

ABSTRACT

POSITIONING ANALYSIS BASED ON E-SERVQUAL IN INDONESIA'S ONLINE MASS MEDIA

(Case Study: Detik.com, Liputan6.com, Kompas.com, Okezone.com)

Currently, the development of the internet is impacting all aspects, including the mass media industry. This is proved by the amount of online mass media that is emerging in Indonesia, this includes Detik.com; Liputan6.com; Kompas.com; and Okezone.com. The people of Indonesia that used to read the latest news through printed media such as newspapers, magazines and electronic media such as television, radio, can now access the news in a much quicker way, anytime and anywhere. This is possible because of the online mass medias that can be accessed through their mobile devices, such as smartphones, tablets, etc. Therefore, these online mass medias are competing to provide the best service for it's readers.

This study aimed to describe the positioning map of the four online mass media, namely Detik.com, Liputan6.com, Kompas.com, and Okezone.com based on e-servqual using ten attributes from previous researches. The attributes are Informational Fit-to-task, Tailored Communication, Visual Appeal, Ease of Use, Trust, Consistent Image, Response Time, and Relative Advantage.

Data were collected through questionnaires distributed to readers who already know and have an access to the fourth of the online mass media with a sample of 400 respondents. The data collected were analyzed by Multidimensional Scaling (MDS) technique in SPSS 20 that establishing a perceptual map which illustrates the positioning of the four online mass media.

The result showed that Kompas.com has been positioned well by the readers with outperformed nine out of ten attributes of e-servqual except the Response Time attribute that is excelled by Liputan6.com. As for Detik.com and Okezone.com have not yet positioned well in the minds of the readers because it cannot surpass the ten attributes of e-servqual.

This research suggested that Kompas.com and Liputan6.com should maintain the excellence that they already own in order to remain well positioned in the mind of the readers. As for Detik.com and Okezone.com, they need to work harder to gain better position from the readers on at least one attribute either by perform an innovation on the website to make the appearance more attractive, displaying content that reader-friendly, and doing more promotional activity through advertising as well.

Keywords: Positioning, MDS, Online Mass Media, E-Servqual