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A Review of Factors Influencing User Satisfaction in Indonesia’s Online Newspaper

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Abstract

This study examined the correlation between information (content, accuracy, format, and timeliness), system (ease of use) and two additional factors i.e. pricing and environment toward user satisfaction in Indonesia’s online newspaper based on Doll and Torkzadeh framework. The benefit of this research is to facilitate current online newspaper providers to be more focus on factors that contribute to user satisfaction thus can increase its quality and user satisfaction as well. Furthermore, it is also purposed to endorse newspaper to have online version and facilitate them on what factors contribute to user satisfaction so they can go online with competitive advantage along with the existence online newspaper providers. The study identified three factors that influence Indonesia’s online newspaper user satisfaction such as content, ease of use, and pricing.

Introduction

In the past, everyone could access the information by subscribing for newspaper to get the latest news. However, today, most people are rely on technology and concurrently need to be connected with the internet in order to get information. The content of online newspaper should develop original concept rather than fully duplicate the printed version of newspaper [1], which should offer something new to the readers that they cannot obtain in the printed version including give new experience to the users. According to survey conducted in United States [2] 83% of respondents prefer to read the news online and the growth of internet users who visit online newspaper are continuously increasing. Additionally, now the newspaper readers are being replaced by younger generation who show their preference toward electronic information [3],[4] and dominating because they are now becoming the potential segment who access and require information eagerly. The emergence of online newspaper somehow gives impacts towards the newspaper readers. Thus, the evaluation of user satisfaction in online newspaper needs to be conducted to understand its penetration in Indonesia.

Online Newspaper

Nowadays, the internet usage has changed the distribution of goods and services in a rapid phase. People are familiar with searching information or doing other activities using internet. They can get benefits from fast updated information by using the keywords and choose the most appropriate result according to their needs or interests. According to Content Delivery and Analysis (CDA) [5], the benefit of newspaper on the internet is the clear commitment as such accessibility, ease of use, depth of the content, standards delivery, technology innovation, and etc that makes online newspaper adapt the ‘online’ criteria rather than newspaper in the digital form. In addition, the credibility of the provided news supposedly allows the readers to claim it based on their rationale according to the available links and references on that particular news [6].

According to Internet World Statistic [7] Indonesia’s internet users growth as much as 1150% from 2000-2009 and increasing from 1% of around 206 million populations to become 12.5% of around 240 million populations. Indonesia is in 5th largest that contribute to Asia internet usage after China, Japan, India, and South Korea. Seeing this situation, the opportunity of online newspaper being used is relatively large because to read breaking news and get up-to-the minute information has been the users’ aims to get access to the internet [8]. In Indonesia, the number of people who use internet in internet café contributes the largest number as much as 60%, at the office for 20.4%, at campus or school as much as 10%, and at home contributes the smallest amount of number for 0.4%. On average, people can spend around 1-2 hours in using internet per day [9]. Besides that, supported by research conducted by Nielsen Media Indonesia [10], 72% respondents said that they have no time to read newspaper or other conservative media due to their tight
activities, thus it shows that the respondents have more preferences towards internet as part of their information source are increasing.

The appearance of online newspaper in Indonesia was in 1st July 2008 with Kontan online newspaper, followed by Kompas online newspaper on 3rd July 2008 as that both of newspapers are still in the same group of Kompas Gramedia [11]. The characteristic of online newspaper in Indonesia is more likely to be the combination of various categories of information as such headline news, up-to-date news, and followed by other information categories i.e. sport, automotive, entertainment, etc. On top of that, the existence of specific online newspaper that focuses on a certain issues is presence as well, such as bisnis.com (Bisnis Indonesia newspaper) which provides information focusing in business activities. Nevertheless, people usually subscribe for newspaper to be updated with current issue in a traditional or printed way. Since the technology emerged in most of their lives today, they can get information from the online newspaper providers. By seeing this potential situation, the newspaper industries have opportunity to provide online service with less cost and broader segments as the growth of internet users keep increasing. In addition, the expansion of daily newspaper with online newspaper can give added value in providing more alternatives to those who live in mobility and also gain new customers effectively and efficiently from those people who do not have access to the printed version.

