ABSTRACT

The Online Customer Satisfaction at Online Forum Community Sub Forum Buying and Selling www.kaskus.us

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The objective of this research are to (1) analyze online customer satisfaction at sub forum buying and selling at www.kaskus.us; (2) analyze factors influenced online customer satisfaction; (3) identify member’s characteristic based on satisfaction at sub forum buying and selling at www.kaskus.us; and (4) look for alternatives to increase the online customer satisfaction. Data was collected from 150 respondents. The research used Structural Equation Modelling (SEM) and the software LISREL for the data process. The result of SEM analysis reflected that all variables significantly correlated to each dimension of modified WebQual instrument and significantly influenced online customer satisfaction. There are six dimension that were measured, they are usefulness, ease of use, entertainment, complementary relationship, customer service, and buyer-seller interaction. Satisfaction measured through overall satisfaction and recommendation. Secured transaction is the most influential factor to the online customer satisfaction.

Keywords: Online Customer Satisfaction, www.kaskus.us, Sub Forum Buying and Selling, SEM Analysis, WebQual