



**ANALYSIS OF DOMINANT FACTORS OF THE CUSTOMER
SATISFACTION BETWEEN KOREAN AND INDONESIAN
TOWARD ONLINE OPEN MARKET**

By

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APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “**Analysis Of Dominant Factors Of The Customer Satisfaction Between Korean And Indonesian Toward Online Open Market**” that was submitted by Jung Heejin majoring in International Business from faculty of Economics was assessed and approved to have passed the Oral Examinations on September 22, 2010.

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This thesis entitled “**Analysis Of Dominant Factors Of The Customer Satisfaction Between Korean And Indonesian Toward Online Open Market**” prepared and submitted by Jung Heejin in partial fulfillment of the requirements for the degree of bachelor in the Faculty of Economics has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, August 22, 2010

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “**Analysis Of Dominant Factors Of The Customer Satisfaction Between Korean And Indonesian Toward Online Open Market**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

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ABSTRACT

Indonesia is keep developing about IT industry so that online shopping service is developing also. As many online shops are keep opening, many Indonesian use online shopping. And the researcher wants to find out how much Indonesian satisfies with their online shopping and the service that online open market offers. And Korea is very developed country at IT industry. But customer satisfaction does not always proportion with development of IT. That is why the researcher wants to find out about Korean satisfaction toward online open market.

As time goes by, people want to receive better treatment. So it is much related to customer satisfaction. Customer satisfaction is very important especially for hospitality industry because customer satisfaction is a key influence for future buying behavior. So, the researcher wants to figure out some problem of online open market; (1) what factor makes customer trust to use web shop? And (2) what does G-Market do to make customers satisfy?

This research was designed using quantitative method. The researcher used primary data to use weighted mean and factor analysis to analyze customer satisfaction. Weighted mean and Factor analysis used by SPSS 16.0 and Microsoft Excel 2003.

The purpose of this research is to analyze what factor affects to customer satisfaction in online open market by using satisfaction factors (Accuracy, Content, Format, Timeliness, Navigation, Ease of use, Response Time, Security, Responsiveness, Assurance, and Empathy).

In a conclusion the final result of this study shown that, there are not that different factor that affect to customer satisfaction between Indonesian and Korean.

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I INTRODUCTION

1.1. Background of the study

Internet has developing day by day. It is so popularized by increased using growth of not only computer but also portable devices such as cell phone and laptop and so on. So much business is now enabled by based upon digital networks that we use the terms electronic business and consumers on internet. People could communicate each other, search information, watch news, enjoy hobby and so on through evolved internet service which is produced in online business field. And in recent years, it has developed as much as customer could shop through the internet.

The strategy that how to get benefits and achieve the goal is always the most difficult problem in business filed. Web shops also have a problem with it such as how they will promote their company, how to verify safety to transaction between customer and seller, the way to deliver their goods and the way to safekeeping goods and so on. All the companies should consider with their strategy seriously. Because it is primary element to realizes companies' goal to be sure to get the benefits and to more expand their company.

One of the most important things to do business on online shop is making sure satisfying through customer could get a right product. If the customer didn't satisfy with their service or product, customer will not use that web shop. And the safety of convey is also one of the most important things to build up customer's trust for maintaining their satisfaction for maintaining trust of customer toward the online shop. So, if one specific online shop has high standard of satisfaction, it will provides high possibility that the customer will visit the shop again.

As people who buy goods through open market increase gradually, there are many problem has happened also. The reason that people purchase through big online open market is they want to be protected their right as consumer and be protected safety of deal. Namely, customer believes that a big market which is consists as customer to business, will produce better satisfaction than customer to customer

business. So, researcher wants to proof some problems at using open market and what the company does for protect and maintain consumer in this thesis.

1.2. Company Profile of G-Market

There are so many web shops and ways to sell goods individually in Korea. Some people manage the online shop individually with their own domain address and some people who have not get their own web shop, sell their goods through open market such as eBay. G Market is a one of open market in Korea that connects between seller who wants to sell their goods through not only their own online shop but also in big open market and buyer who like to shop via internet.

G-Market has been growing up while other open market in business slump. It is so interesting at its marketing which is online circulation and the lowest price to take customer into their shop. In these days, the company can survive when they expect in customer's sight. And G-Market barely provides service what customer needs and wants. Additionally, it try to provide service that customer could not expect yet such as offering safety security about customer's private, offer daily news and so on.

1.2.1. History

G-Market is an open market in Korea which is established in April, 2000. It has established as Interpark Company's affiliated company but it acquisitioned by eBay in April, 2009.

G-Market shows their total sales, amount of transaction and profits has increased each 35%, 29%, and 89% in the end of May, 2008.

1.2.2. Vision and Mission

Vision:

Becoming a global company that lead 21C's revolution of new circulation with 4G (Good and Global e-market For Green World).

Mission:

1. Be the market which able to buy all goods extremely efficiently and conveniently.
2. Be the pro-environment market consists without wasting produced goods.
3. Be the global market stand the center of e-commerce network in all over the world.
4. Be the market always treats customer satisfaction and social responsibility as the best thing.

1.3. Problem Identification

Providing smooth connection between seller and buyer is so important for open market like G Market. Because if open market provide wrong web shop such as kind of morale shop, customers who deal with morale shop do not want to use the open market anymore because they lost trust with that open market. And also it will be bad influence to other customers by bad reputation.

There are some problems such as the problem happen system it self, delivery problem, safety problem, law and regulation problem and so on. All the customers who want to buy goods through web shop, they want to know whether the company is safe enough or not. There are still many people do not use internet shopping because they do not really trust it because of security problem or they have had bad experience at purchasing through the internet. As a matter of fact, how does G-Market make satisfy to their customers?

1.4. Statement of problem

According to the problems above, the statement of the problem for this are:

1. What factor makes customer trust to use web shop?
2. What does G-Market do to make customers satisfy?

1.5. Research objectives

1. To get the most dominant factor that makes satisfy to customers in online open market.
2. To analyze what factors make decrease customer's satisfaction about e-commerce

1.6. Significant of study

This thesis may let customer who hesitate to use open market because of can not trust to know how open market do their marketing for safety of transaction between customers, seller and itself.

