ABSTRACT

The purpose of this study was to look at the role of Information Systems Online Cosmetics Sales at PT. Natural Orindo Ayu (Oriflame). The study was conducted at PT. Orindo Alam Ayu (Oriflame) Jl. Martadinata No.99 Bandung in March 2011.

The method in this research using descriptive method and verifikatif. Respondents who becomes the object of research is the consumer (consultant) level products 1. The sampling method was saturated sampling (census), data collection methods were questionnaires and interviews. The questionnaire is enclosed by using the Likert scale. The validity of the instrument with test validity by Pearson correlation analysis, the realibility was tested using α cronbach. To see the relationship between online Information Systems and Consumer Satisfaction Pearson correlation analysis is used. The role of online information system to raise the consumer satification is determinated by coefficient detemination .

Respondents to the Sales Information System Online Cosmetic showed 91.98% agreed that the Information System Online Cosmetics Sales are going well. While the satisfaction level of respondents was 1.13. This reflects that the respondents felt very satisfied. The validity and reliability of the instrument produces that item questions are valid and realiabel. Analysis of correlation between the online Information System Sales with consumer satisfaction value correlation coefficient of 0.447. Correlation coefficient is statistically significant with 1% significance level, coefficient of determination of this relationship is 19.98%. The coefficient of determination shows the magnitude of the role of online Information Systems Sales of Cosmetics in enhancing customer satisfaction (consultant) at PT. Orindo Alam Ayu (Oriflame).

Title / Keyword: Information Systems, Sales, Customer Satisfaction.