ABSTRACT

There are millions of Web site can be accessed directly through the Internet and journalism is also taking an advantage of this new technology. They are trying to give added value to their product. This can help them to reach greater market. However, this site should be different with other sites because people are visiting the site for specific purpose, which is reading. There are many factors that might affect reader's satisfaction as they are reading the Site, which is different with the traditional one.

In this research several aspects that might affect newsreaders' satisfaction are examined, such as content, layout, navigability, artistic effect and time scale. Satisfaction is measured by their revisit intention and willingness to recommend to other.

The data is collected through a survey using closed questionnaires. There are two thousand respondents will be chosen randomly from several online newspapers' guest book to become the sample. The questionnaires were sent by e-mail.

The result shows that average mark for the Indonesian online newspaper is higher than the index. It can be said that Indonesian newsreaders are satisfied with its performance. It is concluded that content, navigability and time scale do influence readers' revisit intention. Their willingness to recommend was influenced by content, navigability, artistic effect and time scale. Journalist should pay more attention to those factors so that they will be able to create better online newspaper.

Keywords : Content, Layout, Navigability, Artistic Effect, Time Scale, Revisit Intention, Willingness to Recommend..
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement</td>
<td>v</td>
</tr>
<tr>
<td>Abstract</td>
<td>vi</td>
</tr>
<tr>
<td>Table of Content</td>
<td>vii</td>
</tr>
<tr>
<td>Table of Figures</td>
<td>xi</td>
</tr>
<tr>
<td>List of Tables</td>
<td>xii</td>
</tr>
<tr>
<td>I. INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Background</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Problem Statement</td>
<td>2</td>
</tr>
<tr>
<td>1.3 Objectives and Benefits</td>
<td>4</td>
</tr>
<tr>
<td>1.4 Scope</td>
<td>5</td>
</tr>
<tr>
<td>II. THEORETICAL FOUNDATION</td>
<td>6</td>
</tr>
<tr>
<td>2.1 Introduction to Internet and World Wide Web</td>
<td>6</td>
</tr>
<tr>
<td>2.1.1 Internet</td>
<td>6</td>
</tr>
<tr>
<td>2.1.2 World Wide Web</td>
<td>8</td>
</tr>
<tr>
<td>2.2 Elements of Web Site Design</td>
<td>10</td>
</tr>
<tr>
<td>2.4 Online Newspapers</td>
<td>12</td>
</tr>
<tr>
<td>2.5 Online News Publication Model</td>
<td>19</td>
</tr>
<tr>
<td>2.6 Content Management</td>
<td>22</td>
</tr>
<tr>
<td>2.7 Customer Satisfaction</td>
<td>23</td>
</tr>
</tbody>
</table>
III. RESEARCH METHODOLOGY

3.1 Data Collection ................................................................. 26
3.2 Research Venue and Time .................................................. 28
3.3 Research Population and Sample Technique ......................... 28
3.4 Method of Analysis .......................................................... 30
   3.4.1 Research Model ....................................................... 30
   3.4.2 Research Variable .................................................... 32
   3.4.3 Hypotheses ............................................................ 35
3.5 Validity and Reliability Analysis ........................................ 38
   3.5.1 Research Validity ..................................................... 38
   3.5.2 Research Reliability ................................................ 39
3.6 Statistical Analysis ......................................................... 40

IV. ANALYSIS AND FINDINGS .................................................. 42

4.1 General Description ....................................................... 42
   4.1.1 Descriptive Statistic for Independent Variables ............... 43
   4.1.2 Descriptive Statistic for Dependent Variables ............... 44
   4.1.3 Descriptive Statistic for Related Factors ..................... 45
4.2 Validity and Reliability Analysis Result ............................... 56
   4.2.1 Validity and Reliability Result for Content Factors .......... 56
   4.2.2 Validity and Reliability Result for Layout Factors ........... 58
   4.2.3 Validity and Reliability Result for Navigability Factors .... 60
   4.2.4 Validity and Reliability Result for Artistic Effect Factors .... 62
4.2.5 Validity and Reliability Result for Time Scale Factors ........ 64
4.2.6 Validity and Reliability Result for Factors ....................... 66

