ABSTRACT

Analysis of Social Networking Website As An Agribusiness Marketing Communication Media
Diah Kusuma Pitasari

The objective of this research are: (1) Analyzing behavior user of social networking website, (2) Analyzing user segmentation of social networking website, (3) Analyzing the quality of the social networking website as an agribusiness marketing communication media, (4) to formulate strategies to increase the services of social networking as an agribusiness marketing communication media. Data were collected using survey method and samples were collected using Convenience Method from 160 user social networking website. Fisbein is used to analysis user attitude of social networking communication. Quality analysis is using the WebQual method. There are six dimensions of modified WebQual that were measured: Content Quality, Usability, Entertainment, Privacy and Security, Reliability and Interactivity. The research used Structural Equation Modelling (SEM) and the software LISREL for the data process. Validity and reliability of instruments are tested. The results show that Content Quality, Usability, Entertainment, Privacy and Security, Reliability and Interactivity significantly correlated to each dimension of modified WebQual instrument and significantly influenced the website quality.

Keywords: Website Quality, Social Networking Website, Fisbein, Agribusiness Communication Marketing, SEM Analysis, WebQual.