ABSTRACT

There are millions of Web site can be accessed directly through the Internet and journalism is also taking an advantage of this new technology. They are trying to give added value to their product. This can help them to reach greater market. However, this site should be different with other sites because people are visiting the site for specific purpose, which is reading. There are many factors that might affect reader's satisfaction as they are reading the Site, which is different with the traditional one.

In this research several aspects that might affect newsreaders' satisfaction are examined, such as content, layout, navigability, artistic effect and time scale. Satisfaction is measured by their revisit intention and willingness to recommend to other.

The data is collected through a survey using closed questionnaires. There are two thousand respondents will be chosen randomly from several online newspapers' guest book to become the sample. The questionnaires were sent by e-mail.

The result shows that average mark for the Indonesian online newspaper is higher than the index. It can be said that Indonesian newsreaders are satisfied with its performance. It is concluded that content, navigability and time scale do influence readers' revisit intention. Their willingness to recommend was influenced by content, navigability, artistic effect and time scale. Journalist should pay more attention to those factors so that they will be able to create better online newspaper.

Keywords: Content, Layout, Navigability, Artistic Effect, Time Scale, Revisit Intention, Willingness to Recommend..