1.7. Theoretical framework

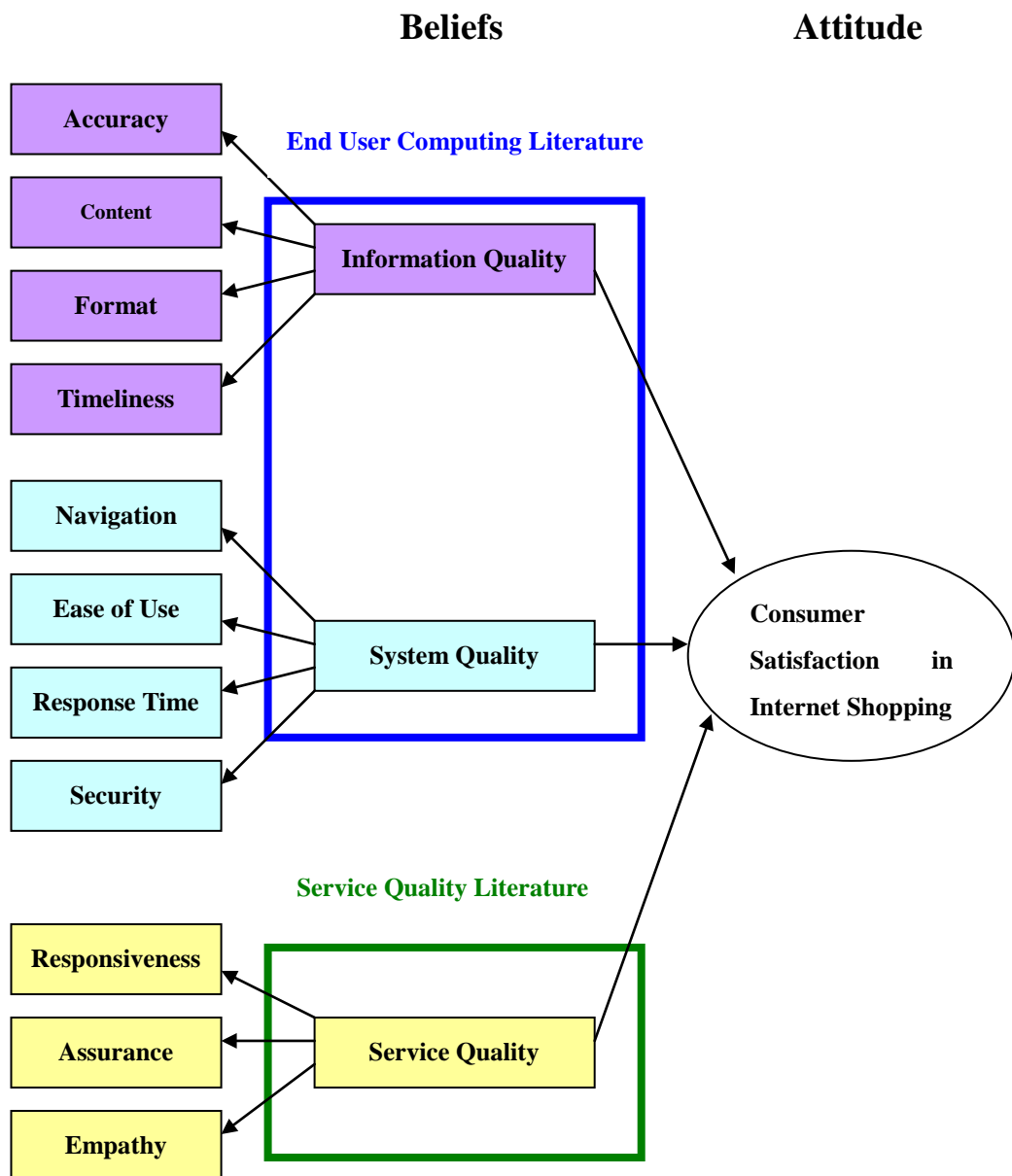


Figure 1.1 Dimensions that affect to customer satisfaction in online shopping

Source: Cheung, C.M.K., Lee, M.K.O. (2005).

This theoretical framework shows the dimensions that affect to customer satisfaction in online shopping. There are three main dimensions which are Information quality, System quality and Service quality. And each dimensions have four, four, three factors.

1.8. Scope and limitation of the study

This research will be focus on trust of open market in customer's sight. The writer will research through internet and questionnaires. The survey about open market can be not only in Korea but also in Indonesia.

The places for spreading questionnaire proceed in Jakarta and Seoul both cities. The respondents who filled out the questionnaire are students who ever used online shopping in internet open market.

1.9. Definition of Terms

1. Open market is a situation, in which companies can trade without restrictions, and prices depend on the amount of goods and the number of people buying them.
2. G-Market is a Korean online auction and shopping mall website, where people from all around the world buy and sell goods and services (en.wikipedia.org).
3. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation (en.wikipedia.org).
4. Accuracy is the state of being exact or corrects.
5. Content is the things that are contained in something.
6. Format is the general arrangement, plan, design, etc of something.
7. Timeliness of information concerns about whether the information provided on the website is up-to-dated.

8. Navigation deals with the sequencing of pages, the organization of layout, and consistency of navigation tools.
9. Ease of use means how natural it is to operate something. It is the most talked about and least-understood aspect of software design (www.pcmag.com).
10. Response Time refers to the speed of access and information downloading, and the availability of the websites at all times.
11. Security is the activities involved in protecting a country, building or person against attack, danger, etc.
12. Responsiveness is a reacting quickly and in a positive way.
13. Assurance is a statement that something will certainly be true or will certainly happen, particularly when there has been doubt about it.
14. Empathy is the ability to understand another person's feeling, experience, etc.

II LITERATURE REVIEW

2.1. The factors that influence customer satisfaction

There are three main dimensions that can affect to customer satisfaction in internet shopping. And those are divided by two as two methods which are End-user computing literature and Service quality literature. The information quality and System service belongs to End-user computer literature. And Service quality belongs to Service quality literature. Information quality has four factors which are Accuracy, Content, Format, and Timeliness. And System service also has four factors which are Navigation, Ease of Use, Response Time, and Security. Service quality has three factors which are Responsiveness, Assurance, and Empathy. Those above factors can be the factors that influence to customer satisfaction in online open market.

2.1.1. Information Quality

High information quality has long been found associated with system use, user satisfaction, and net benefits (DeLone and McLean 1992, 2003). As we know, high information quality at accuracy, various, format and so on makes high reliance to customers. Janda et al. (2002) and Szymanski and Hise (2002) suggested that information quality is a strong determinant of consumer satisfaction in Internet shopping. Four out of the five dimensions of EUCS (End-User Computer Satisfaction) correspond to the information quality construct, including accuracy, content, format, and timeliness are included in the framework. Here are detailed descriptions of the four dimensions of the information quality construct below:

a. Accuracy

The brief description of accuracy in this thesis is the accuracy of information on the website. Accuracy of information is concerned with the reliability of website content and also the reliability of the information affects consumer evaluation of the website and purchasing decision. Kateranttanakul (2002) urged that the reliability of website content facilitates consumers to perceive lower risks, better justifications for their decisions and ease in reaching the optimal decisions, and in turn affects customer satisfaction and intention to

purchase online.

b. Content

The meaning of content in this thesis is the relevance and completeness of information on the website. Content of information refers to the relevance and completeness of website content. Providing relevant information can help dispelling concerns or fears about Internet shopping. Also, complete information will allow consumers to make competent and informed decisions about a product, service, or purchase. Madu and Madu (2002) urged that Internet users rarely read web pages in detail but rather scan the pages to find the information they needed. Consumers want to find the information that they want quickly and with little effort (Nah and Davis 2002). According to Kateranttanakul (2002), the completed and detailed information should include product price, availability, delivery time, product differentiation and comparison, new products or most recent product changes, and product picture.

c. Format

The format of information focuses on how the information presented in the website. The media richness of the web facilitates the provision of graphics, text, sound, and video, making information attractive as well as useful. Media richness theory suggested that the multimedia interactive format provides capabilities richer than the text, making information more attractive and useful to users/consumers (Palmer and Griffith 1998). For example, information can be presented in a stimulating and appealing way with the use of flashy graphics, pop-up windows, online tutorial, and etc. Teo et al. (2003) found that higher levels of interactivity can increase the effectiveness and efficiency in delivering relevant information, and therefore enhance user satisfaction with the website.

d. Timeliness

Timeliness of information concerns about whether the information provided on the website is up-to-dated. If the website is not frequently updated, the information becomes outdated and therefore cannot deliver the expected performance. Madu and Madu (2002) urged that when the website is not updated promptly, the website cannot deliver the expected performance and therefore provide no added value to consumers.

2.1.2. System Quality

System quality is a measure of the information processing system itself, and focuses on the outcome of the interaction between the user and the system. In the context of Internet shopping, system quality is largely characterized by the interaction between consumers and the website. Nielsen (2000) extended the basic usability principles and suggested four design principles specific to the online environment, namely, navigation, response time, credibility, and content. Building upon the usability research, navigation, ease of use, and response time are postulated as the key dimensions of system quality. And here are details of four dimensions of system quality.

a. Navigation

Navigation deals with sequencing of pages, well organized layout, and consistency of navigation protocols. Keeping the navigation simple make it easy for consumers to find the product information and place an order. Madu and Madu (2002) urged that consumers can be easily turned off when the website is not easy to navigate.

b. Ease of use

The brief description of Ease of use is the extent to which the website is easy to use and helps consumers accomplish their tasks. An easy to use website enhances consumer shopping experience. It is one of the important measures for use satisfactions, system adoption, or IS success (Moore and Benbasat 1991). In the context of e-commerce, consumers may assess the websites based on how easy they are to use and how effective they are in helping them accomplish their tasks (Zeithaml et al. 2002).

c. Response time (Accessibility)

Response time refers to the speed of access and information downloading, and the availability of the websites at all times. The website needs to have consistently download speed. Consumers will abandon the transaction simply because of slow download. Turban and Gehrke (2000) found that page-loading speed was rated as the most important determinant of successful website design. Therefore, the speed of access and information downloading should have strong impact on Internet shopping satisfaction.

d. Security

Security refers to the website's ability in protecting consumer personal information collected from its electronic transactions from unauthorized use or disclosure. Privacy and security of online transaction are important to build trust and long-term relationship. Security is one of necessities of Internet shopping. If the security of website has been guaranteed, researcher believes that the success possibility of that website is already got more than 60%.

