

Intention to Use Internet Marketing in Indonesia

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Abstract—This Research about Intention to use internet marketing in Indonesia intends to figure out how big Indonesians' intention in using internet marketing. As we know, internet marketing can be one solution for companies which have limited budget in running their operations. The rapid advance of technology and the increase of start-up amount in Indonesia these past few years generate some new problems. The basic problem of these start-ups is capital limit, which results that many start-ups can only last for 1 year. With the programme of Indonesian government who support the start-ups' owners to go online and advertise their products or services in internet it's highly expected that they can tackle their problem in such capital limit. This research has taken as many samples as 220 owners of micro, small, and moderate businesses as well as online business owners utilising internet as media to advertise their products or services. This research is a survey-based by using google form as a media which uses analysis technic of SEM with AMOS 22. The result of this research confirms that Performance Expectancy and Facilitating Condition are variables that influence the intention of Indonesians to use internet marketing. While gender moderates the influence of social influence toward the intention of Indonesian to use internet marketing. (*Abstract*)

Keywords—*internet marketing; marketing; UTAUT; intention; internet*

Empowering Traditional Market's Sellers by The Help of Local Institutions Role in Malang City

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Abstract—Traditional market is supporting economic sector with its important role for majority of Indonesian society. Many of them are highly dependent to commercial activities in traditional markets. Lots of commercial activities inside traditional markets are able to generate income for their local economy along with ability to absorb significant amount of job seekers. The purpose of this research are: 1. To describe the image of traditional market's seller at Malang city, 2. To explain a harmonious cooperation between traditional market's seller with their local institution at Malang city. This research is held in Malang city of East Java Province by using survey type of research. Total population is 450 sellers from some traditional markets with 80 sellers which proven qualified for sample population. Research data is collected from questionnaire, observation and documentation activities. After its data collection by questionnaire the writer take the next step to analyze the data by qualitative method to explain the image of traditional market's seller in traditional market at Malang city in relation to eligibility level, market's aspect, financial's aspect, economy aspect, or environmental aspect. The result from this research will be treated as a basis or foundation for developing skills or abilities from the sellers in any traditional market by conducting on going socialization, counselling and assistance.

Keywords—*economic sector; traditional market's sellers; local institution*

Indomie, Feeding the World and Pride of Indonesia

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Abstract— Indomie is the largest instant noodle manufacturer in Indonesia and worldwide, such as Africa, New Zealand, Southeast Asia, Australia, United States, and European countries. Since its first launching in 1972, Indomie rapidly grow and transformed from scratch, and now are being consumed by households, becoming the first choice to substitute rice as staple food across the nation. Indomie, the most innovative instant noodle brand, has satisfy the needs of the consumers by consistently developing new variants and flavors with authentic universal taste, integrated distribution channels, and affordable price. Indomie undeniably faced intense business competition in the market which led to dwindling sales in 2003. As a result, Indomie decided to maintain its strategic plans on pricing and product innovation. Apparently, Indomie learned that one of the biggest mistake may come from underestimating the capacity and strategy of its competitors. Therefore, Indomie constantly strives to analyze and monitor the market. The success of Indomie is a combination of long journey and hard work to maintain its irresistibly delicious taste as the family favorite and *must-have* instant food for its loyal customers. Indomie strives to be the major contributor to the well-being and satisfaction to its consumers and become a brand ritual. Indomie has transformed its loyal customers into product ambassadors by providing them opportunities to demonstrate its unique recipe. Due to its consistent marvelous Integrated Marketing Communication (IMC) methods, consumers continue to choose Indomie over other brands, winning 72 percents market share. With an annual production capacity of 18 billion packs of noodles that spread across 17 factories in Indonesia and more production in several countries, Indomie is ready to appetite the future.

Keywords— *Indomie; Indonesia; Integrated Marketing Communication; Brand Ritual*

Effects of Perceived Enjoyment, Economic Benefit, Ecological Sustainability, Self-Denial in Purchasing Goods, and Risk in Purchasing through Internet Factors on Consumer Attitude and Behavior Towards the Purchase of Used Durable Goods through Internet

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Abstract— The practice of used goods sales and purchase in Indonesia has now penetrated the electronic market. In Indonesia, the e-commerce firms accommodating the used goods sales and purchase transactions is increasing in number. Participation in the purchase of used goods has also involved the middle-upper class society. Whereas, considering the high purchase power and the availability of various financial instruments such as credit card and instalment, used goods buying should not necessarily happen. This research discusses the attitude and behaviour towards the online purchase of used durable goods. The factors being measured include perceived enjoyment, economic benefit, ecological sustainability, self-denial in the purchase of goods and the risk in purchasing through internet, which affect the attitude and behaviour towards the online purchase of used durable goods.

Keywords—*used durable goods; perceived enjoyment; economic benefit; ecological sustainability; self-denial in the purchase of goods; risk in purchasing through internet; attitude and behaviour*

Analysis User Satisfaction on Site gotomalls.com with Webqual Method

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Abstract—Gotomalls.com is a web-based application that provides information for users about promotions, coupons, discounts and events at malls and shopping centers. Gotomalls.com focuses on online to offline (o2o) concept to help malls and shopping centers to draw online customers from online channels to outlets or physical stores in malls and shopping centers. Recently, Gotomalls.com is encountering significant gap between visitors who view page detail coupons, take the coupons and redeem coupons. Quality website of Gotomalls.com is one of the main factors affecting user decision which is by improving the website quality will increase level of user satisfaction and user intensity on website services. This study is designed to evaluate the quality of Gotomalls.com measured by modification approach WebQual 4.0 variables and its effect on user satisfaction variable. WebQual is a method or technique of measuring the website quality based on the end user perceptions. Modification approach WebQual 4.0 variables on WebQual 4.0 include usability quality, information quality, service interaction quality, and website design quality. This research takes an object on a website gotomalls.com with respondents will be divided under two categories (users who do not know gotomalls.com and users who had know and use gotomalls.com). Analysis and statistical tests are performed to identify factors that affect user satisfaction on gotomalls.com website.

Keywords—*webqual; user satisfaction; online to offline; sites mall information*

The Effects of Corporate Social Responsibility towards Corporate Image and Word of Mouth in East Java Regional Development Bank

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Abstract—The purpose of this research is to analyze wheater Corporate Social Responsibility partially has significant effect towards Corporate Image, Corporate Social Reponsibility and Corporate Image partially have significant effect toward Word of Mouth of PT. Bank Pembangunan Daerah Jatim, Tbk in Surabaya. This research was used by using questionnaires methods. Population of this study was Bank Jatim customers that have a knowledge in Surabaya. Research involves to 238 Bank Jatim customers. The sampling technique in this study was used Accidental Sampling. The Technique of data analysis using Partial Least Square. The result of the research showed that Corporate Social Responsibility partially has positive significant effect towards Corporate Image, Corporate Social Responsibility and Corporate Image partially have positive significant effect towards Word of Mouth.

Keywords—*Corporate Social Responsibility; Corporate Image; Word of Mouth*