with 93.4 million visitors, followed by Tokopedia with 86.1 million visitors, Zalora with 35.2 million visitors, Lazada with 22 million visitors and finally Elevation with 18.3 million visitors. Furthermore, based on the five marketplaces, there are seven attributes to be analyzed namely ease of use, information quality, consumer service, website design (application design), process controllability, outcome quality, and price. The seven attributes will be examined based on consumer perceptions which will be assessed through a questionnaire survey in the Bandung City area. The detailed research model is shown in the following figure:



**Figure 2.** Framework

## RESEARCH METHODS

This research was conducted in the city of Bandung. The time used in this research was March to June 2021. The research respondents were 137 respondents spread across the city of Bandung with the criteria of using the five marketplaces that were the research subjects and knowing the five marketplaces to be studied, namely Sociolla, Tokopedia, Zalora, Lazada, Elevation and have used the marketplace for more than one year and have made repeated purchases in 2022. Based on data collection from 137 respondents, it is known that the areas where the respondents are spread are as follows:

**Table 3.** Respondent Distribution Area

No.	Information	Amount	(%)
1.	Cicendo	9	6%
2.	sneer	25	18%
3.	Astana Anyar	3	2%
4.	Andir	4	3%
5.	Sukajadi	14	10%
6.	Sukasari	5	4%
7.	Arcamanic	3	2%
8.	Mandalajati	16	11%
9.	Bandung Wetan	37	28%

10.	Cibeunying Kaler	22	16%
Total		137	100%

Source: Primary data processed (2023).

The design of this research is descriptive research. According to Sujarweni (2015), descriptive research is research conducted to determine the value of each variable, whether one variable or more is independent without making connections or comparisons with other variables. The type in this research is descriptive comparative research. Indrawati (2015) explained that comparative research or group comparisons are research conducted to find out differences between one group and another regarding one or several variables. In this study there are attribute variables, namely:

1. *Ease of Use*
2. *Information Quality*
3. *Consumer Service*
4. *Website Design / Application Design*
5. *Process Controlability*
6. *Quality Outcomes*
7. *Price*

In research this definition, operationalization and measurement of variables can be seen in the following table:

**Table 4.** Definition, Operationalization, and indicators.

No .	Attribute	Operational definition	Indicator	Scale
1	<i>Ease of Use</i>	Websites or applications that are developed provide convenience to consumers when making transactions with features that are easy to understand.	1. Website or application easy to use 2. The features on the website and application are easy to understand	Ordinal
2	<i>Information Quality</i>	The information contained on the website or application is explained clearly and in detail.	1. The information provided by the seller on the website or application is clear and detailed 2. Information regarding promos is clear	Ordinal
3	<i>consumer Service</i>	Consumer can communicate with customers service marketplace related service after purchase or for complaints that will be submitted.	1. Service after purchase is very helpful and satisfying 2. Customer service is quick to respond to complaints 3. Customer service can solve problems well	Ordinal

4	<i>Website Design / Application Design</i>	Appearance on a website or application that is designed for the convenience of consumers when accessing the marketplace.	1. Design website And interesting application	Ordinal 1
5	<i>Process Controlability</i>	Supervision of the distribution process of goods that have been purchased by consumers, from the time of delivery to receipt.	1. The product tracking process that has been purchased is clear	Ordinal 1
6	<i>Quality Outcomes</i>	The quality of goods received by consumers is in accordance with the description that has been submitted by the seller.	1. The items received are in accordance with the order and description 2. Guaranteed refund if the item delivered is not appropriate	Ordinal
7	<i>Price</i>	The amount of money that must be paid by consumers when deciding to buy a product.	1. Cheaper price 2. Product discounts 3. Free shipping costs 4. Cash back for product purchases	Ordinal

The scale used in this study is the ordinal scale. The ordinal scale is used to measure differences in quality or quantity in units, and it is known that they differ from one another in quality or quantity (Nur, et al, 2019). The ordinal scale is used in this study, because this research will sort or rank the five marketplaces that are the object of this research, such as number 1 for the highest rank, and number 5 for the lowest rank. The size in the measurement scale is as follows:

- 1st rank (highest) = 1
- 2nd rank = 2
- 3rd rank = 3
- 4th rank = 4
- 5th rank (lowest) = 5

