

ABSTRAK

Seiring dengan banyaknya kebutuhan konsumen dan disamping itu diimbangi oleh perkembangan teknologi informasi di dunia, kebutuhan informasi yang cepat, tepat dan akurat sangat dibutuhkan oleh konsumen. Dengan ini kesempatan perusahaan untuk meningkatkan kualitas *website* agar konsumen tetap setia terhadap suatu perusahaan tersebut.

Pada saat ini, *website* merupakan salah satu alat yang diadopsi organisasi untuk menciptakan hubungan. Perguruan tinggi termasuk salah satu organisasi yang memanfaatkan potensi *website* sebagai alat pertukaran informasi antar dan di dalam organisasi. Hasil studi menyatakan bahwa *website* yang berkualitas terbukti bisa meningkatkan kepuasan, kepercayaan, dan hubungan.

Tujuan penelitian ini adalah (1) mengetahui tanggapan mengenai kualitas *website* serta niat mahasiswa melanjutkan studi Program Magister Manajemen Sekolah Pascasarjana Universitas Widyatama; (2) mengetahui tanggapan responden mengenai niat mahasiswa melanjutkan studi di Program Magister Manajemen Sekolah Pascasarjana Universitas Widyatama ; dan (3) mengetahui pengaruh kualitas *website* terhadap niat mahasiswa melanjutkan studi di Program Magister Manajemen Sekolah Pascasarjana Universitas Widyatama.

Penelitian ini dilakukan dengan mengambil sampel mahasiswa strata 1 pengguna *website* Magister Manajemen Pascasarjana Universitas Widyatama. Instrumen utama pengumpulan data berupa kuesioner dan diukur dengan skala ordinal. Kuesioner dikirim ke responden melalui *mailing list*. Jumlah responden dalam penelitian ini sebanyak 100 responden. Metode analisis data yang digunakan adalah Stastitical Package for the Social Science (SPSS).

Kata kunci : *website*, perguruan tinggi, niat beli.

ABSTRACT

Along with the many needs of consumers and in addition is offset by the development of information technology in the world, need information fast, precise and accurate is needed by the consumer. With this company the opportunity to improve the quality of the website in order to keep consumers loyal to a company's.

At this time, the website is one of the tools adopted by the organization to create a relationship. The college is one of the organizations that harness the potential of the website as a means of exchanging information between and within organizations. The study said that a quality website is proven to increase satisfaction, trust, and relationships.

The purpose of this study is (1) determine the responses regarding the quality of the website as well as the intention of students to continue their studies Master Program Widyatama University Graduate School of Management; (2) determine the responses of respondents regarding the intention of students to continue their studies in the Master Program Widyatama University Graduate School of Management; and (3) the effect of website quality on the intentions of students to continue their studies in the Master Program Widyatama University Graduate School of Management.

This research was conducted by taking a sample of undergraduate students 1 user website Widyatama University Graduate Management Master. The main instrument of data collection questionnaire and measured by ordinal scale. Questionnaires were sent to the respondent through a mailing list. The number of respondents in this study of 100 respondents. Data analysis method used was Stastitital Package for the Social Science (SPSS).

Keywords : website, college, purchase intention