

ABSTRACT

Liputan6.com visitor not only visiting the website for come by , but they visited it for getting the satisfaction. The consumer's satisfaction will be occupied, if the websites is able to fulfill the visitor expectation. One of the thing which can be used by the liputan.com to get customer satisfaction is by creating a good quality sites which includes usefulness, ease of use, entertainment, complimentary relationship and customer service in the online marketing strategy. Therefore, purposes of this research are to analyze the influences variable usefulness, ease of use, entertainment, complimentary relationship and customer service to the visitor satisfaction simultaneously and partially. This research also aimed to identify the variables which have a dominant effects to the visitor satisfaction.

This research is using an analytical method (hypothetical) the sample of this research are 150 respondent. Data of this research collected by online survey, interview, and document study. Validity and Reliability test used to measure of every item of the research variables. Analysis data of this research using descriptive statistic method for make description about research variables and multiple regression analysis technique, with F-test and t-test use to test the influences of the independence variables to the dependence variable. Level of significant of this research is 0,05.

According to the regression analysis, find that's: (1) simultaneously, variabel usefulness, ease of use, entertainment, complimentary relationship and customer have significant influences to the liputan6.com visitor ($p=0,000 < 0,05$); (2) partially, usefulness, entertainment and complimentary relationship have a significant influences to the liputan6.com visitor satisfaction ($p=0,002 < 0,05$; $p=0,004 < 0,05$; $p=0,000 < 0,05$); (3) partially, ease of use and customer support have no significant influences to the liputan6.com visitor satisfaction ($p=0,171 > 0,05$; $p=0,202 > 0,05$)

Websites usefulness, entertainment and complimentary relationship which includes loading speed, unbreakable link, entertaining and motivating design, consistency and data updated will fixed level of the liputan6.com visitor.. Therefore, the liputan6.com management need to give more attention to the items which related with usefulness, entertainment and complimentary relationship.

An appropriate level between expectation and the reality felt by the visitor after visiting liputan6.com will create consumer's satisfaction. The consumer whose satisfy will become an effective and efficient information media for the next buyer candidate. Therefore, websites management will get an advantage from "word of mouth" promotion.