From all the data obtained, validity and reliability tests were carried out on all attributes in all marketplaces which became the unit of analysis in this study. The results of the validity and reliability tests can be seen in the following table:

**Table 5.** Validation test results (CITC value) and Cronbach Alpha test results

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha If Item Deleted

		d			
Sociolla					
Ease of Use1	24.79	178,09 8	.840	.822	.971
Ease of Use 2	24.80	177,31 2	.888	.878	.970
Information Quality 1	24.71	176,30 6	.888	.877	.970
Information Quality 2	25.00	179,00 7	.892	.885	.970.
consumer service 1	24.83	179,81 2	.847	.806	.971
consumer service 2	24.79	180,25 2	.823	.846	.971
consumer service 3	24.61	178,97 2	.790	.794	.972
Web/Application design	24.64	181,45 4	.726	.683	.973
Process Controlability	24.87	180,70 3	.889	.856	.970
Quality Outcomes 1	24.66	179,27 5	.792	.803	.972
Outcomes Quality 2	24.62	179,34 5	.807	.828	.971
Price 1	25.02	180,87 0	.851	.826	.971
Price 2	25.04	181,25 0	8.35	.853	.971
Price 3	25.01	183,26 6	.802	.769	.971
Prices 4	24.89	184,41 8	.773	.715	.972
Tokopedia					
Ease of Use1	29.21	148,43 9	.894	.862	.971
Ease of Use 2	29.16	149,20 3	.849	.830	.971
Information Quality 1	29.24	148,46 9	.865	.810	.971
Information Quality 2	29.12	150,69 7	.856	.802	.971
consumer service 1	29.21	148,41 0	.875	.841	.971
consumer service 2	29.23	147,51 6	.859	.841	.971
consumer service 3	29.19	146,76 1	.865	.830	.971
Web/Application design	29.28	149,16 6	.818	.730	.971
Process Controlability	29.24	148,72 8	.881	.824	.972
Quality Outcomes 1	29.15	148,27 4	.874	.811	.971
Outcomes Quality 2	28.86	149,46 7	.780	.718	.972
Price 1	28.94	151,77 8	.718	.638	.973
Price 2	29.08	153,68 6	.750	.693	.973
Price 3	29.08	152,07 3	.799	.715	.972
Prices 4	29.19	149,76	.791	.707	.972

		4			
Zalora					
	Scale Mean if Items Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha If Item Deleted
Ease of Use1	48.19	133,409	.805	.777	.958
Ease of Use 2	48.31	133,368	.770	.723	.959
Information Quality 1	48.20	132,535	.794	.740	.958
Information Quality 2	48.19	133,246	.834	.740	.958
consumer service 1	48.31	132,373	.835	.763	.958
consumer service 2	48.16	132,052	.829	.749	.958
consumer service 3	48.31	131,970	.802	.709	.958
Web/Application design	48.19	131,452	.844	.793	.958
Process Controlability	48.18	132,522	.807	.754	.958
Quality Outcomes 1	48.26	134,322	.684	.726	.961
Outcomes Quality 2	48.27	133,926	.682	.737	.961
Price 1	48.26	133,203	.718	.666	.960
Price 2	48.28	132,490	.771	.751	.959
Price 3	48.21	133,561	.798	.709	.958
Prices 4	48.18	134,421	.678	.630	.961
Lazada					
Ease of Use1	49.23	159,832	.815	.807	.968
Ease of Use 2	49.14	159,370	.823	.805	.968
Information Quality 1	49.14	159,418	.869	.839	.968
Information Quality 2	49.05	160,019	.865	.821	.968
consumer service 1	49.04	159,725	.846	.796	.968
consumer service 2	49.14	160,066	.849	.777	.968
consumer service 3	49.11	158,427	.811	.781	.969
Web/Application design	49.01	158,427	.796	.679	.969
Process Controlability	49.04	158,999	.845	.760	.968
Quality Outcomes 1	49.06	158,999	.845	.760	.968
Outcomes Quality 2	49.11	159,550	.799	.800	.968
Price 1	49.19	160,876	.751	.757	.970
Price 2	49.16	158,65	.819	.742	.968

