EVALUATION OF USER SATISFACTION IN INDONESIA’S ONLINE NEWSPAPER

Nathan Tanoey 1000859764

Abstract

Objectives To identify the correlation between information (content, accuracy, format, timeliness) and system (ease of use) toward user satisfaction in Indonesia’s online newspaper which based on Doll and Torkzadeh theory as foundation with 2 additional factors (pricing and environmental issue) for investigation and also the current user satisfaction. Besides, this research are intended to facilitate current online newspaper providers to be more focus on factors that contribute to user satisfaction thus to increase its quality and eventually increase user satisfaction as well. Furthermore, it is also purposed to endorse newspaper to have online version and facilitate them on what factors contribute to user satisfaction so they can go online with competitive advantage along with the existence online newspaper providers. In addition, the priority list also included to identify the major issues that user concern when they are going to use online newspaper.

Method The research conducted by distributing 100 questionnaires randomly in Jakarta area as representative. Then, the data inputted into Microsoft Excel where the demographic issue and behavior towards online newspaper usage presented by using chart, while the major issue investigated by using SPSS software version 16 for analysis.

Result There is correlation between content, ease of use, pricing and user satisfaction in Indonesia’s online newspaper. On priority list, accuracy and timeliness are included as the top 3 priority rank by respondents. However, according to the statistical analysis, the overall factors that included in this research contribute to user satisfaction in Indonesia’s online newspaper by seeing its significance value as a whole.

Keywords online newspaper, user satisfaction