ABSTRACT

Analysing Website Quality of Online Bookstore in Indonesia
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The objective of this research are: (1) Analyzing the quality of the online bookstore website in Indonesia as a marketing media on the internet, (2) Analyzing the factors that affect the quality of the online bookstore website, (3) Identify the dominant factors determine the quality of the website and provide recommendations to improve the quality of the online bookstore website. The three website samples examined are: Kutukutubuku.com, Inibuku.com, and Book.Store.co.id. Quality analysis is using the WebQual method. There are five dimensions of modified WebQual that were measured: Usefulness, Ease of Use, Entertainment, Complementary Relationship, and Online Bookstore Features. 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 all measured variables significantly correlated to each dimension of modified WebQual instrument and significantly influenced the website quality.

Keywords: Website Quality, Online Book Stores, Kutukutubuku.com, Inibuku.com, Book.Store.co.id, SEM Analysis, WebQual.