

ABSTRACT

The article purpose was to know the relations between the qualities of DetikPORTAL with the Member Satisfaction of AMS Company. The used method were survey method, that was co relational technique using data collecting using questioner. The data analysis method was simple linear regression and correlation. The research result was coefficient correlation among +0,613 which means there is a positive and strong relation between the qualities of DetikPORTAL with the Member Satisfaction while determination coefficient among 0.3757 or 37.57% of Member Staisfaction variation, can be explained by the qualities of DetikPORTAL. The conclusion indicates that there is a positive and strong relation between the qualities of DetikPORTAL with the Member Satisfaction, which means the more qualified of DetikPORTAL the higher the Member Satisfaction.

Keywords: portal quality, DetikPORTAL, member satisfaction

ABSTRAK

Artikel berrtujuan untuk mengetahui hubungan antara Kualitas DetikPORTAL dengan Kepuasan Member PT AMS. Metode penelitian yang digunakan adalah metode survei, yaitu teknik korelasional dengan metode pengumpulan data menggunakan kuesioner. Analisis data yang digunakan adalah regresi linear sederhana dan korelasi sederhana. Hasil penelitian adalah koefisien korelasi sebesar +0,613 yang berarti terdapat hubungan positif dan kuat antara Kualitas Portal DetikPORTAL dengan Kepuasan Member, sedangkan koefisien determinasi sebesar 0.3757 atau 37.57% variasi Kepuasan Member dapat dijelaskan oleh variabel Kualitas Portal DetikPORTAL. Simpulan penelitian adalah terdapat korelasi positif dan kuat antara Kualitas DetikPORTAL dengan Kepuasan Member, artinya semakin berkualitas DetikPORTAL maka semakin tinggi Kepuasan Member.

Kata kunci: kualitas portal, DetikPORTAL, kepuasan member