4.3 Result of Analysis .................................................................. 68
4.3.1 Relationship between Content and Revisit Intention .......... 68
4.3.2 Relationship between Layout and Revisit Intention .......... 70
4.3.3 Relationship between Navigability and Revisit Intention .... 72
4.3.4 Relationship between Artistic Effect and Revisit Intention .... 73
4.3.5 Relationship between Time Scale and Revisit Intention ..... 75
4.3.6 Relationship between Content and Willingness to Recommend 77
4.3.7 Relationship between Layout and Willingness to Recommend 78
4.3.8 Relationship between Navigability and Willingness to Recommend ................................................................. 80
4.3.9 Relationship between Artistic Effect and Willingness to Recommend ................................................................. 82
4.3.10 Relationship between Time Scale and Willingness to Recommend ................................................................. 83

4.4 Discussions of Research Result ........................................... 85
4.4.1 Readers' Revisit Intention .................................................. 89
4.4.2 Readers' Willingness to Recommend .................................. 90

V. CONCLUSIONS AND RECOMMENDATIONS ......................... 93

5.1 Conclusions ........................................................................ 93
5.2 Recommendations ............................................................... 95
REFERENCES.................................................................................. 97

BIBLIOGRAPHY.................................................................................. 100

APPENDICES

Appendix A. Research Questionnaire................................................. A-1
Appendix B. Research Data.............................................................. A-8
Appendix C. Validity and Reliability Result....................................... A-11
Appendix D. Chi-square Result Between Gender and Content, Layout
           Navigability, Artistic Effect, Time Scale.................................. A-18
Appendix E. Chi-square Result Between Educational Level and Content,
           Layout, Navigability, Artistic Effect, Time Scale..................... A-24
Appendix F. Chi-square Result Between Type of Job and Content, Layout,
           Navigability, Artistic Effect, Time Scale................................. A-30
Appendix G. Chi-square Result Between Accessing Time and Content,
           Layout, Navigability, Artistic Effect, Time Scale..................... A-36
Appendix H. Chi-square Result Between Average Reading Time and
           Content, Layout, Navigability, Artistic Effect, Time Scale........ A-42
Appendix I. Chi-square Table........................................................... A-48

RESUME
<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Subscribers and Users Internet Estimates</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Front Page of Kompas Online</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Online News Publications Model</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>Workflow of a Content Management of Media Online</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>Research Model</td>
<td>31</td>
</tr>
<tr>
<td>6</td>
<td>Bar Chart of Respondents’ Gender</td>
<td>45</td>
</tr>
<tr>
<td>7</td>
<td>Pie Chart of Respondents’ Gender</td>
<td>46</td>
</tr>
<tr>
<td>8</td>
<td>Bar Chart of Respondents’ Education Level</td>
<td>47</td>
</tr>
<tr>
<td>9</td>
<td>Pie Chart of Respondents’ Education Level</td>
<td>47</td>
</tr>
<tr>
<td>10</td>
<td>Bar Chart of Respondents’ Type of Job</td>
<td>48</td>
</tr>
<tr>
<td>11</td>
<td>Pie Chart of Respondents’ Type of Job</td>
<td>48</td>
</tr>
<tr>
<td>12</td>
<td>Bar Chart of the Most Visited Online Newspaper Site</td>
<td>49</td>
</tr>
<tr>
<td>13</td>
<td>Pie Chart of the Most Visited Online Newspaper Site</td>
<td>50</td>
</tr>
<tr>
<td>14</td>
<td>Bar Chart of Respondents’ Reason for Reading Online Newspaper</td>
<td>51</td>
</tr>
<tr>
<td>15</td>
<td>Pie Chart of Respondents’ Reason for Reading Online Newspaper</td>
<td>51</td>
</tr>
<tr>
<td>16</td>
<td>Bar Chart of Respondents’ Favorite News</td>
<td>53</td>
</tr>
<tr>
<td>17</td>
<td>Pie Chart of Respondents’ Favorite News</td>
<td>53</td>
</tr>
<tr>
<td>18</td>
<td>Bar Chart of Respondents’ Accessing Time</td>
<td>54</td>
</tr>
<tr>
<td>19</td>
<td>Pie Chart of Respondents’ Accessing Time</td>
<td>54</td>
</tr>
<tr>
<td>20</td>
<td>Bar Chart of Respondents’ Average Reading Time</td>
<td>55</td>
</tr>
<tr>
<td>21</td>
<td>Pie Chart of Respondents’ Accessing Time</td>
<td>55</td>
</tr>
<tr>
<td>22</td>
<td>Validity and Reliability Model for The Research</td>
<td>56</td>
</tr>
</tbody>
</table>
LIST OF TABLES

