# ABSTRAK

Perkembangan *e-commerce* terus meningkat menyebabkan banyaknya aplikasi *marketplace* yang muncul sebagai penyedia layanan jual beli online pasar Indonesia salah satunya Shopee dan Tiktok Shop. Meskipun tingginya tingkat penggunaan aplikasi belanja online tidak sepenuhnya sejalan dengan kepuasan pengguna, masih banyak yang memberikan komentar negatif di Play Store. Penelitian ini bertujuan untuk menganalisis tingkat *usability* aplikasi Shopee dan Tiktok Shop. Metode yang digunakan pada penelitian ini yaitu *metode Importance Performance Analysis* (IPA), dengan 5 variabel yaitu *learnability*, *efficiency*, *satisfaction*, *error*, dan *memorability*. Berdasarkan hasil analisis pada aplikasi Shopee dan Tiktok Shop dengan penerapan metode *Importance Performance Analysis* (IPA) responden Shopee menjawab 80,86% menyatakan penting untuk variabel Importance dan menjawab 81,78% menyatakan baik untuk variabel Performance. Sedangkan untuk responden Tiktok Shop menjawab 85,02% menyatakan penting untuk variabel Importance dan menjawab 84,85% menyatakan baik untuk variabel Performance. Hasil perhitungan analisis GAP pada nilai kesenjangan masing-masing aplikasi masih kurang dari 0 yaitu -0,01 hal ini menunjukkan secara keseluruhan kualitas layanan aplikasi Shopee dan Tiktok Shop telah memiliki kinerja yang cukup baik, namun belum memenuhi harapan pengguna, sehingga masih perlu perbaikan khususnya atribut yang menjadi prioritas utama dilakukan perbaikan.

**Kata Kunci :** *Importance Performance Analysis, Shopee, Tiktok Shop, Usability*

# *ABSTRACT*

The development of e-commerce continues to increase, causing many marketplace applications to appear as online buying and selling service providers for the Indonesian market, one of which is Shopee and Tiktok Shop. Although the high level of use of online shopping applications is not entirely in line with user satisfaction, there are still many who leave negative comments on the Play Store. This study aims to analyze the usability level of the Shopee and Tiktok Shop applications. The method used in this study is the Importance Performance Analysis (IPA) method, with 5 variables, namely learnability, efficiency, satisfaction, error, and memorability. Based on the results of analysis on the Shopee and Tiktok Shop applications with the application of the Importance Performance Analysis (IPA) method, Shopee respondents answered 80.86% stated important for the Importance variable and answered 81.78% stated good for the Performance variable. As for Tiktok Shop respondents, 85.02% stated important for the Importance variable and answered 84.85% stated good for the Performance variable. The calculation results of the GAP analysis on the gap value of each application are still less than 0, which is -0.01, this shows that the overall service quality of the Shopee and Tiktok Shop applications has had a fairly good performance, but has not met user expectations, so it still needs improvement, especially attributes that are the top priority for improvement.

**Keyword:** *Importance Performance Analysis, Shopee, Tiktok Shop, Usability*