There are some terms of news on internet that should be differentiated to avoid misperception, such as:

- **Online newspaper**: the news is provided in both printed version and on the web. Usually this started by having daily newspaper and along with internet development; they start to provide the news online, for example: kompas.com.
- **Online news/E-news**: the news are provided and accessed through the internet without having printed version, for example: detiknews.com.
- **Electronic newspaper (E-newspaper/E-paper)**: the further development of printed newspaper, where the news provided in the same format like its daily newspaper including its advertisements and can be accessed on the internet, for example: epaper.kompas.com, epaper.korantempo.com. This facilitates the usage to zoom the specific news and get better image or text that suitable with users’ preferences.

The term of online newspaper is the intended topic that will be used in this research.

In providing news through the internet, newspaper industries should know that they must have something different to offer to the users so they will be attracted to change their preference towards daily newspaper. However, the newspaper industries should know that the existence of daily newspaper somehow will be declined along with the incremental of technology adaptation and is caused due to keep evolving generation that rapidly adapt to this. Somehow, its existences believed to stay survive remembering of its nature in providing depth information that other media cannot provide [12]. This situation encourages the newspaper to give the viable service to users due to abundance of options that they have and competition among online information. Furthermore, the news presentation in online is more likely to be different and provide a simple and clear content compare to daily newspaper. The content is more concise to support users updated with information without spending too much time in one topic. In servicing users, it seems to be familiar that they are engaged to allow them experience the facilities offered by online newspaper, for example they can join as a member and has privilege to give comment to the news and also can utilize the provided forum. The interactivity in using online newspaper helps the users to easily navigate and using the features in it. The interactivity has been known to give impact towards satisfaction, motivation, sense of fun, cognition and learning [13] and influence their perceptions toward that particular online newspaper. Users can also experience different news format that they cannot have before such as watching the video with audio and seeing more pictures related to the news topic.

**User Satisfaction**

User satisfaction has been the major issue in acceptance of a system and it determines how users’ attitude to the system and eventually to their behaviour. There are several theories have mentioned that user satisfaction can be an indicator for system success and effectiveness and is included as essential factor [14],[15]. In reality, when users can perceive advantages and satisfied with the system, they will be more likely to return and use the system continuously. There are some key factors of overall user satisfaction such as information satisfaction (content, accuracy, format, and timeliness), system satisfaction (ease of use, user interface), and support group satisfaction [16]. According to Delone and McLean (1992), there are 6 major dimensions such as system quality, information quality, use, user satisfaction, individual impact, and organizational impact that contribute to information systems success. The definition of system quality and information quality would give impact during the usage of the system.
whether it is easy to use with pleasant interface, and also how the information can be used and valuable to users in supporting the tasks. The use of information systems contribute to individual impact on how they perceived towards it and influence their behaviour in using them. Furthermore, since the usage of information systems in organization consist of several individuals, they would impact on overall organizational performance. Thus, user satisfaction has a role on keeping users to continuously use and feel convenient in using information systems within a particular organization.

There are multiple variables according to Ives, et al. that can be used to measure user satisfaction and its usage depending on research objectives consist of accuracy, content, frequency, timeliness, reliability, assistance, adequacy, accommodation, communication, accessibility, appreciation, and flexibility [18]. This theory was generated based on previous study in Computer User Satisfaction by Bailey and Pearson in 1983 about positive and negative responses about information systems. Few years later in 1988, the new dimensions theory of user satisfaction was developed and published by Doll et al (1988) in 5 dimensions and here is the definition according to Zviran et al. (2006):

- Content: how the provided information can build user trust.
- Accuracy: how correctness of the provided information.
- Format: the clarity of information presentation.
- Ease of use: how the user perception with the system.
- Timeliness: deliverables of up-to-date information.

Based on Tafti’s theory, the overall key success factors of user satisfaction measured with information satisfaction (content, accuracy, format, timeliness), system satisfaction (ease of use, user interface), and support group satisfaction. From this theory, the dimensions from Doll and Torkzadeh are included as well.