		1			
Price 3	49.09	160,55 4	.793	.706	.969
Prices 4	49.10	162,55 1	.746	.674	.970
Elevania					
Ease of Use1	58.57	185,42 7	.864	.871	.973
Ease of Use 2	58.57	185,15 3	.874	.867	.973
Information Quality 1	58.69	182,02 7	.898	.874	.972
Information Quality 2	58.63	184,20 6	.867	.848	.973
consumer service 1	58.60	184,45 8	.875	.879	.973
consumer service 2	58.66	183,85 3	.892	.873	.972
consumer service 3	58.76	182,55 6	.868	.897	.973
Web/Application design	58.86	185,61 5	.725	.625	.975
Process Controlability	58.66	185,57 7	.843	.794	.973
Quality Outcomes 1	58.78	184,50 5	.806	.835	.974
Outcomes Quality 2	58.84	181,28 9	.806	.872	.974
Price 1	58.65	186,96 3	.774	.729	.974
Price 2	58.65	184,20 1	.900	.883	.972
Price 3	58.60	186,02 6	.787	.717	.974
Prices 4	58.64	185,35 6	.844	.816	.973

Source: Primary data processed (2023)

The question items in the Sociolla marketplace questionnaire show a number  $> 0.3$ , so the question items can be concluded as valid. Whereas for Cronbach Alpha the Sociolla object shows a number  $> 0.6$ , so the questions in the questionnaire can be concluded as reliable. The CITC value for the question items in the Tokopedia questionnaire shows a number  $> 0.3$ , so the question items can be concluded as valid. Whereas for Cronbach Alpha on Tokopedia objects it shows a number  $> 0.6$ , so the questions in the questionnaire can be concluded as reliable. The CITC score on the questions in the Zalora questionnaire shows a number  $> 0.3$ , so the question items can be concluded as valid. Whereas for Cronbach Alpha on Zalora objects it shows numbers  $> 0.6$ , then the question items in the questionnaire can be concluded reliably. The CITC value of the question items in the Lazada questionnaire shows a number  $> 0.3$ , so the question items can be concluded as valid. Whereas Cronbach Alpha shows a number  $> 0.6$ , so the questions in the questionnaire can be concluded as reliable. The CITC analysis on the questions in the Elevania questionnaire shows a number  $> 0.3$ , so the question items can be concluded as valid. Whereas for Cronbach Alpha on the Elevania object it shows a number  $> 0.6$ , so the questions in the questionnaire can be concluded as reliable. 6, then the question items in the questionnaire can be concluded as reliable. The CITC analysis on the questions in the Elevania questionnaire shows a number  $> 0.3$ , so the question items can be concluded as valid. Whereas for Cronbach Alpha on the Elevania object it shows a number  $> 0.6$ , so the questions in the questionnaire can be concluded as reliable. 6, then the question items in the questionnaire can be concluded as reliable.

The CITC analysis on the questions in the Elevation questionnaire shows a number  $> 0.3$ , so the question items can be concluded as valid. Whereas for Cronbach Alpha on the Elevation object it shows a number  $> 0.6$ , so the questions in the questionnaire can be concluded as reliable. If seen from the graph above, the most reason chosen by consumers is 'easy to use and practical'. As is known, when consumers want to shop, marketplace users only need to download an application on their mobile phone, then select the items needed, then pay the price of the item. The marketplace will deliver the order to the seller, and the consumer can wait for the ordered goods to arrive at their destination.

Respondents' assessment of the marketplace based on its attributes in the questionnaire, there are several indicators that form the basis for assessing each attribute. After the answers from the respondents were accumulated, the first ranking for the marketplace on the ease of use attribute was obtained by Sociolla with a total score of 490, followed by Tokopedia with a score of 585, Lazada with a score of 905, Zalora with a score of 1,014 and Elevation with a score of 1,206.

Respondents' assessment of the marketplace based on the observed attribute is information quality. Consumers who want to shop online will look for information related to products and ongoing promos. There are 2 indicators that form the basis for evaluating information quality attributes, namely:

- 1) The most clear and detailed information on the website or application.
- 2) The clearest promo-related information

The first place for the marketplace on the information quality attribute was obtained by Sociolla with a total score of 467, followed by Tokopedia with a score of 594, Lazada with a score of 916, Zalora with a score of 1044 and Elevation with a score of 1179.

*consumer service* become one of the marketplace product attributes to help consumers after purchase and handle complaints if the goods sent are not appropriate. There are 3 indicators that form the basis for assessing consumer service attributes, namely:

- 1) The most helpful and satisfying after-purchase service.
- 2) *consumer service* the best in solving customer service problems that are the most responsive regarding complaints.
- 3) *consumer service* the best at solving problems.

