ABSTRACT

The global competition has push Indonesian to be more competitive in running their business to survive the race. The rapid growth of Information Technology, particularly the Internet, could be one of the solutions to answer their problem. Through the Internet not only they can promote their business, but they also can run the business as well. There are many local organization establish their presence on the Internet by having their Internet Websites hosted at the Indonesia Website Services.

The objective of this research is to know the Internet factors influencing the reasons of Indonesian for going online and doing business on the Internet. The factors that could possibly influence them are business advantages on the Internet, and competitive properties of the Internet. It is hoped that the result of this research will be benefited by CV. Indosite and other Internet Service Provider to plan and develop business strategy for their customers. Public can also gain benefit by understanding the properties and advantages of the Internet, and how it can help them in doing business online. The research method being used is a survey research using questionnaire as the instrument, which is distributed among CV. Indosite customers.

The research results that there is significant relationship between the reasons of Indonesian to go online with competitive properties of the Internet and business advantages on the Internet. The correlation is positive and moderately strong, which means that Indonesians are going online influenced by competitive properties and business advantages of the Internet factors.

Key words: online, business, Internet, competitive, advantage