### Environmental Issues

The environmental issues have been the concern around the world regarding global warming issue. Many campaign activities related with green environment embarking to reduce global warming (e.g.: paperless campaign, planting trees, green product, etc.) are developed to increase people’s awareness with the issue. Global warming refers to the temperature rising on earth and the sea level rise significantly and this can be seen on melting ice on Poles and climate change around the world. Indonesia is on the 3rd ranking for the most extensive rain forests in Asia after Brazil and the Democratic Republic of Congo [21]. The existence of these forests threatened by illegal logging and paper based ingredient is one of the factors. The number of trees being cut is near 4 billion on worldwide annually for paper consumption and it represents 35% of the trees being cut down [22].

The technology has been mentioned to contribute in supporting environmental issue, especially in reducing paper usage. As example, the paper usage in a telecommunication company uses 400 reams of paper per month for billing statements and right now, they have implemented e-billing system where the customers will get the billing on their e-mail account thus they can reduce indirectly 3 trees per month [23]. However, the importance to reduce paper usage can decrease the trees being cut and can be used to absorb carbon dioxide and produce oxygen in order to support environmental issues. The development of newspaper industries becomes a factor that increases the paper usage in Indonesia. Therefore, environmental awareness also plays important role to shift people behaviour from reading newspaper to online newspaper.

### Pricing

The decision for expenditures should be managed by its importance and available options. According to previous study about online newspaper, there were more than 60% of the respondents have no willingness to pay for news services. In Indonesia, the survey conducted by Nielsen Media Indonesia [10] shows that as much as 35% people affected with price incremental which then affect their habit in reading newspaper and tend to look for free information in other media such as television, radio, and internet.

### Conceptual Model

In this research, there will be evaluation on what factors the users can be satisfied with online newspaper by using the theories from previous authors [16,19] that have concluded their study on user satisfaction on a system. Based on literature review above, the following research questions were developed:

- Does the system (ease of use) influence user satisfaction in accessing information in Indonesia’s online newspaper?
- Does the information (content, accuracy, format, timeliness) influence user satisfaction in using the system in Indonesia’s online newspaper?
- Does the pricing and environmental issue contribute to user satisfaction in Indonesia’s online newspaper?

This theoretical framework in Figure 1 will be used on this research to evaluate user satisfaction in
Indonesia’s online newspaper. This framework uses general concept of user satisfaction with additional of pricing and environmental awareness to be evaluated on how they contribute to user satisfaction towards online newspaper in Indonesia.

Figure 1: Proposed User Satisfaction in Indonesia’s Online Newspaper Framework

The content represents the reliability of information and its relevancies with current issues for each topic and eventually, the user can get what they need in online newspaper. The accuracy represents to truth and reliability as a source of information regarding its relevancies with the situation at the time, and also the source of information can be accountable. Regarding this issue, due to competitive advantage in fast information service, lack of information confirmation sometimes exists to obtain its accuracy. The format represents the arrangement of display for news presentation and also the presentation tools as such text, pictures, etc. to build convenient. Ease of use represents how the online newspaper interacts with users, can be operated easily and also familiar (user friendly) with user’s knowledge by using a standard basis. Timeliness represents the up-to-date deliverables of information and includes the progress of information continuation if there is any. Pricing represents the effort of people to use online newspaper for example how they would spend other cost of internet service providers. It is also possible to identify the willingness of online newspaper user if there is any chance to subscribe. Environmental issue represents the awareness of people with usage of online newspaper contribute to paper-less campaign, in which supporting its usage.

The hypotheses will be employed to give trial to find evidence to the variables that will be tested. The hypotheses are as follows:

