

ABSTRACT

One of the developments in communication and information technology is the shift from the use of print media to the increased use of online news, which increased to 26.7% in 2021. Despite its high level of usage, there are still many online news users in Indonesia who are not satisfied (e-satisfaction) with what is presented by these industry players. Therefore, this research aims to find out what factors affect e-satisfaction in online news in Indonesia.

This research is a quantitative research with an exploratory type of research using a causal study investigation, which aims to search for variables or factors that exist in a certain social phenomenon/condition/setting.

The results of the study with 315 samples have shown that there are two dominant factors that affect e-satisfaction in online news in Indonesia, namely the Web & Content Quality Factor and the Customer Support & Internet Connection Factor. The first factor, the Web & Content Quality Factor, is the most dominant factor found in this research.

Keywords: *Online news, E-Satisfaction, Factor Analysis*