ABSTRACT

Internet commercial activities, or better known as e-commerce, have found its way in our way. As the growth of Internet usage skyrocketed in the past six years or so. Both commercial and non-commercial organizations that have an access to the Internet have poured in their marketing resources in the Internet, which makes the Internet, become a new media for both strategic and practical commercial activities. Cybermall or virtual store is one of the marketing media on the Internet, which have been used by million of people worldwide.

Despite all of the positive things that goes around cybermall or virtual store, some previous researches shows that this marketing media has not received the appropriate responds from Internet users. According to Muhammad Ihsan, Ade Rachmawati Devi, Salim Shahab, Edi Simon Sahaan, Hendaru, and Achmad Adhito Hatanto, in their writing in warta ekonomi no.34, august 2001, one of the biggest at online marketer, has reduce their b2c activities. Low visiting level and transaction level is experienced by the cybermall / virtual store. The research is conducted to recognize what are the factors that really affect Internet users, specifically Indonesian internet users to visit and make transaction at cybermall / virtual store.

The research model is taken and combined from various researcher models. These researchers are Parker, Nielsen, and Forrester Research Inc., USA. Statistical chi-square method is used as the main tools to test the potential factors that might affect the cybermall / virtual store visiting & transaction level. Two types of questionnaire are used to gather the primary data for the research: traditional printed questionnaire and online questionnaire that was through e-mail facility. Research scope limits the respondent for Indonesian Internet (WWW) users only, with the core respondents of those who lives in Jakarta and its vicinities.