A. H0: There is no correlation between Indonesia’s online newspaper content and user satisfaction.
B. H1: There is a correlation between Indonesia’s online newspaper content and user satisfaction.
C. H0: There is no correlation between Indonesia’s online newspaper accuracy and user satisfaction.
D. H1: There is a correlation between Indonesia’s online newspaper accuracy and user satisfaction.
E. H0: There is no correlation between Indonesia’s online newspaper format and user satisfaction.
F. H1: There is a correlation between Indonesia’s online newspaper format and user satisfaction.
G. H0: There is no correlation between Indonesia’s online newspaper ease of use and user satisfaction.
H. H1: There is a correlation between Indonesia’s online newspaper ease of use and user satisfaction.
I. H0: There is no correlation between Indonesia’s online newspaper timeliness and user satisfaction.
J. H1: There is a correlation between Indonesia’s online newspaper timeliness and user satisfaction.
K. H0: There is no correlation between Indonesia’s online newspaper pricing and user satisfaction.
L. H1: There is a correlation between Indonesia’s online newspaper pricing and user satisfaction.
M. H0: There is no correlation between Indonesia’s online newspaper environmental issue and user satisfaction.
N. H1: There is a correlation between Indonesia’s online newspaper environmental issue and user satisfaction.

Research Procedure

A literature review was conducted on topics related to user satisfaction and online newspaper. This literature review identified eight factors that could influence online newspaper user satisfaction. These items were incorporated into a questionnaire, which was sent out to students, employees, lecturers, and other possible respondents that used online newspaper and employing tools as such paper, email, Facebook, and Google document for its distribution. These items along with items related to the consequences of satisfaction, including questions on Internet usage and demographic information, were put into a questionnaire. The items were measured with the Likert-type scale ranging from 1 to 5. After eliminating poor quality responses, a total of 100 responses were obtained.

Result

Reliability and Validity

To assess instrument quality, the internal consistency reliability (α coefficient) was calculated. Cronbach’s alpha represents how the
items are correlated as a group and reliability of the research. It is considered as generally acceptable when it reaches 0.60 as the minimum level [17]. Based on Table 1, the Cronbach’s alpha all exceed 0.60 except for pricing and environmental issues. To check validity of the instrument, all of corrected item-total correlation ($r_{table}$) should greater than the calculated critical item ($r_{calculated}$) which is 0.2. According to table 2, all $r_{table}$ is greater than 0.2, therefore all instruments are valid. Although pricing and environmental issue are not reliable, they are proven to be valid. Therefore, these two factors are still being included to analyse the online newspaper user satisfaction. Overall user satisfaction instruments are also reliable and valid based on Table 1 and Table 2.

### Table 1. Cronbach’s Alpha for user satisfaction in online newspaper measures

<table>
<thead>
<tr>
<th>Item</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>0.73</td>
</tr>
<tr>
<td>Accuracy</td>
<td>0.84</td>
</tr>
<tr>
<td>Format</td>
<td>0.8</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>0.84</td>
</tr>
<tr>
<td>Timeliness</td>
<td>0.82</td>
</tr>
<tr>
<td>Environment Issues</td>
<td>0.58</td>
</tr>
<tr>
<td>Pricing</td>
<td>0.54</td>
</tr>
<tr>
<td>Overall user satisfaction</td>
<td>0.61</td>
</tr>
</tbody>
</table>

### Table 2. Corrected Item – Total Correlation for user satisfaction in online newspaper measures

<table>
<thead>
<tr>
<th>Item</th>
<th>Corrected Item-Total Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ease of Use</strong></td>
<td></td>
</tr>
<tr>
<td>1. I can easily use online newspaper</td>
<td>0.68</td>
</tr>
<tr>
<td>2. I find the online newspaper familiar to me</td>
<td>0.77</td>
</tr>
<tr>
<td>3. I am satisfied with online newspaper ease of use</td>
<td>0.67</td>
</tr>
<tr>
<td><strong>Timeliness</strong></td>
<td></td>
</tr>
<tr>
<td>1. I find the information are up-to-date</td>
<td>0.58</td>
</tr>
<tr>
<td>2. I find the online newspaper always available most of the time</td>
<td>0.71</td>
</tr>
<tr>
<td>3. I am satisfied with online newspaper timeliness</td>
<td>0.72</td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td></td>
</tr>
<tr>
<td>1. I will keep using online newspaper although I have to subscribe</td>
<td>0.29</td>
</tr>
<tr>
<td>2. I would still use online newspaper although there are other costs I have to pay</td>
<td>0.41 (N.B other costs include electricity, internet connection, computer/hardware)</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td></td>
</tr>
<tr>
<td>1. I know about global warming issue</td>
<td>0.34</td>
</tr>
<tr>
<td>2. I am involved in environmental issue activity</td>
<td>0.34</td>
</tr>
<tr>
<td>3. I am supporting technology usage to reduce global warming</td>
<td>0.47</td>
</tr>
<tr>
<td><strong>Overall User Satisfaction</strong></td>
<td></td>
</tr>
<tr>
<td>1. I influence my relative to use online newspaper</td>
<td>0.37</td>
</tr>
<tr>
<td>2. I am satisfied to use online newspaper rather than paper based</td>
<td>0.44</td>
</tr>
<tr>
<td>3. I would prefer online newspaper as my primary information source</td>
<td>0.55</td>
</tr>
<tr>
<td>4. If I find error on my usual online newspaper, I am willing to find other online newspaper that is available</td>
<td>0.238</td>
</tr>
</tbody>
</table>

