ABSTRACT

EFFECTIVENESS WEB INTRANET BY MARKETING SECTION AND ENGINEERING SERVICES EMPLOYEES TO MEETING THE NEEDS OF INFORMATION CENTER OF METAL INDUSTRIES DEVELOPMENT CENTER BANDUNG

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This study aims to determine the extent of effectiveness Web Intranet By Section Marketing And Engineering Services Meeting the Needs Of The Employee Information Center for Metal and Machine Bandung to answer penelitina above the researchers raised indicator information content, the time for measuring the effectiveness variable (X) and raised indicator of cognitive needs affective needs personal integration of social integration and the need to measure variables fantasize information needs (Y).

This study researchers used quantitative research methods, data collection techniques using internet searching interview, questionnaire and literature study, the population there are employee of metal industries development center Bandung 59 samples were obtained from stratification technique proposoinal random sampling. Engineering analysis was done by statistical calculations using computer programs SPSS.20.

This research of this study show the influence of Web Intranet information and has a moderate correlations. the influence of Web Intranet time contents to the needs of the information. the influence of the effectiveness of Web Intranet to the cognitive needs of employed. the influence of the effectiveness of Web Intranet to the affective needs of employed. the influence of the effectiveness of Web Intranet to the personal integrations of employed. the influence of the effectiveness of Web Intranet to the Social integrations of employed. the influence of the effectiveness of Web Intranet to the imaginations needs of employed. the influence of the effectiveness of Web Intranet to the informations needs of employed.

Connclusion : the processing data and testing the hypothesis that the effectiveness of the Web Intranet by sections of marketing and technical services to informations needs employed of metal industries development center Bandung has a correlations of 0,369 that's mean has a low correlation and not significant but Web Intranet effectiveness to the informations needs employed has a h0 rejected and h1 accepted that's mean if the information requirements has been met then an effective Web Intranet.

Suggestion : that would be nice if the large hall Web Intranet metals and machinery propagated therein so that more varied content in serving the employee in addition to the display Web Intranet Metal and Engineering Center for Bandung updated so that employees lenih interested in the Web Intranet information system.

Keyword : Effectiveness, Web Intranet, The needs of information, the goals, Influence