The first place for the marketplace on the consumer service attribute was Sociolla with a total score of 535, followed by Tokopedia with a score of 588, Lazada with a score of 994, Zalora with a score of 1,115 and Elevation with a score of 1,268.

One of the components contained in the website or application is the design. Marketplace makes the best possible design to attract the attention of consumers. The indicators used are the basis for assessing consumer service attributes, namely: the most attractive website design (application design). The first place for the marketplace on the website/application design attribute was obtained by Sociolla with a total score of 188, followed by Tokopedia with a score of 196, Lazada with a score of 343, Zalora with a score of 369 and Elevation with a score of 404.

Respondents' assessment of the marketplace based on process controllability attributes. When a consumer makes a transaction on the marketplace, there is a notification about the position of the item that has been purchased. The process controllability indicator used in the questionnaire is the clearest tracking process related to the product that has been purchased. The first place for the marketplace on the process controllability attribute was obtained by Sociolla with a total score of 167, followed by Tokopedia with a score of 195, Lazada with a score of 338, Zalora with a score of 375 and Elevation with a score of 425.

Respondents' assessment of the marketplace is based on the outcome quality

attribute, when the consumer has received the goods sent by the seller, the consumer will make sure whether the item is appropriate or not. In the questionnaire, there are 2 indicators that form the basis for assessing process controllability attributes, namely:

1) The item received corresponds to the order and description.

2) Provision of the most suitable warranty when the goods delivered are not suitable.

The first place for the marketplace on the outcome quality attribute was Sociolla with a total score of 368, followed by Tokopedia with a score of 392, Lazada with a score of 666, Zalora with a score of 748 and Elevania with a score of 826.

Respondents' assessment of the marketplace based on the price attribute. In selecting products both online and offline, consumers will try to get the best price. Marketplaces often provide attractive promos that make the price of a product more affordable. In the questionnaire, there are 4 indicators that form the basis for assessing the price attribute, namely:

1) Providing the cheapest product prices.

2) Giving the biggest product discounts.

3) Most frequent free shipping.

4) Giving the biggest cashback.

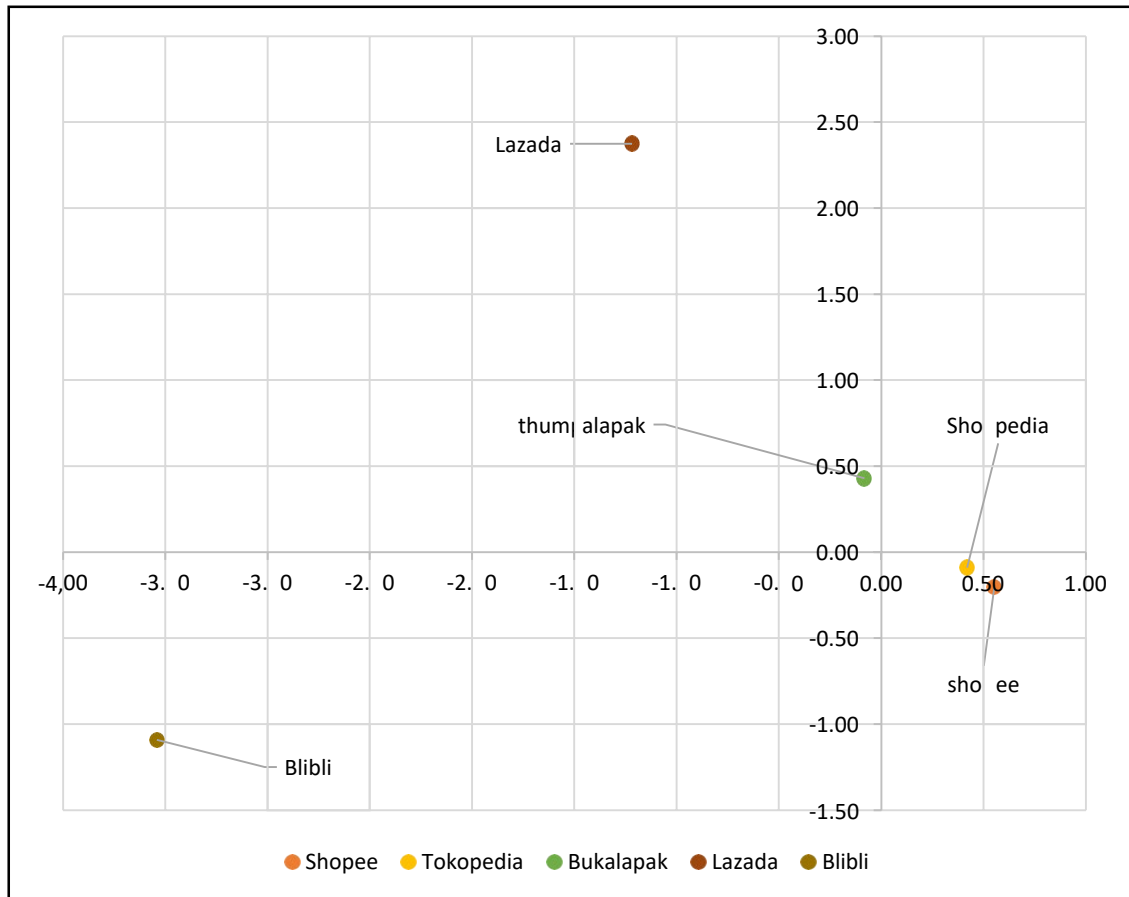
The first place for the marketplace on the price attribute was obtained by Sociolla with a total score of 610, followed by Tokopedia with a score of 868, Lazada with a score of 1,303, Zalora with a score of 1,507 and Elevania with a score of 1,710. Detailed data regarding marketplace rankings related to the seven attributes analyzed can be seen in the following table:

