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# KAJIAN MANAJEMEN STRATEGIK (MAGIK): COMPETITIVE STRENGTH ASSESSMENT

RUANG MAHASISWA  
[www.jsm-synergy.com](http://www.jsm-synergy.com)



## A Representative Weighted Competitive Strength Assessment

Key Success Factor/ Strength Measure	Importance Weight	GO-PAY		OVO		LINK AJA	
		Strength Rating	Weighted Score	Strength Rating	Weighted Score	Strength Rating	Weighted Score
Dukungan operasional	0,27	9	2,43	9	2,43	10	2,7
Fitur	0,13	7	0,91	7	0,91	7	0,91
Image di Pasar	0,15	8	1,2	7	1,05	6	0,9
Kerjasama tenant	0,14	7	0,98	7	0,98	8	1,12
Keamanan	0,1	4	0,4	4	0,4	4	0,4
Pelayanan kepada user	0,06	7	0,42	7	0,42	6	0,36
Promosi / Event	0,15	8	1,2	9	1,35	6	0,9
<b>TOTAL</b>	<b>1</b>		<b>7,54</b>		<b>7,54</b>		<b>7,29</b>

Source: Ariani, Frederick, Ivan, Nathania-PPAK UNTAR 2019-2020

## A Representative Weighted Competitive Strength Assessment

Key Success Factor/Strength Measure	Importance Weight	Tiket.com		Traveloka		Pegi-peg	
		Strength Rating	Weighted Score	Strength Rating	Weighted Score	Strength Rating	Weighted Score
Iklan & Promosi	0.2	9	1.8	9	1.8	7	1.4
Fitur	0.15	8	1.2	9	1.35	7	1.05
Image di Pasar	0.15	8	1.2	9	1.35	6	0.9
Dukungan Teknologi	0.15	8	1.2	9	1.35	7	1.05
Keamanan Situs	0.15	7	1.05	8	1.2	6	0.9
Kerjasama vendor	0.14	8	1.12	8	1.12	6	0.84
Pelayanan kepada user	0.06	8	0.48	8	0.48	6	0.36
<b>TOTAL</b>	<b>1</b>		<b>8.05</b>		<b>8.65</b>		<b>6.5</b>

Source: Edgar, Hendratmo, Johandy, Junita- PPAK 2019-2020

# A Representative Weighted Competitive Strength Assessment

Critical Success Factors/Strength Measure	Importance Weight (Scale 0 to 100)	Bukalapak		Tokopedia	
		Strength Rating	Weighted Score	Strength Rating	Weighted Score
1. Brand recognition	10	4	0,40	4	0,40
2. Consumer Loyalty	10	4	0,40	4	0,40
3. Price Competitiveness	10	4	0,40	4	0,40
4. Local Expansion	9	3	0,27	4	0,36
5. Market Share	9	2	0,18	4	0,36
6. Working Capital	9	4	0,36	3	0,27
7. Web Development / Technology (Intellectual Property, i.e. user friendly)	9	3	0,27	4	0,36
8. Customer service	8	4	0,32	4	0,32
9. Management	8	4	0,32	3	0,24
10. Diversification of Products	7	4	0,28	4	0,28
11. Innovation	6	3	0,18	4	0,24
12. Payment Option	5	4	0,20	4	0,20
<b>Total</b>	<b>100</b>		<b>3,58</b>		<b>3,83</b>

Source: Alvin V, Frans Leonard, Bong Miicky, Kristiani-PPAK UNTAR 2019-2020

**TERIMA KASIH**

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