2.1.3. Service Quality

The quality of customer service plays an important role in determining consumer satisfaction in Internet shopping. SERVQUAL (Parasuraman et al. 1991, 1994), a widely utilized instrument in marketing research to measure customers' expectation and perception of service, identifies five service quality dimensions including, tangibles, reliability, responsiveness, assurance, and empathy. However, when considering the dimensions of the SERVQUAL, tangible and reliability are overlapping with some of the dimensions of information quality and system quality. Therefore, only responsiveness, assurance, and empathy, are included in the research framework.

a. Responsiveness

It is the willingness to help and prompt service when customer need. Providing prompt service, helpful guidance when problems occur, and accurate information about the products or service. It is a key consumer issue when shopping on the web (Jarvenpaa and Todd 1997). Evans and Wurster (2000) and Shapiro and Varian (1999) suggested using feedback features and functions, as well as providing the customers the access to previously asked questions to enhance their online shopping experiences. Providing prompt customer service will be helpful for the company in the future.

b. Assurance

Assurance refers to the ability the online stores convey trust and confidence to their consumers. Assurance that the online store is knowledgeable and courteous can be shown through the system's ability to guide the customer through the process, and to supply additional beneficial services. In addition, courteous help-screens, and appropriate error messages and guidance boxes,

among other means, can help customers in a manner comparable to guidance signs and instructions in a regular store. Cheung and Lee (2003) also recommended several guidelines for building trust/assurance, including affiliation with an objective third party, stating the guarantee policy and statement on the website, and maintaining a professional appearance of the website.

c. Empathy

Empathy focuses on the care and individual attention to the customers. Creating a personalized service through customized contents, personal greetings, and individualized e-mail. Providing consumer customized information over the website helps ensure the information provided is concise and relevant. Turban and Gehrke (2000) pointed out that customization of the information helps match consumer interest to the products or services, and thus gives the consumers a value-added experience and enhances their satisfaction and loyalty to the website.

2.2. Electronic commerce

Electronic commerce, commonly known as e-commerce or e-business consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily with widespread Internet usage. The use of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction's lifecycle, although it can encompass a wider range of technologies such as e-mail as well.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of the business transactions (en.wikipedia.org).

2.2.1. Categories of electronic commerce

There are many ways to classify electronic commerce transactions. One is by looking at the nature of the participants in the electronic commerce transaction. The three major electronic commerce categories are business-to-consumer (B2C) e-commerce, business-to-business (B2B) e-commerce, and consumer-to-consumer (C2C) e-commerce.

a. Business-to-consumer (B2C) electronic commerce

It involves retailing products and services to individual shoppers. BarnesandNoble.com, which sells book, software, and music to individual consumers, is an example of B2C e-commerce.

b. Business-to-business (B2B) electronic commerce

It involves sales of goods and services among businesses. Milacron's Web site for selling machinery, mold bases, and related tooling, supplies, and services to companies engaged in plastics processing is an example of B2B e-commerce.

c. Consumer-to-consumer (C2C) electronic commerce

It involves consumers selling directly to consumers. For example, eBay, the giant Web auction site, enables people to sell their goods to other consumers by auctioning the merchandise off to the highest bidder (Kenneth C. Laudon & Jane P. Laudon. 2006).

2.3. B2B e-marketplace

Business to business e-marketplace is an online platform where buyers and sellers come to communicate, collaborate and make business transactions. E-marketplace caters a large number of participant companies as a community. The main objective of an e-marketplace is to create a venue, filled with features that allow members to efficiently conduct significant portion of business processes on the Net. E-marketplaces are also known as B2B exchanges (ezine.rusbiz.com).

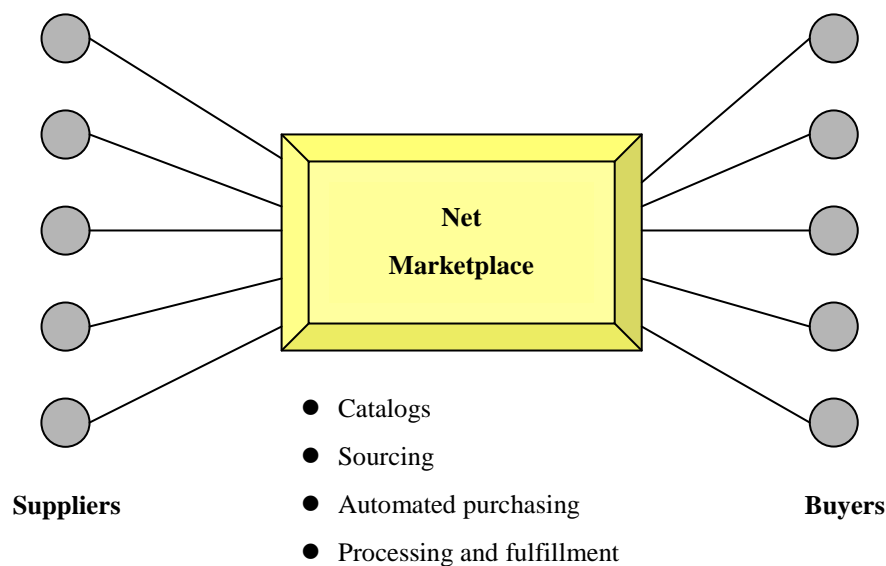


Figure 2.1 A Net marketplace

Source: *Management Information System: Managing the digital firm*. 9th ed. (New Jersey: Pearson Education, 2006), P.120

2.3.1. Types of E-marketplaces

There are varieties of e-marketplaces available on the internet to suit each company's specific need.

- a. Public:** These e-marketplaces are open to all companies. Virtually, anybody can become a member and conduct business through these marketplaces.
- b. Private:** Membership is restricted and owners of the marketplace decide according to which criteria they will select participants. For example, a large trading company can have its own e-marketplace limited to its buyers or suppliers only.
- c. Horizontal:** If the e-marketplace works with a large numbers of products and services from different industries, it is called a horizontal marketplace.
- d. Vertical:** Industry specific e-marketplaces are called vertical markets. An e-marketplace, working solely with suppliers and buyers of cars is an example of this kind of marketplace.

2.3.2. Benefits that you can have as a buyer

a. Automate the purchasing procedure

E-marketplaces allow you to send request for quotes to a prospective supplier,

receive quotes, send purchase orders and receive invoices within the marketplace system. You can virtually consolidate all your procurement processes in one single place. This process of automation brings significant efficiency to you and saves your transaction processing cost. According to Aberdeen Group, a research company, thanks to B2B procurement systems, businesses can reduce these processing costs up to 70%.

b. Comparison shopping at its best

Since you can see all the suppliers of a particular product, that you are planning to buy, in one place, it is easy for you to see which one among the suppliers suits you best in terms of quality, delivery time, geographical location, costs etc.

c. Reduce sourcing time cycle

Most e-marketplaces allow you to select multiple offers from different suppliers and create purchase orders in one shot and send. Since you handle all your procurement related correspondence from a consolidated working page, you can see right away answers to requests for quote, invoice, etc. This helps you react instantly and reduce your time in document processing.

d. Community participation

You can receive valuable feedbacks from other fellow buyers, receive industry-related information, build new partnerships and use the networking ability of a community.

e. Real time access to current product information

Current information of a product is vital for an accurate buying decision. 24hours access to supplier's catalog helps you getting most up-to-date information any time you need it.

f. Control rogue spending

Consolidated and automated procurement and approval method stops maverick buying in a company.

2.3.3. Benefits that you can have as a seller

a. New sales channel

By becoming a member of an e-marketplace, you open a low cost, highly functional and easy-to-use sales channel for your company. You expose your company to a new targeted audience that otherwise would have been untapped to you.

b. Low customer acquisition cost

Your mere presence in the e-marketplace might bring you new customers. Since the buyers come to e-marketplace themselves your cost of getting customers through this channel is relatively low in comparison to other traditional channels.

c. Improve customer service

Ability to have constant interaction through the e-marketplace allows you to serve your customers better. You can track the whole ordering process from payment to delivery and bring greater efficiency in customer service.

d. Efficient information sharing method

When needed, you can instantly update your catalog and inform your customers about changes. Whether you are launching a new product or having a web seminar, through e-marketplace you can share the information more efficiently.

e. Reduce supply chain cost

According to e-marketer, automated supply chain process through e-marketplaces can reduce your overhead costs 20% to 40%.

