ABSTRACT

THE EFFECTIVENESS OF USING UNIKOM WEBSITE (www.unikom.ac.id) AS SOURCE OF ACADEMIC INFORMATION TOWARDS STUDENT NEEDS OF ACADEMIC INFORMATION SATISFACTION

By:
Nines Meiselly
41808067

This thesis under guidance of:
Drs. Manap Solihat, M.Si

This study aims *to determine the effectiveness of using Unikom website (www.unikom.ac.id) as source of academic information towards student needs of academic information satisfaction. To answer the problem in this study, the author conducted an analysis of objectives, quantity, information value, needs and student expectation.*

Quantitative approach *has been used in this study. Research method used method of survey with descriptive analysis technique. Data were obtained through questionnaires, interviews, library research, and internet Searching. Data analysis techniques used correlation of Pearson to examine the relationship between variables. For this purpose, by proportionate stratified random sampling from all active students of Unikom in the second semester of 2011/2012 academic year, 99 of them were chosen to participate in this study. The researcher* analyzes *the* data *by data selection, data classification, coding book and coding sheet, data tabulate, likert scale and processed data with SPSS 20.*

Results showed *that 1) The relationship of Unikom website* ***objectives*** *to* ***student needs of academic information satisfaction*** *in amount of (0.385) has low but meaningful relationship, valid, aligned and significant. 2) The relationship of Unikom website* ***quantity*** *to* ***student needs of academic information satisfaction*** *in amount of (0.495) has quite meaningful, valid, aligned and significant. 3) The relationship of Unikom website* ***quality*** *to* ***student needs of academic information satisfaction*** *in amount of (0.668) has quite meaningful relationship, valid, aligned and significant. 4)* ***The effectiveness*** *of using Unikom website as source of academic information to* ***academic information value*** *in amount of (0.653) has quite meaningful, valid, aligned and significant. 5)* ***The effectiveness*** *of using Unikom website as source of academic information to* ***student academic information needs*** *in amount of (0.603) has quite meaningful, valid, aligned and significant. 6)* ***The effectiveness*** *of using Unikom website as source of academic information to* ***student expectation*** *in amount of (0.531) has quite meaningful, valid, aligned and significant.*

Conclusions *about* ***the effectiveness*** *of using Unikom website as a source of academic information towards* ***students needs of academic information satisfaction*** *in amount of (0.701) has high or a strong relationship, valid, aligned and significant*

The suggestions *for this research, Unikom will be able to reduce bureaucracy in the publication of information on websit, able to socialize regularly with student so that can streamline the features and facilities in Unikom website. While the students, able to take advantage that can increase knowledge by properly used, and more actively participate by writing a blog within the website Unikom.*