Table 1. Advantages and Disadvantages of Online Newspapers Compared with Print Newspapers 18
Table 2. Summary of General Findings 42
Table 3. Descriptive Statistic of Independent Variables 43
Table 4. Descriptive Statistic of Dependent Variables 44
Table 5. Respondents’ Gender 45
Table 6. Respondents’ Education Level 46
Table 7. Respondents’ type of job 48
Table 8. Most Visited Newspaper Online 49
Table 9. Reasons for Reading Online Newspaper 51
Table 10. Favourite News 52
Table 11. Accessing Time 54
Table 12. Average Reading Time 55
Table 13. Summary of Content Factors Validity and Reliability Result 57
Table 14. Summary of Layout Factors Validity and Reliability Result 59
Table 15. Summary of Navigability Factors Validity and Reliability Result 61
Table 16. Summary of Artistic Effect Factors Validity and Reliability Result 63
Table 17. Summary of Time Scale Factors Validity and Reliability Result 65
Table 18. Summary of Factors Validity and Reliability Result 67
Table 19. Cross Table of Content and Revisit Intention 69
Table 20. Chi-Square Tests Result for the First Hypothesis 69
Table 21. Cross Table of Layout and Revisit Intention 70
Table 22. Chi-Square Tests Result for the Second Hypothesis 71
Table 23. Cross Table of Navigability and Revisit Intention 72
Table 24. Chi-Square Tests Result for the Third Hypothesis 73
Table 25. Cross Table of Artistic Effect and Revisit Intention 74
Table 26. Chi-Square Tests Result for the Fourth Hypothesis 74
Table 27. Cross Table of Time Scale and Revisit Intention 75
Table 28. Chi-Square Tests Result for the Fifth Hypothesis 76
Table 29. Cross Table of Content and Willingness to Recommend 77
Table 30. Chi-Square Tests Result for the Sixth Hypothesis 78
Table 31. Cross Table of Layout and Willingness to Recommend 79
Table 32. Chi-Square Tests Result for the Seventh Hypothesis 79
Table 33. Cross Table of Navigability and Willingness to Recommend 80
Table 34. Chi-Square Tests Result for the Eighth Hypothesis 81
Table 35. Cross Table of Artistic Effect and Willingness to Recommend 82
Table 36. Chi-Square Tests Result for the Ninth Hypothesis 83
Table 37. Cross Table of Time Scale and Willingness to Recommend 84
Table 38. Chi-Square Tests Result for the Tenth Hypothesis 85
Table 39. Summary of Statistical Test Analysis 88
CHAPTER 1
INTRODUCTION

1.1 Background

Within the last few years Internet has widely used in many industries. It becomes the most powerful tool that can help companies to compete in this technology era, where people demand everything to have higher quality, faster delivery, and less cost. Ability for describing products and delivering them electronically will all be interest to those who wants to participate in this new media for attracting customer attention. Through electronic commerce, companies are now within reach of anyone with traditional businesses in any given community.

Competition become harder as information is available from anywhere and people can get it easily. Companies have to struggle to be able to get latest information and distribute it in real time to the customers. Several companies set up on-line newspapers that can be accessed through the Internet at anytime and anywhere. Some of them had web pages, even without an online product. They acknowledge the importance of at least a minimal presence on this new media. This allows a newspapers company to attain a much larger reader and to offer additional services to its customer. People do no longer have to wait for the newspapers to be delivered to home by paperboys every morning.

The first newspaper began to go online in the mid 1990's (Hallman, 1999) and continue to grow rapidly until this day. A research conducted by Eric K. Meyer in