2.3.4. The slower adoption

- a.** Many companies had fall short to generate significant sales from their own websites and look at e-marketplaces with a does of skepticism. But as studies show e-commerce endeavors fail, mainly, due to lack of proper planning and marketing, as many site managers take the attitude that build-it-and-they-will-come.
- b.** Many conservative suppliers claim that their business depends on close relationship with local buyers. In reality, you can also get access to local untapped market through e-marketplaces. Another aspect- you can bring efficiency to your business by co-adopting an e-marketplace along with your buyers.
- c.** Many elderly executives are not very tech-savvy and afraid of adopting new technologies considering them too complex. In reality, e-business is virtual implementation of real life business processes and not very difficult to embrace.
- d.** Fear of price shopping by buyers is another factor, why suppliers are reluctant to use e-marketplaces. The ability of e-marketplace to emphasize all characteristics of the product in product content and demonstrate buyer-specific pricing should eliminate this fear.
- e.** Many, mistakenly, consider that participation cost in e-marketplace is very high and will hurt their bottom line. The expenses related to e-marketplace

membership are, usually, a mere fraction of what you can save from the use of its different features.

2.3.5. The factors that can look in an e-marketplace

As an online venue, where participants expect to conduct substantial part of their business processes, e-marketplace has a large range of useful features:

- a. Product catalog based on an industry-standard classification system.
- b. Product search capability within the marketplace and e-catalog.
- c. Buyers and sellers search capabilities.
- d. Supply chain process, i.e. request for quote, quotation, purchase order, billing system, etc.
- e. Directory of members.
- f. Shipment tracking.
- g. Simple system of adding and editing products.
- h. Simple offer posting system.
- i. Ability to promote products with special offers, sales, and discount.

Apart from these, some e-marketplaces boast other interesting features like auction and reverse auction, new product listing notification, business forum, XML interface, internal messaging system. Naturally, implementation of these features may vary significantly e-marketplace to e-marketplace.

2.4. Online shopping

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping mall (en.wikipedia.org).

It is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the internet. There is no intermediary service. The sale and purchase transaction is completed electronically and interactively in real-time such as Amazon.com for new books. If an intermediary is present, then the

sale and purchase transaction is called electronic commerce such as eBay.com (en.wikipedia.org).

2.5. Internet marketing

Internet marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties. This definition can be divided into five components:

a. A process.

The seven stages of the Internet marketing program process are framing the market opportunity, formulating the marketing strategy, designing the customer experience, crafting the customer interface, designing the marketing program, leveraging customer information through technology, and evaluating the results of the marketing program as a whole. These seven stages must be coordinated and internally consistent.

b. Building and maintaining customer relationships.

Successful marketing programs move target customers through three stages of relationship building: awareness, exploration, and commitment. It is important to stress that the goal of Internet marketing is not simply building relationships with online customers. Rather, the goal is to build offline as well as online relationship. The Internet marketing program may well be part of a broader campaign to satisfy customers who use both online and offline services.

c. Online.

Internet marketing deals with levers that are available in the world of the Internet. However, the success of an Internet marketing program may rest with traditional, offline marketing vehicles.

d. Exchange.

At the core of both online and offline marketing programs is the concept of exchange. In the networked economy, firms must be very sensitive to cross-channel exchanges. That is, an online marketing program must be evaluated according to its overall exchange impact-not just the online exchange impact.

Hence, online marketing may produce exchanges in retail stores. Firms must be increasingly sensitive to these cross-channel effects if they are to measure the independent effects of online and offline marketing programs.

e. Satisfaction of goals of both parties.

If the firm is unable to meet its financial obligations to employees, suppliers, or shareholders, then the exchange is unbalanced. Customers are still happy, but the firm is unable to sustain its revenue model. Both parties must be satisfied for exchange to continue (Rafi A. Mohammed, Robert J. Fisher, Bernard J. Jaworski, Gordon J. Paddison, 2000).

2.6 Previous Research

1. The title of the previous research is Research Framework for Consumer Satisfaction with Internet shopping. And its authors are Christy M K Cheung, and Matthew K O Lee both from City University of Hong Kong, China.

As Christy M K Cheung and Matthew K O Lee, there is still no widely accepted consensus on the satisfaction construct. Particular importance for the analysis arises from the fact that a conclusive set of antecedent variables of consumer satisfaction with Internet shopping is missing. Therefore, the key objective of this study is to describe a theoretical-grounded research framework that provides insight into consumer satisfaction with Internet shopping.

The author of the research constructs prescribed by two established frameworks, namely the End-User Computing (EUC) Satisfaction and Service Quality (SERVQUAL), are drawn upon in their investigation.

The author of previous research suggested that consumer satisfaction with Internet shopping is an attitude that impacted by beliefs about Information quality, System quality, and Service quality. Firstly, the Information quality has four dimensions which are Accuracy, Content, Format, and Timeliness. Secondly, System quality also has four dimensions which are Navigation, Ease of Use, Response Time, and Security. Thirdly, the Service quality has three dimensions which are Responsiveness, Assurance, and Empathy.

The author of the research concluded that understanding consumer satisfaction with Internet shopping is particularly important because a high level of satisfaction is associated with several key outcomes such as repeat purchase, positive word-of-mouth and else. And also their research suggested that theories proposed by different leading researchers can be integrated into one framework so that the understanding and prediction of consumer satisfaction with Internet shopping is far more comprehensively grounded than by using only one line of research.

2. The title of the second previous research is e-Satisfaction: An Initial Examination. And its authors are David M. Szymanski, and Richard T. Hise both are from Texas A&M University.

The authors refer that as more e-retailers promise their customers that online experiences will be satisfying ones, understanding what creates a satisfying customer experience becomes crucial. Even though the understanding appears crucial, no studies have examined the factors that make consumers satisfied with their e-retailing experiences. So their purpose of the research is filling that void, examine the role that consumer perceptions of online convenience, merchandising, site design, and financial security play in e-satisfaction assessments.

The convenience, Merchandising with two dimensions which are product offerings and product information, Site design, and financial security are their conceptual Mode of e-Satisfaction.

The research pursuing directions that become apparent as knowledge builds is encouraged. It is encouraged in the context of ultimately developing a comprehensive understanding of the antecedents and outcomes of e-Satisfaction. The research reported represents an initial step toward accomplishing that goal.

III METHODOLOGY

3.1. Research Method

In this chapter, researcher wants to explain how this research conducted and it will be helpful guidance about thesis research process in order to more understandable for both writer and readers. As long as researcher makes questionnaire, researcher decided to apply quantitative method and using survey to process the data. Quantitative method is a research method that relies less on interviews, observations, and small numbers of questionnaires, focus groups, subjective reports, and case studies but it is much more focused on the collection and analysis of numerical data and statistics. Quantitative research uses data that are structured in the form of numbers or that can be immediately transported into numbers (Ross, 1999).

3.2. Research Framework

In this section, researcher wants to explain about research framework to define more understandable about steps of doing research. From statement of problem to variables research is the process to figure out the topic that researcher wants to prove. And for the questionnaire, researcher has to keep analyze the questions' valid and reliability by using SPSS with factor analysis method to find out whether it is suitable to do survey. If the result of pretest is invalid enough, it means there is nothing helpful for proving the problems. After get all valid questions, it spread to respondents.

