

## ABSTRACT

### THE DIFFERENCE OF SATISFACTION LEVEL AMONG INTERNET USERS WHO ACCESSED THE SITES KOMPAS.COM AND DETIK.COM

**A Study on the Difference of Satisfaction Level among Students of Airlangga University, Surabaya, as Internet Users who Accessed the Sites Kompas.com and Detik.com)**

**Mas'amah**

The aim of this study to identify motivation student of Airlangga University to access internet and to identify the difference of satisfaction level among students of Airlangga University who accessed the Sites Kompas.com and Detik.com. This study used quantitative method, employing research survey. The location of study was at M-Web Internet Service in Campus B, Airlangga University. Population was students of Airlangga University who accessed Kompas.com and Detik.com. Samples comprised 100 respondents, recruited using Yamane formula and Simple Random Sampling technique. The analysis unit was individuals, i.e., the students of Airlangga University who accessed Kompas.com and Detik.com. Data were analyzed using t test with SPSS program version 10.01.

The results of this study revealed the motives and satisfaction level of Airlangga University students who accessed Kompas.com and Detik.com. The most predominant motive was information, in which the students accessed the internet with the aim to obtain information and to fulfill their curiosity. Regarding the satisfaction to Kompas.com and Detik.com, a difference was found. Kompas.com could provide satisfaction in personal identity as well as social integration and interaction, while it could not provide satisfaction in information and entertainment. On the other hand, Detik.com could provide satisfaction in personal identity, social integration and interaction, as well as entertainment, but it could not provide satisfaction in information.

Keywords: Satisfaction  
Gratifications sought  
Gratifications obtained