# SUMMARY

ARMIASTHO ADI SAPUTRO. Quality Analyze of www.berniaga.com Classifieds Ads Website. Supervised by of SRI HARTOYO and DUDI S. HENDRAWAN.

The number of internet users in Indonesia and it's positive growth has been attract the investors to investing in internet business in Indonesia. One of some internet business categories in Indonesia is the classifieds ads website or market makers website that bring buyers and sellers together. Through the website , the company is not focused on selling products or services to consumers, but being market makers, intermediaries for sellers and buyers, providing meeting place for sellers and buyers. Berniaga.com is one of the some classifieds ads website in Indonesia.

In February 2013 the number of active ads in berniaga.com is over seven hundred thousand (www.berniaga.com, 2013), whereas tokobagus.com, the closest competitor berniaga.com have active ads numbered in excess of one million four hundred thousand ( www.tokobagus.com, 2013). Based on data from Alexa.com website traffic average number of daily visitors berniaga.com for 0.0586 % of the world's total Internet users, while for tokobagus.com of 0.1361 % or more than twice of visitors berniaga.com number. Since the difference is quite significant, berniaga.com management considers necessary measures to improve the competitiveness of enterprises.

Based on the explanation above, the purpose of this study is to:(1) Analyze demographic characteristics and user behavior of www.berniaga.com, (2) to analyze the quality of www.berniaga.com and the factors that influence it, (3) provide recommendations in an effort to improve the quality of the website www.berniaga.com purchase online.

A total of 275 respondents were being sample of population for this study, the selection of respondents was conducted using nonprobability sampling. Population is the object of this research is members berniaga.com website or users that ever selling on berniaga.com. Determination of the respondents conducted by randomly selected members of the population berniaga.com site. Analytical tool in this study is the Structural Equation Modeling (SEM), which used to determine the effect of the five dimensions of WebQual quality (usability, design, information, trust, empathy) were measured through the indicator variables, the quality berniaga.com website. Descriptive analysis cross-tabulation was also used to determine the relationship between the overall quality assessment categorical variables (overall quality) with consumer characteristics . Analysis of Customer Satisfaction Index (CSI) was conducted to determine the value of respondents satisfaction on the quality of the website. Importance Performance Analysis (IPA) was performed to determine the factors that need to be associated with improved quality berniaga.com website.

Based on data from the respondents that there is then obtained information that the demographic profile of the respondents in this study is the majority age 17-30 years, male gender, unmarried ,with a total expenditure of less than Rp.1,500,000, and has no dependents. While the characteristics of consumer behavior in this study is the location of the majority have internet access at home,

with internet access frequency twice or more a day, the main background of the use of the internet is to search for information, with the internet facility most used is social media, and get the information source berniaga.com regarding from advertising on berniaga.com on another website.

The SEM results is five WebQual dimensions, consisting of 26 indicator variables, have a positive influence in shaping the quality of berniaga.com website. Thus the five dimensions of WebQual is important in shaping the website quality. Influence the value of each dimension is expressed by the value of loading factor. Design dimension has the highest value of 0.21, meaning that the design dimension contribute most to the quality of berniaga.com website. Usability and information dimension give contribution to the quality variable with the 0.19 weight value, followed by the empathy and trust dimension with their respective value of 0.18 and 0.16.

Based on IPA analysis, found that some attributes of WebQual dimensions with performance is considered less and needs to be fixed. These attributes are attributes $X_{13}$ (information given website can be trusted) , $X_{20}$ (the website has a good reputation , $X_{21}$ (a sense of security in the transaction) , $X_{22}$ (in the sense of providing personal information), $X_{23}$ (feeling confident that the service will delivered / performed by berniaga.com), and $X_{26}$ (ease in communicating with the berniaga.com).

The advices that can be given of the results of the analysis and conclusions of this research are as follows : (1) After making improvements to the website service attributes, berniaga.com management should conduct the evaluations to assess the results of efforts to improve the quality of the website, (2) in further research can also be done on the topic of consumer preferences in order to give an idea of what is desired by the customer, it also can be added component of consumer loyalty in research model.