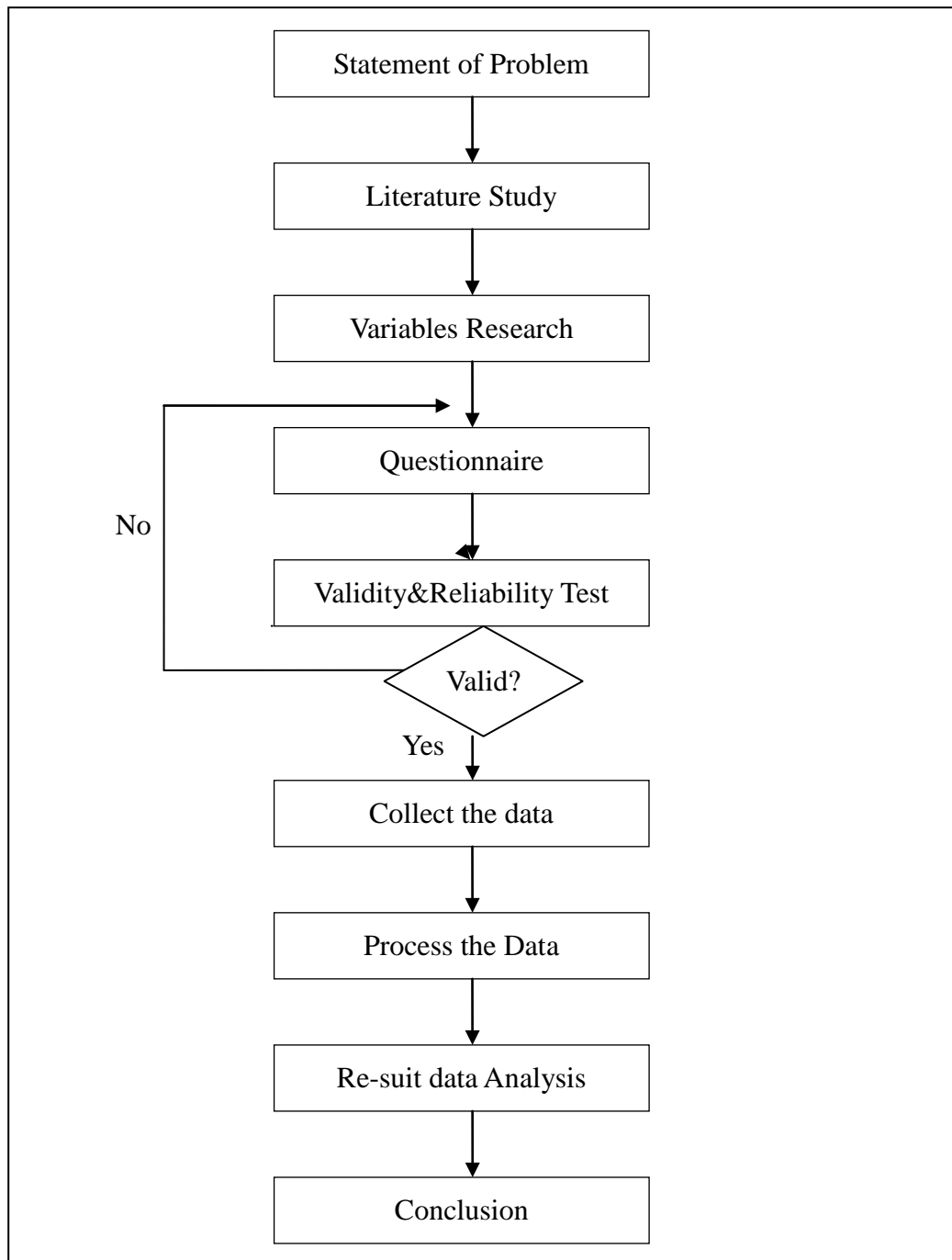


Figure 3.1. Research Framework

Source: *constructed by researcher*

3.3. Research Time, Place and Respondent

This research proceed at Lippo Cikarang, Cibubur and Korea via meeting face to face, personal messenger and e-mail from 10th July 2010 to 6th August 2010

3.4. Research Instruments

In order to prove this thesis, researcher collected data from survey, previous research, literature review and questionnaire. And for analyzing questionnaire, researcher used SPSS and Microsoft Excel.

3.4.1. Research Tool

A researcher chose survey by questionnaire, previous research and literature review to collect data to prove this research. The survey is helpful to get data quickly with cheaper cost. Previous research helped researcher to get idea about variables and some definition and Researcher get background and some detail information from literature review.

3.4.2. Questionnaire Design

Researcher figure out there are 3 main factors that affect to customer satisfaction toward online shopping. First is information quality, second one is system quality and the last one is service quality. The information quality and system quality each have 4 variables. And the service quality has 3 variables. So, the questionnaire consists of total 11variables. And here is brief description about each 11variables to make questions that related to each other.

Researcher used closed questions which have a list of possible options or answers from which the respondents must choose. It divided by 5numbers as each 1. Strongly agree, 2.Agree, 3.No option, 4.Disagree, 5. Strongly disagree. So that respondents indicate suitable number for giving their answer. The number of question and indicator of questionnaire shown at figure 3.1.

Table3.1 Number of question and indicator of questionnaire

Variables	Number of question	Indicator
Accuracy	1	The correctness of information on the website.
Content	1	The relevance and completeness of information on the website.
Format	2	The way the information is presented on the website.
Timeliness	1	The timeliness of the information on the website.
Navigation	3	The sequencing of pages, well organized layout, and consistency of navigation protocols.
Ease of use	1	The extents to which the website is easy to use and helps consumers accomplish their tasks.
Response time	1	The speed of access and download information and the availability of the website at all times.
Security	1	The website's ability in protecting consumer personal information collected from its electronic transactions from unauthorized use or disclosure.
Responsiveness	2	The willingness to help and prompt service.
Assurance	1	Knowledge and courtesy of service providers and their ability to provide trust and confidence.
Empathy	1	The care and individualized attention.

3.5. Sampling Design

Since research prepared to find out how online shop affect to customer's

satisfaction, researcher need to find many internet shoppers as many as possible. As a foreigner who living in Indonesia, researcher did not really know how many Indonesian use online shopping especially, online shop that do business as business to business(B2B) such as Kaskus or e-bay. So, Researcher makes a big arrange of target population to do survey. So that there is no respondent's limitation at nationality, age, sex, occupation for target of population. Therefore the respondents could be President University student, Korean resident in Lippo Cikarang, Cibubur and Korean living in Korea.

3.5.1. Sample size

As the number of respondent for survey is unknown, researcher has to use formula to measure size of respondent which is:

$$n = \frac{z^2 p(1-p)}{e^2}$$

Where:

Z = confident level (CL = 90% z=1.65; CL=95% z=1.96; CL=99% z=2.58)

e = sampling error (2%; 3% etc)

P = population variance or proportion estimation for one group in population

$$n = \frac{1.96^2 (0.1)(0.9)}{0.1^2} = 34.57$$

Where:

Z = 1.96

P = 0.1

E = 0.1

Through this calculation the researcher could get sample size as 34.57. So, the researcher decided to do survey with 35 respondents each country.

3.6. Statistical Treatment

Data processing has done by using the Weighted mean, Validity and Reliability test, Factor analysis method with Microsoft Excel and SPSS (Statistical Package for Social Science) 16.0.

Firstly, researcher used Validity and Reliability test for checking whether the questionnaire available to use. And the researcher used Factor analysis method to find out dominant factors. After that, weighted mean used to find out differences between Indonesian respondents, Korean respondents and combined respondents. Through this test, researcher can find out how Korean and Indonesian have different sight toward online shopping in open market and dominant factor that influence to customer satisfaction about online open market.

3.6.1. Weighted Mean

The weighted mean is a type of average that takes into account the number of occurrences that any one particular item may have within a given set. Much like the traditional mean, the weighted mean is calculated by adding up all of the digits in the series and dividing this total by the number of individual units. However, because the result of a weighted mean calculation must take into account the relative value of its members there is one additional step involved. The weights must not be negative. They may be zero, but not all of them because division by zero is not allowed.

$$\bar{x} = \frac{\sum_{i=1}^n w_i x_i}{\sum_{i=1}^n w_i}, \quad \text{Which means} \quad \bar{x} = \frac{w_1 x_1 + w_2 x_2 + \dots + w_n x_n}{w_1 + w_2 + \dots + w_n}.$$

Where:

w_1 = Weight of the data or observation

x_1 = Observation

3.6.2. Validity and Reliability Test

In order to define whether the questions are validity and reliability enough to do survey questionnaire, researcher did pretest with answered survey paper by 10 respondents which is called as pilot testing. It also called as formative test (www.usabilityfirst.com). It is an initial run of a study for the purpose of verifying that the test itself is well-formulated (www.joe.org). And it measured by SPSS which is a computer program used for statistical analysis to figure out whether the questions are validity and reliability.

3.6.2.1. Validity

Validity is the amount of systematic or built-in error in measurement (Norland, 1990).

