ABSTRACT

These days, Web Site on the Internet has become the trend in businesses around the world. Many companies have used it as a media for strategic and commercial activities. We can see many companies have used it as a media to promote their products and services. Even the advertisement for the web site address of a company can be seen everywhere, in a bus, printed media, radio and others. The purpose is to make the people visit the web site and see the products. But to attract customers, the company has to design a web site which has interesting content and could make the visitors loyal to it, so they can become repeat visitors.

The research is done to recognize what are the factors that really influence the users' impressions and loyalty toward a web site.

Statistical regression method is used as the main tools to test the potential variables that might influence the users impressions and loyalty. Two types of questionnaires are used to gather the primary data for the research: traditional printed questionnaire and online questionnaire that was through email facility. The research also tests the consistency of the result, which comes from the two types of questionnaire used.

Research scope is limited to the variables such as design, color, layout and typography. As for the respondents, it is also limited for the Internet users only, with the core respondent of those who live in Jakarta and it's suburban.

The research eventually comes to a conclusion that in general, layout and typography influence the users' impressions. But none of the variables measured would influence