**Table 8.** The following is a marketplace ranking table for its attributes:

Attribute	Rating				
	Sociolla	Tokopedia	Zalora	Lazada	Elevania
Ease of Use	1	2	3	4	5
Information Quality	1	2	3	4	5
Consumer Service	1	2	3	4	5
Web/App Design	1	2	3	4	5
Process Controllability	1	2	3	4	5
Quality Outcomes	1	2	3	4	5
Price	1	2	3	4	5

Source: Primary data processed (2021).

The RSQ (R-Square) value in this study was 1.000, which can be concluded that the model is acceptable. As for the stress value in this study is 0.000, which can be concluded that the model is included in the perfect category. After managing the data using the multidimensional scaling method in the SPSS program, a positioning map is produced as follows:



**Figure 5.**Marketplace Positioning Map

Source: Primary data processed (2023).

Based on the picture above, group 1 is Sociolla and Tokopedia. Group 2 is Lazada and Zalora. Group 3 is Elevania. The positioning map is formed based on the points of each marketplace coordinate which can be seen in the table below:

**Table 9.** marketplace coordinates

<i>Marketplaces</i>	<b>Dimension 1 (Xi)</b>	<b>Dimension 2 (Yi)</b>
Sociolla	0.5525	-0.2032
Tokopedia	0.4207	-0.0886
Zalora	-0.0828	0.4300
Lazada	-1.2173	2.3754
Elevania	-3.5407	-1,091

Source: Primary data processed (2021).

The results of the analysis for the positioning map are formed based on the points of each attribute coordinate in each marketplace which can be seen in the table below:

**Table 10.** Attribute Coordinate

<b>Attrib</b>	<b>Dimension 1</b>	<b>Dimension 2</b>
---------------	--------------------	--------------------

ute	(X <sub>m</sub> )	(Y <sub>m</sub> )
<i>Ease of Use</i>	0.5525	-0.2032
<i>Information Quality</i>	0.5525	-0.2032
<i>Consumer Service</i>	0.5525	-0.2032
<i>Websites / Applications</i>	0.5525	-0.2032
<i>Process Controlability</i>	0.5525	-0.2032
<i>Quality Outcomes</i>	0.5525	-0.2032
<i>Price</i>	0.5525	-0.2032

Source: Primary data processed (2021).

Because the results of ranking objects in each attribute are the same, they are based on coordinates *marketplace* and the attribute coordinates can be known as the eculidean distance in the following table:

**Table 11.** Euclidean Distance Based on Each Attribute

Marketplace s	Eculidean distance	Rating
Sociolla	0.00	1
Tokopedia	0.17	2
Zalora	3,13	4
Lazada	0.90	3
Elevania	4,19	5

Source: Primary data processed (2021).