The computation formula for the Pearson R is:

$$\text{Correlation Coefficient} = \frac{N \sum XY - (\sum X) (\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Where

r= Coefficient of Total-Item Correlation

N= Number of respondents

X= Score of Questions from the respondents

Y= Respondents Total score

This test was using 2-tailed test with the significant level of 0.05. The criteria for the test are as below:

1. If calculated r is bigger than or equals to r on the table (2-tailed test with 0.05 significant level), the instruments or the questions are significantly correlated towards the total score
2. If calculated r is smaller than or equals to r on the table (2-tailed test with 0.05 significant level), the instruments or the questions are not significantly correlated towards the total score (Invalid).

3.6.2.2. Reliability

Reliability refers to random error in measurement. Reliability indicates the accuracy or precision of the measuring instrument (Norland, 1990).

In this research, researcher used Cronbach's Alpha to determine the reliability. The primary purpose of Cronbach's alpha (α) is to provide an indicator of the internal reliability or consistency of items in a multiple item scale or index.

This method is suitable for score in scale (scale of 1-5). Cronbach Alpha is a measure of squared correlation between observed scores and true scores. Put another way, reliability is measured in terms of the ratio of true score variance to observed score variance.

The formula is:

$$\alpha = \frac{K \cdot r}{1 + (K - 1)r}$$

Where:

α (Cronbach's alpha) = instrument reliability

r = average of correlation between items

k = number of items

Significant test is done for the significant level of 0.05. The instrument is reliable if alpha is bigger than product moment critical r.

3.6.2.3. The result of validity and reliability test

Table3.2 Validity and Reliability test

Variable	r Computation	Cronbach's Alpha	r Table	Validity Remarks	Reliable Remarks
Accuracy of information on online open market	0.683	0.674	0.514	Valid	Reliable
The relevance of information of online open market	0.667	0.675	0.514	Valid	Reliable
The richness of provision on the website	0.579	0.679	0.514	Valid	Reliable
The importance of provision	0.614	0.677	0.514	Valid	Reliable
The prompt update service of information	0.594	0.677	0.514	Valid	Reliable
The facility and structure of website	0.712	0.678	0.514	Valid	Reliable
The importance of facility and structure for respondent	0.563	0.679	0.514	Valid	Reliable
Well-navigated of online open market	0.691	0.673	0.514	Valid	Reliable
The ease of use on the	0.577	0.679	0.514	Valid	Reliable

online open market site					
Downloading speed of online shop	0.658	0.680	0.514	Valid	Reliable
Security problem of online shop	0.602	0.678	0.514	Valid	Reliable
Complaining in commend on the online open market	0.600	0.677	0.514	Valid	Reliable
The prompt service of online open market	0.682	0.671	0.514	Valid	Reliable
Comparing purchase system on the online open market	0.623	0.679	0.514	Valid	Reliable
Caring and individualized attention of online shop	0.708	0.670	0.514	Valid	Reliable

The table shown above is the valid and reliable in questionnaire that will be spread to respondents which contains 15 questions. The whole questionnaire, both pretesting questionnaire and final questionnaire are available in English for Korean and Indonesian both. The Questionnaire details in APPENDIX A.

3.6.3 Factor analysis

Factor Analysis used to find out dominant factors that affect to customer satisfaction toward online open market. Factor Analysis provides the tools for analyzing the structure of the correlations among a large number of variables by defining sets of variables that are highly interrelated, known as factors. These groups of factors, which are by definition highly interrelated, are assumed to represent dimension within the data. (Joseph F.Hair, Jr. et al, 2009, pp.94)

There will be two types of variables in factor analysis, which are:

a. Manifest variable

Manifest variable is a variable that is directly observable or measurable.

b. Latent variable

Latent variable is a variable that are not directly observed but are rather inferred from other variables that are observed and directly measured.

There are some procedures in computing factor analysis, which are:

1. Preparing Raw Data

Raw data is organized data of answers by respondents about questionnaires. It is attached in APPENDIX.

2. Correlation Matrix

The main purpose of creating correlation matrix is to find the relationship degree between variables. This degree will be used for further process in factor analysis. High correlation value is needed in order to get good factor analysis. High correlation value refers to correlation value which the determinant value is closer to 0.

3. Kaiser-Meyer-Olkin (KMO) Measuring of sampling Adequacy (MSA) ranged from 0 to 1. When each variable is perfectly predicted without error by the other variables, it will be 1. The measure can be interpreted with the following guideline: 0.80 or more, meritorious; 0.70 or more, middling; 0.60 or more, mediocre; 0.50 or more, miserable; and less than 0.50, unacceptable. (Joseph F. Hair, Jr., 2006, pp.104).

4. Eigen value

Eigen value is used in extracting the factor in factor analysis method. This kind of value shows the communality value for the variables that represent the factor. The numbers of factors is determined by the percentage of total variance produced in that variable. The variance value comes from the total of variance value form each variable. For deciding numbers of factors that will be formed, we use latent root criteria, only factors which its Eigen value is greater than 1 is considered significant.

5. Rotated Factor Matrix

The factor rotation with an orthogonal varimax rotation is used in order to rotate the beginning factor of extracted result so we can obtain a rotated result where there are many variables whose value is closer to zero.

IV ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

In this chapter, researcher wants to interpret of results. The results of the research would answer all the problems being investigated as well as the results of testing the hypothesis. It can then be said that the research has contributed to a widening of academic understanding on this problem.

4.1. Characteristics of the Respondent

The survey has done after check whether the person ever used online open market. After get answer that respondent ever used online open market, the survey has proceeded.

4.1.1 Gender

Table 4.1 Characteristics of Respondent Based on Gender

Gender	Indonesian		Korean		Total	
	Amount	Percent(%)	Amount	Percent(%)	Amount	Percent(%)
Male	20	57.14	14	40	34	48.57
Female	15	42.86	21	60	36	51.43

Source: Primary Data

From table 4.1, the researcher find out 57.14% of Indonesian male respondents ever used online open market whereas 40% of Korean male respondents ever used online open market. Through this research, researcher concludes that Indonesian male respondents have more positive think at online open market than Korean male respondents. And also 42.86% of Indonesian female respondents ever used online open market whereas 60% of Korean female respondents. But as Korea is one of the countries that are developing quicker at IT industry, a lot of Korean has met online open market earlier than Indonesian. So after consider it, the researcher assumes that there will be differentiation in background. Finally in combination, male and female have similar numerical value between 48.57% of male

respondents and 51.43%. Through this research, researcher concludes that although numerical value is not that different, female has used online open market more than male.

4.1.2. Age

Table 4.2 Characteristics of Respondent Based on Age

Age	Indonesian		Korean		Total	
	Amount	Percent (%)	Amount	Percent (%)	Amount	Percent (%)
Below 19	9	25.71	27	77.14	36	51.43
20 - 23	26	74.29	4	11.43	30	42.86
Above 23	-	-	4	11.43	4	5.71

Source: Primary Data

From table 4.2, the researcher found 25.71% of Indonesian respondents who is below 19years old whereas 77.14% of below 19 years old Korean respondents. And for the 20 to 23 years old Indonesian respondent answered ever used online open market with 74.29% of numerical value whereas Korean 20 to 23 years old respondents answered ever used online open market with 11.43%. So, the researcher concludes that age influences the use of online open market to shopping.

4.2. Data Interpretation

By comparing each respondent's answer, researcher could evaluate the dimensions. So, the researcher made a rank each customer satisfaction dimensions by using weighted mean average. Through this research, we can assume which one is the most effective variable to give customer satisfaction.

The weighted mean of dimension has been computed by SPSS 16.0. And the result of the weighted mean for each dimension can be seen at table 4.3, also for the complete calculation can be seen in the Appendix.