### Analysis

Refer to Figure 2 below, the respondents of this research were dominated by 58% male and 42% female. It shows that for both male and female are having similar proportion in filling the questionnaire and read online newspaper. Besides that, the age of the respondents who filled in the questionnaires is 23-28 years old for 41%, followed by 17-22 years old for 37% and 22% for people who are 28 years old and above. It shows that the target market of online newspaper is young generation who get used to use the technology. Furthermore, 72% of educational background of the respondents sit in higher educational institution which somehow giving influence in their ways in obtaining information and adaptable to technology as well. Besides that, the occupation of respondents are dominated by employee for 57% and followed by college students for 33%. It can be concluded that the awareness to gain information through online newspaper is being the concern of people who are still in the productive periods. Moreover, 51% of them mostly access internet at the office as facility and 40% is at home. While, 5% of them said that they access it through mobile device. In terms of their preference, 80% of them read Kompas.com then followed by other online newspaper (such as kontan online, republika online). One of the reasons is because Kompas has
been one of the innovators that launch the online newspaper and continuously become one of the largest newspapers in Indonesia.

To be noticed, the way how respondents answer for every part of the questions has no relation with genders and occupation. Moreover, there is significant difference on how the respondents answer the questions in pricing issue and age in which between age 17-22 years old and respondents with age >28 years old. Besides that, there is significant difference as well on how the respondents answer the questions in accuracy issue with educational background of the respondents in which diploma degree and Bachelor degree.

Based on Table 3, there is strong evidence to accept H1 for content, ease of use and pricing since their P-value is less than 0.05. However, there is no strong evidence to accept H1 for accuracy, format, timeliness and environmental issues because the P-value is greater than 0.05.

In conclusion, we can see that only content, ease of use and pricing had a significant positive relationship towards user satisfaction in Indonesia’s online newspaper. The reason behind this could be due to content is the major value of online newspaper providers to attract the users. Ease of use of online newspaper also contributes positively towards user satisfaction because the usage of technology itself to simplify the task and activities, thus it supports the users in obtaining the latest information. Besides that, the ease of use has been the positive factor that contributes to online newspaper somehow related with the standard basis or layout that can be found and used easily by the users in utilizing what is available on the online newspaper. And the last one, pricing also play a significant role in obtaining user satisfaction. The user’s expectation to read online newspaper because of its availability on the internet and free of charge to access whilst in can be used for other activities, in which the user does not have to spend for more fees and manage the expenditures effectively by paying internet cost for multiple activities that can be done.

For the other factors that have been included in this research such as accuracy, format, timeliness, and environmental issue did not have significant positive relationship towards user satisfaction in Indonesia’s online newspaper users. However, it does not mean that they do not have any roles in user satisfaction in Indonesia’s online newspaper. Somehow, it is possible that the users’ dependability towards online newspaper being used is relying on to how they perceive its printed version reputation since some of the newspapers are already exist for more than a decade and has been providing acceptable and reliable information on the society and has proven their consistency in providing information’s accuracy and format as well (e.g.: Kompas, Kontan). Thus, the users do not consider its accuracy because in their mind, the perception of its printed version already well-known and the online version supposedly be the same as the printed version as the accuracy has been proven as the best predictors for credibility [24]. Besides that, the accuracy of information itself should not be the tasks for users to disclosure because it is possible that they can get information from multiple sources and determine themselves the accuracy of the information and its sources while there is procedure that the information must go through before they launched to the public as news such as the editing process. The same as format, timeliness, and environmental issue, these factors are being not noticed by the users because

