ABSTRACT

The rapid growth of Internet had provided millions of web sites for us. The unimaginable number of web sites had made us difficult to find information that we need in the Internet. The difficulties were caused by the enormous number of information exist in the Internet, the time needed to find the specific information that we really need, and the enormous number of names of web sites that we cannot even remember. Therefore, a new type of web sites called portals had been provided to help us in searching for the specific information that we need in the Internet.

Portals can provide us links to where we can get the information based on the word or words that we type in the search box. Nevertheless, since more and more companies became portals, they usually provide links to each other, making us more difficult to find the right place (web site) that we need to get the information from. Additionally, portals have attracted advertisers in providing their own advertisements in the main pages of the portals’ web sites. The advertisements sometimes take some areas in the portals’ main page, making us difficult to see the search results. Furthermore, some portals are very slow, difficult to use, and some portals are not reliable since sometimes those portals are in constructions (down temporarily).

Those difficulties had given us the question of what the factors in a good portal are. This thesis will try to find out whether performance, navigability, security, and reliability factors will have impacts on the portal usage frequency and the user satisfaction in using the portal. The portals examined in this thesis are the portals that physically reside in Indonesia and the respondents are Indonesian Internet users in companies, universities, Internet cafés, and personal users at home. Additionally, this thesis will find out whether the Indonesian Internet users’ ages and types of jobs will have impacts on Indonesian portal usage.

This thesis uses survey as the research method and questionnaires were given to respondents to gather the information regarding the experiences in using Indonesian portals. This research thesis uses SPSS software to put the collected data, to analyze the validity and reliability, and to do Chi-Square test. This research thesis also uses Chi-Square test and Kendall’s tau-b to analyze the relationships between performance, navigability, security, reliability factors and Indonesian portal usage frequency, user satisfaction. The relationships between Indonesian Internet users’ ages, types of jobs and Indonesian portal usage are analyzed using Chi-Square test and Contingency coefficient.

At the end of this research thesis, there will be conclusions and recommendations to both the Indonesian Internet users, so they can select the right portals, and Indonesian portal developers, so the portal built can meet the requirements of the users. Attached also in this thesis are the summarized collected data, validity and reliability, the Chi-Square test, Kendall’s tau-b, and contingency coefficient tables.

Keyword: Internet portal, performance, navigability, security, and reliability.