Table 4.3 Weighted Mean & Weighted Mean Average

		Weighted Mean			Weighted Mean Average		
Dimension	Variable	Indonesia	Korea	Combination	Indonesia	Korea	Combination
Information Quality	Accuracy	2.0571	2.0571	2.0571	2.2857	2.3771	2.3314
	Content	2.1429	2.2571	2.2000			
	Format	2.4429	2.7286	2.5857			
	Timeliness	2.3429	2.1143	2.2286			
System Quality	Navigation	2.2762	2.4476	2.3619	2.2190	2.1524	2.1857
	Ease of Use	2.2286	2.1429	2.1857			
	Response Time	2.1714	1.7714	1.9714			
	Security	2.0857	1.6571	1.8714			
Service Quality	Responsiveness	2.2715	2.3714	2.3215	2.3357	2.5357	2.4357
	Assurance	2.3714	2.6000	2.4857			
	Empathy	2.4286	2.8000	2.6143			

Source: SPSS 16.0 Output

From table 4.3, we can see the highest weighted means of Indonesian, Korean and combine among Information quality are all come from Format with each 2.4571, 2.7714 and 2.6143. And the highest weighted means of Indonesian, Korean and combine among System quality are all come from Navigation with each 2.4571, 2.5143 and 2.4143. Lastly in Service quality, the highest weighted means of Indonesian, Korean and combine are all come from Empathy with each 2.4286, 2.8000 and 2.6143.

After got the weighted mean average, the researcher can construct the rank of each dimension. The result of the dimension's rank can be seen at table 4.4. This ranking let us know which factor is the most influence to customer satisfaction toward online open market.

Table 4.4 Weighted Mean Average & Rank

Variable	Indonesian		Korean		Combination	
	Weighted Mean Average	Rank	Weighted Mean Average	Rank	Weighted Mean Average	Rank
Information Quality	2.2857	II	2.3771	II	2.3314	II
System Quality	2.2190	III	2.1524	III	2.1857	III
Service Quality	2.3357	I	2.5357	I	2.4357	I

Source: Primary Data and SPSS 16.0 Output

The weighted mean is a type of average that takes into account the number of occurrences that any one particular item may have within a given set. In comparing the result of ranking of each dimension by each country and combination, there is not differentiation. Based on the result of weighted mean average above, Service quality is the most dominant factor that the most powerful influence to customer satisfaction toward online open market. And it also can be the most dominant factor to decide to do shopping in online open market.

4.2.1. The result of Indonesian respondent

From the result of Indonesian respondents, the researcher could get 3 dominant factors and its each variable's Weighted mean through calculating by using Factor analysis and Descriptive method. Which are:

4.2.1.1. Factor 1

Through SPSS 16.0, Factor 1 is the most dominant factor at influencing customer satisfaction toward online open market for Indonesian respondents. The factor 1 of Indonesian respondents can be seen at table 4.5.

Table 4.5 Factor 1 of Indonesian respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q1	Accuracy	Accuracy of information on online open market	0.637	2.0571
2	Q2	Content	The relevance of information of online open market	0.650	2.1429
3	Q3	Format	The richness of provision on the website	0.911	2.4571
4	Q5	Timeliness	The prompt update service of information	0.643	2.3429
5	Q9	Ease of use	The ease of use on the online open market site	0.711	2.2286
6	Q14	Assurance	Comparing purchase system on the online open market	0.757	2.3714

Source: SPSS 16.0 Output

The first factor consists of 6 dimensions (Accuracy, Content, Format, Timeliness, Ease of use and Assurance) that come from Information quality, System quality and Service quality. These variables of factor1 are not only the most dominant factor that influences to decide to do shopping but also these are means that the most dominant factor that influence to Indonesian customer satisfaction toward

online open market. The most dominant variable among factor1 is *Format* with 2.4571 Weighted Mean. From the Format dimension itself, ‘The richness of provision on the website’ is the answer why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Format can influence to customer satisfaction more than other variables. And among the factor 1, variable that still have to be improved for giving more satisfy to customer is ‘Accuracy of information on online open market’ with the lowest numerical value as 2.0571 Weighted Mean.

4.2.1.2. Factor 2

Factor 2 is the secondary dominant factor at influencing customer satisfaction toward online open market for Indonesian respondents. The factor 2 of Indonesian respondents can be seen at table 4.6.

Table 4.6 Factor 2 of Indonesian respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q6	Navigation	The facility and structure of website	0.631	2.2286
2	Q8		Well-navigated of online open market	0.866	2.4571
3	Q12	Responsiveness	Complaining in commend on the online open market	0.662	2.3143
4	Q13		The prompt service of online open market	0.694	2.2286

Source: SPSS 16.0 Output

The second factor consists of 4 dimensions (Navigation and Responsiveness) that come from System quality and Service quality. The most dominant variable among factor 2 is *Navigation* with 2.4571 Weighted Mean. From the Navigation dimension itself, ‘Well-navigated of online open market’ is the reason among factor 2 why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Navigation can influence secondary to customer satisfaction than other variables. And among the factor 2, variable that still have to be improved for giving more satisfy to customer is ‘The prompt service of online open market’ and ‘The facility and structure of website’ with the same lowest numerical value as 2.2286 Weighted Mean.

4.2.1.3. Factor 3

Factor 3 is the third dominant factor at influencing customer satisfaction toward

online open market for Indonesian respondents. The factor 3 of Indonesian respondents can be seen at table 4.7.

Table 4.7 Factor 3 of Indonesian respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q10	Response time	Downloading speed of online shop	0.886	2.1714
2	Q11	Security	Security problem of online shop	0.612	2.0857
3	Q15	Empathy	Caring and individualized attention of online shop	0.797	2.4286

Source: SPSS 16.0 Output

The third factor consists of 3 dimensions (Response time, Security and Empathy) that come from System quality and Service quality. The most dominant variable among factor 3 is *Empathy* with 2.4286 Weighted Mean. From the Empathy dimension itself, ‘caring and individualized attention of online shop’ is the reason among factor 3 why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Empathy can influence thirdly to customer satisfaction than other variables. And among the factor 3, variable that still have to be improved for giving more satisfy to customer is ‘Security problem of online shop’ with the same lowest numerical value as 2.0857 Weighted Mean.

4.2.2. The result of Korean respondent

From the result of Korean respondents, the researcher could get 2 dominant factors. Researcher had to remove question number 1, 2, 4, 9, 11, 12, 13, 14 because those variables are less MSA (Measures of Sampling Adequacy) than 0.5 in Anti-Image Matrices. It means that those variables are not allowed to use factor analysis and also Weighted Mean. So the variables that can use for this research are 7 which are question number 3, 5, 6, 7, 8, 10, 15.

Its each variable’s Weighted mean through calculating by using Factor analysis and Descriptive method. Which are:

4.2.2.1. Factor 1

Through SPSS 16.0, Factor 1 is the most dominant factor at influencing customer satisfaction toward online open market for Korean respondents. The factor 1 of Korean respondents can be seen at table 4.8.

Table 4.8 Factor 1 of Korean respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q3	Format	The richness of provision on the website	0.831	2.7714
2	Q10	Response time	Downloading speed of online shop	0.611	1.7714
3	Q15	Empathy	Caring and individualized attention of online shop	0.601	2.8000

Source: SPSS 16.0 Output

The first factor consists of 3 dimensions (Format, Response time and Empathy) that come from Information quality, System quality and Service quality. These variables of factor1 are not only the most dominant factor that influences to decide to do shopping but also these are means that the most dominant factor that influence to Korean customer satisfaction toward online open market. The most dominant variable among factor1 is *Empathy* with 2.8000 Weighted Mean. From the Empathy dimension itself, ‘Caring and individualized attention of online shop’ is the answer why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Empathy can influence to customer satisfaction more than other variables. And among the factor 1, variable that still have to be improved for giving more satisfy to customer is ‘Downloading speed of online shop’ with the lowest numerical value as 1.7714 Weighted Mean.

4.2.2.2. Factor 2

Factor 2 is the secondary dominant factor at influencing customer satisfaction toward online open market for Korean respondents. The factor 2 of Korean respondents can be seen at table 4.9.

Table 4.9 Factor 2 of Korean respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q6	Navigation	The facility and structure of website	0.635	2.5143
2	Q7		The importance of facility and structure for respondent	0.646	2.4571

Source: SPSS 16.0 Output

The last factor consists of 2 questions from 1 dimension (Navigation) that come from System quality. The only one dominant variable in factor 2 is *Navigation*

with 2.5143 Weighted Mean. From the Empathy dimension itself, ‘The facility and structure of website’ is the reason among factor 2 why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Navigation can influence secondly to customer satisfaction than other variables.

