The emerging of new economy, which takes advantage of information technology, specifically the Internet, to perform economic activity has led experts to work on discovering suitable business model which can be implemented in this zone. The question is can our traditional business model can also be implemented in this new economy. In accordance with this situation this thesis try to find out how about the loyalty aspect, which has brought a lot of benefits as well as profits, can also be achieved in this new economic. Examining the loyalty instead of observing repetitive action, it also involves the users cognitive and emotion behavior.

Ironically Internet as a media of doing transactions, most of the time is a human-machine interaction. Thus a study of web site aspects that influences users loyalty become interesting to be explored. As we can cover out that the aspects of web sites that very dominant are content, presentation, and user interface. And because of the application of loyalty is difference in each industry thus the kind of industry that this research try to reveal is online news provider websites.

**Keywords:** Loyalty, web sites aspects, content, presentation, user interface, and online news provider.
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