



INTISARI

Agar suatu produk dapat sukses dipasarkan, diperlukan suatu metode atau *tools* agar dapat mengetahui faktor-faktor serta indikator apa yang mempengaruhi kesuksesannya. *Tools* tersebut haruslah mampu menjelaskan hubungan faktor dengan indikator kesuksesannya yaitu *market share*. Penelitian ini bertujuan untuk menentukan variabel kesuksesan serta mengembangkan model kesuksesan *e-mall* yang ada di Indonesia sehingga perusahaan yang bergerak di bidang ini dapat memprediksi kesuksesan *e-mall* kedepannya.

Objek pada penelitian ini yaitu 12 *e-mall* yang memiliki *market share* terbesar antara lain Lazada, Tokopedia, Elevenia, Bukalapak, Blibli, JDID, Shopee, Blanja, Matahari Mall, Bhinneka, Zalora, dan Alfacart. Faktor-faktor yang menentukan kesuksesan produk diperoleh dari studi literatur dimana kemudian faktor tersebut dikelompokkan ke dalam tiga kategori: *must-be requirements*, *one dimensional requirements*, dan *attractive requirements*. Setelah faktor dikelompokkan, tahapan selanjutnya yaitu membangun model kano dimana data objek dibagi dua, *training set* untuk membangun model, dan *test set* untuk validasi silang. Model terbaik dipilih berdasarkan nilai R^2 dan kemampuan prediksi terbesar.

Dalam penelitian ini, model prediksi *e-mall* yang terpilih menggunakan variabel kecepatan *loading*, tampilan visual, navigasi, kualitas informasi, keamanan, alternatif pembayaran, *error*, dan harga. Model tersebut memiliki nilai R^2 sebesar 74,51% dan kemampuan prediksi sebesar 92,32%.

Kata kunci : Model Kano, Kesuksesan Produk, *E-commerce*, *E-mall*.



ABSTRACT

In order for a product to succeed in the market, methods and tools are required to be able to know the factors as well as indicators that affect the success. The tools should be able to explain correlation factor and indicator of success, that is the market share. The purpose of this research is to determine the variables of success and develop an e-mall success model in Indonesia so that the companies engaged in this field can predict the success of e-mall in the future.

The object of this research is twelve e-mall websites that have a large market share in Indonesia, which are Lazada, Tokopedia, Bukalapak, Blibli, JDID, Shopee, Blanja, Matahari Mall, Bhinneka, Zalora, and Alfacart. Factors that determine the success of e-mall are obtained from the results of literature studies which then will be grouped according to the Kano Model into three categories: must-be requirements, one-dimensional requirements, and attractive requirements. After the factors were grouped, the next step is to build the Kano Model where the object is divided into two purposes, one for building the model, and the other for cross-validation. The best model is chosen based on the greatest R^2 value and its prediction capability.

In this research the selected e-mall prediction model is using loading speed, visual display, navigation, information quality, security, payment alternative, error, and price variable. The chosen model has an R^2 value of 74,51% and a prediction capability of 92,32%.

Keywords : Kano Model, Product Success, E-commerce, E-mall.