4.2.3. The result of combined Indonesian and Korean

From the result of combined respondents, the researcher could get 4 dominant factors and its each variable’s Weighted mean through calculating by using Factor analysis and Descriptive method. Which are:

4.2.3.1. Factor 1

Through SPSS 16.0, Factor 1 is the most dominant factor at influencing customer satisfaction toward online open market for combined respondents. The factor 1 of combined respondents can be seen at table 4.10 below:

Table 4.10 Factor 1 of combination respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q3	Format	The richness of provision on the website	0.762	2.6143
2	Q6	Navigation	The facility and structure of website	0.769	2.3714
3	Q14	Assurance	Comparing purchase system on the online open market	0.653	2.4857

Source: SPSS 16.0 Output

The first factor consists of 3 dimensions (Format, Navigation and Assurance) that come from Information quality, System quality and Service quality. These variables of factor1 are not only the most dominant factor that influences to decide to do shopping but also these are means that the most dominant factor that influence to two country(Indonesia and Korea)’s customer satisfaction toward online open market. The most dominant variable among factor1 is *Format* with 2.6143 Weighted Mean. From the Format dimension itself, ‘The richness of provision on the website’ is the answer why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Format can influence to customer satisfaction more than other variables. And among the factor 1, variable that still have to be improved for giving more satisfy to

customer is ‘The facility and structure of website’ with the lowest numerical value as 2.3714 Weighted Mean.

4.2.3.2. Factor 2

Through SPSS 16.0, Factor 2 is the secondary dominant factor at influencing customer satisfaction toward online open market for Indonesian respondents. The factor 2 of combined respondents can be seen at table 4.11.

Table 4.11 Factor 2 of combination respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q5	Timeliness	The prompt update service of information	0.840	2.2286
2	Q9	Ease of use	The ease of use on the online open market site	0.618	2.1857
3	Q10	Response time	Downloading speed of online shop	0.672	1.9714
4	Q11	Security	Security problem of online shop	0.703	1.8714

Source: SPSS 16.0 Output

The second factor consists of 4 dimensions (Timeliness, Ease of use, Response time and Security) that come from System quality and Service quality. The most dominant variable among factor 2 is *Timeliness* with 2.2286 Weighted Mean. From the Timeliness dimension itself, ‘The prompt update service of information’ is the reason among factor 2 why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Timeliness can influence secondary to customer satisfaction than other variables. And among the factor 2, variable that still have to be improved for giving more satisfy to customer is ‘Security problem of online shop’ with the lowest numerical value as 1.8714 Weighted Mean.

4.2.3.3. Factor 3

Factor 3 is the third dominant factor at influencing customer satisfaction toward online open market for combined respondents. The factor 3 of combined respondents can be seen at table 4.12 below:

Table 4.12 Factor 3 of combination respondents

No.	Question Number	Variables	Statement	Factor Analysis	Weighted mean
1	Q12	Responsiveness	Complaining in commend on the online open market	0.824	2.3000

Source: SPSS 16.0 Output

The third factor consists of 1 dimension (Responsiveness) that comes from Service quality. The dominant variable in factor 3 is Responsiveness with 2.3000 Weighted Mean. From the Responsiveness dimension itself, ‘Complaining in commend on the online open market’ is the reason among factor 3 why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Responsiveness can influence thirdly to customer satisfaction than other variables.

4.2.3.4. Factor 4

Factor 4 is the last dominant factor at influencing customer satisfaction toward online open market for combined respondents. The factor 4 of combined respondents can be seen at table 4.13 below:

Table 4.13 Factor 4 of combination respondents

No.	Question Number	Variables	Statement	Factor Value	Weighted mean
1	Q1	Accuracy	Accuracy of information on online open market	0.831	2.0571
2	Q2	Content	The relevance of information of online open market	0.689	2.2000

Source: SPSS 16.0 Output

The fourth factor consists of 2 dimensions (Accuracy and Content) that come from Information quality. The most dominant variable among factor 4 is *Content* with 2.2000 Weighted Mean. From the Content dimension itself, ‘The relevance of information of online open market’ is the reason among factor 4 why people feel satisfy in online open market when they do shopping. According to the respondents’ answers, Content can influence fourthly to customer satisfaction than other variables. And among the factor 4, variable that still have to be improved for giving more satisfy to customer is ‘Accuracy of information on online open market’ with the lowest numerical value as 2.0571 Weighted Mean.

V CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The objective of this study is in order to find out the level of Indonesian and Korean customer satisfaction toward online open market. The researcher decided to do research with Indonesian and Korean as respondent because the researcher expected that both countries have different behavior from different culture.

For using the Factor analysis, the researcher used 11 dimensions of customer satisfaction in online open market which are; Accuracy, Content, Format, Timeliness, Navigation, Ease of Use, Response Time, Security, Responsiveness, Assurance, and Empathy. The writer conducted questionnaire which is consists of fifteen questions to represent the eleven dimensions and given to the people in Jakarta and Korea to fill it out. The respondents for this research are Korean 35 and Indonesian 35, total 70 respondents.

The results of the analysis which came out from the weighted mean procedures are:

1. The most dominant factor that influences Indonesian customer satisfaction at online open market is *Format* with weighted mean 2.4571. It is the highest weighted mean average among other dimensions. The *Format* defined as the way the information is presented on the website. The researcher uses two variables to construct the *Format* dimension. Which are: The richness of provision on the website and the importance of provision on the website. Among those two variables, the researcher got one variable that can affect mostly to customer satisfaction at online open market. The variable is the richness of provision on the website. It is the question that checking respondent's opinion whether the richness of provision is the most influence factor to customer satisfaction. This result mentions what customer like and wants to Indonesian online open market. And also the customer wants richness of provisions in Indonesian online open market such as Kaskus for online shopping. And other rest factors that belong to first factor that affect to customer satisfaction are Accuracy,

Content, Timeliness, Ease of use and Assurance. Among those factors, the most lowest weighted mean is Accuracy as 2.0571.

2. The most dominant factor that influences Korean customer satisfaction at online open market is also *Format* but different weighted mean value as 2.7714. It is the highest weighted mean average among other dimensions like Indonesian result. Among two variables from *Format*, the researcher got one variable that can affect mostly to customer satisfaction at online open market. The variable is also the richness of provision on the website. This result mentions what customer like and wants to Korean online open market. And also the customer wants richness of provisions in online open market such as G-market for online shopping. And other rest factors that belong to first factor that affect to customer satisfaction are Response time and Empathy. The lowest factor among those rest factors is Response time as 1.7714.
3. As follow Korean and Indonesian result, the most dominant factor that influences combination customer satisfaction at online open market is also *Format* with different weighted mean value as 2.6143. It is the highest weighted mean average among other dimensions. Among two variables, the researcher got one variable which is also the richness of provision on the website. This result mentions the customer wants richness of provisions in online open market and also what customer likes and wants to Korean and Indonesian online open market either. And other rest factors that belong to first factor that affect to customer satisfaction are Navigation and Assurance. Among those rest factors, The lowest factor is Navigation as 2.3714.

For the another factors which need to be improved in Indonesia, Korea, and for the combination are each Security, weighted mean 2.0857, Navigation, weighted mean 2.4571, Content, weighted mean 2.2000. Those three are come from its each the lowest factor that can influence to customer satisfaction in online open market. So that for the recommendation for each result, should improve at Security for Indonesian online open market, Navigation for Korean online open market, and Content for both countries.

5.2. Recommendation

5.2.1. For the Indonesian and Korean both online open market

According to conclusion above, the researcher got dominant factor from result of Indonesia, Korean, and both combined countries satisfaction toward online open market. The most dominant factor is *Format* which is focused on 'richness of provision on website'. This result means online shopping users satisfy with richness of provision when they do shopping in online open market. So that the online open market should maintain offering richness of provision on the website.

And for the factors that should be improved for Indonesia, Korea, and both are Security, Navigation, and Content. For the Indonesian online open market should more careful at protecting consumer personal information collected from its electronic transactions from unauthorized use or disclosure. They may require to users to change their ID password every month. And for the Korean online open market should more careful at Navigation. It means that although the goods looks attractive or cheap, if the navigation of website like the way organized layout looks inconvenient, users can not feel satisfy with their shopping. So that it may be able to offer better design of layout to organized well. Finally, for both of countries should try to improve about content of website. By offering like with proved sellers can be the way to improve it.

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