*Dependent Variable: mean Overall User Satisfaction, Independent Variable: mean Content, Accuracy, Format, Ease of Use, Timeliness, Pricing and Environmental Issues

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*Dependent Variable: mean Overall User Satisfaction, Independent Variable: mean Content, Accuracy, Format, Ease of Use, Timeliness, Pricing and Environmental Issues
of their familiarity with the format of websites they visit and that is the way it should be in presenting the news. In addition, timeliness also disregard by the respondents considering that the online newspaper uses internet facilitation as media which information supposedly transmitted easily to provide the latest one and available at anytime. However, once these factors are reduced or compromised then it will give negative influence in user satisfaction towards online newspaper.

The users of online newspaper can be said as supporting less paper campaign when they do not use the printed version of newspaper, yet people tend to see this as having no relation between online newspaper usage and environmental issue. Besides, they might consider that the technology usage such as internet is just something that developed to ease the tasks and activities and use them as part of their lives with no or less awareness to the environmental issue. During the input of data from the questionnaires, all of respondents know about global warming issue but somehow they did not recognize what are the things to do. Moreover, to start increasing awareness with environmental issue, it requires the government regulation and their involvement to persuade and probably make some cooperation with some companies as a start in reducing paper usage. This also involves the culture of each individual as well to support paperless campaign to succeed.

The adjusted R square shows the result for 0.405, it means that the 40.5% of user satisfaction in Indonesia's online newspaper defined by the independent variables being used while the rest influenced by other factors.

For the overall measurement of user satisfaction towards Indonesia’s online newspaper, it shows that online newspaper readers tend to be satisfied on current online newspaper in Indonesia. 87% of the respondents are willing to influence their relatives to use online newspaper. Following that result, 93% said that they are satisfied to use online newspaper compare to paper based. For the next question on respondents’ preference to use online newspaper as their primary source of information, it shows that they agreed with this statement as much as 90%. For the last measurement, the willingness of respondents to find other online newspaper if they found any error on the online newspaper that they usually use, it shows that they agreed to find other online newspaper to satisfy their need in obtaining information as much as 93%. In conclusion, the respond based on these measurements statement represented that people in Indonesia is already satisfied with current online newspaper by seeing the percentage of respondents who primarily satisfied with the statements above.

Conclusion

Based on this research, it is concluded there are 3 factors that influence user satisfaction in Indonesia’s online newspaper which are content, ease of use, and pricing as per Figure 3 below. These factors are based on the data from 100 respondents gathered through questionnaires which distributed in Jakarta only as the representative and analysed by using SPSS software version 16. However, it is expected that the result could lead current online newspapers to identify their own strengths and weaknesses in providing information to obtain competitive advantage that will increase user satisfaction and achieve high quality standards for online newspapers in Indonesia. It is also expected that the result of this research can be useful for the newspapers that do not have the online version to see the opportunities and threats if they do not make some breakthrough on their businesses soon. The reason of this is because the younger generations are eagerly gain information and easily adaptable to technology, whilst people who are subscribing to daily newspaper is going to be replaced by those generations. Furthermore, the usage of technology, especially online newspaper, can also be useful to support environmental issue where the number of paper usage can be reduced.

Figure 3: Theoretical Framework for User Satisfaction in Indonesia’s Online Newspaper

Overall, the results of this study are merely preliminary findings regarding the issue of relation between information, system, pricing and environmental issue toward user satisfaction. Taking into the account the research limitation, the author believes that further research into this field would be necessary to be done with better research models and variables being taken into account. The recommendations for further research are to identify factors that influencing user’s preferences on using electronic newspaper to replace the printed version. Another research that could be done is evaluating user preferences whether they like to use online newspaper, online news, or electronic newspaper as their information source. Moreover, it is possible to increase the number of
respondents and to study more factors that could influence Indonesia’s online newspaper user satisfaction such as accessibility in mobile phone. This study needs to be done regularly in order to keep up to date with the current user satisfaction factors.

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