Based on the table above, Sociolla is ranked first with a distance of 0.00. Then Tokopedia is in second place with a distance of 0.17. Furthermore, in third place is Lazada with a distance of 0.90, then Zalora with a distance of 3.13 and in the last place is Elevania with a distance of 4.19. Then based on the processing of the results of the above research can be interpreted in tabular form as follows:

**Table 12.** Marketplace positioning and ranking

Marketpla ces	Positioning	Rating
Sociolla	(0.5525) ; (- 0.2032)	1
Tokopedia	(0.4207) ; (- 0.0886)	2
Zalora	(-1.2173) ; (2.3754)	4
Lazada	(-0.0828) ; (0.4300)	3
Elevania	(-3.5407) ; (- 1,091)	5

Source: Primary data processed (2021).

The reason most respondents use the marketplace is that it is easy to use and practical, so it can be concluded that the marketplace can facilitate transactions for respondents when they want to buy a product. The Sociolla marketplace excels on every attribute.

Sociolla ranks first on the attributes of ease of use, information quality, consumer service, website/application design, process controllability, and price. In the minds of consumers, Sociolla is the easiest application to use, with clear and detailed information, good service, attractive website and application designs, clear delivery processes and more affordable prices. This is reinforced by Anggela's research which states that Sociolla consumers always pay attention to the perceived benefits compared to the hope of getting more benefits (Nur Fitriana & Trishananto, 2021) and become the choice of generation Z consumers (Angela & Paramita, 2020). While the Tokopedia marketplace is Sociolla's closest competitor with a small difference in value in all attributes. This can also be seen from the Tokopedia coordinates on the positioning map which are close to Sociolla. For the next position occupied by Lazada, followed by Zalora and then Elevania in each attribute. This can be seen from the respondents' assessment of the three marketplaces. Based on previous studies as a reference, Sociolla managed to rank first based on consumer perceptions. The second place is occupied by Tokopedia, the third is occupied by Lazada, the fourth is occupied by Zalora, and the last is occupied by Elevania. This can be seen from the respondents' assessment of the three marketplaces. Based on previous studies as a reference, Sociolla managed to rank first based on consumer perceptions. The second place is occupied by Tokopedia, the third is occupied by Lazada, the fourth is occupied by Zalora, and the last is occupied by Elevania. This can be seen from the respondents' assessment of the three marketplaces. Based on previous studies as a reference, Sociolla managed to rank first based on consumer perceptions. The second place is occupied by Tokopedia, the third is occupied by Lazada, the fourth is occupied by Zalora, and the last is occupied by Elevania.

## CLOSING

Based on the research and data analysis that has been done, it can be concluded that the first marketplace position is based on the attributes: 1) ease of use, 2) information quality, 3) consumer service, 4) web/application design, 5) process controllability, 6) outcome quality and 7) price is occupied by Sociolla, followed by Tokopedia, Zalora, Lazada and Elevania with eculidean distances: Sociolla 0.00; Tokopedia 0.17; Zalora: 0.90; Lazada: 3.13; and Elevania: 4.19. So that Sociolla can maintain the quality of the attributes because Sociolla is the first order, by outperforming each attribute of ease of use, information quality, consumer service, website / application design, process controllability, outcome quality, and price. Tokopedia which ranks second in each attribute of ease of use, information quality, consumer service, website / application design, process controllability, outcome quality, and price can enhance promotional activities. Zalora, Lazada and Elevania who get the third, fourth and fifth place are expected to be able to evaluate and improve for the next strategy. The managerial implication is that for MSME actors, they are expected to have enthusiasm in developing or marketing their products through the marketplace media by taking into account the seven attributes studied. The limitations of this research are that this research must be developed for the population so that more authentic data can be obtained. and the fifth is expected to be able to evaluate and improve for the next strategy. The managerial implication is that for MSME actors, they are expected to have enthusiasm in developing or marketing their products through the marketplace media by taking into account the seven attributes studied. The limitations of this research are that this research must be developed for the population so that more authentic data can be obtained. and the fifth is expected to be able to evaluate and improve for the next strategy. The managerial implication is that for MSME actors, they are expected to have enthusiasm in developing or marketing their products through the marketplace media by taking into account the

seven attributes studied. The limitations of this research are that this research must be developed for the population so that more authentic data can be obtained.

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