

Study of of Distribution System Effectiveness Through Teaching Materials Online Bookstore (TBO) Universitas Terbuka

Minrohayati (minrohayati@ut.ac.id)
Ami Pujiwati (ami@ut.ac.id)
Faculty of Economic Universitas Terbuka

Abstrac

This study aims to analyze the distribution system of teaching materials that do Universitas Terbuka through online bookstores. The method used in this research is descriptive quantitative and qualitative data analysis techniques using the Importance Performance Analysis (IPA). The samples are taken from the 200 respondents from 5 (five) UPBJJ - UT is categorized as an area or areas most committed buyer modules through TBO - UT. Site selection research is done deliberately, with examples taken is a student of the Faculty of Economics who was in UPBJJ - UT South (Sumatera), Pontianak (Kalimantan), Surabaya (Java), Makassar (Sulawesi), and Jayapura (East) . The result showed that the distribution system is done UT currently able to increase the level of service in the provision of teaching materials for students . This is evidenced by the IPA analysis shows that the performance of the UT has the expectations of students (Quadrant III) . Quadrant II shows students the costs incurred to acquire materials affordable . Able to increase the sales volume of proven instructional materials with sales module UT UT from time to time be increased in quadrant II (Defense achievement) .

Key words: *distribution systems, online bookstores, IPA (Important Performance Analysis).*

INTRODUCTION

Utilization of information and communication technology (ICT) in the system of conventional and distance learning plays an important role. Utilization of this technology is not only limited to the learning process of students, such as online tutorials, but also for the smooth running of information systems (IS) support student learning. One of the main utilization of information technology systems (IT) UT has conducted the development of teaching materials based distribution model online, which is known as the Online Bookstore (TBO-UT) as a medium for students to acquire BMP. Use of this system is stressed to provide excellent service for students as well as one of the main financial management transparent and accountable.

Padmo and Anggoro (2004), states that the simplest media, when used in accordance with the characteristics and abilities of students can provide the learning value is not small . As one of the main revolution in information technology (IT) that is created by man, the E-commerce bring major changes quickly and growing rapidly in the world of surf as well as part of its own

business mechanisms are very promising (Bungin, 2006) . This is due to the E-commerce, can provide benefits : (1) expanding market reach, improve service to customers and operational efficiency, (2) the benefits far greater, and (3) a payment mechanism that is used in transactions on the internet is very easy and cheap. For college long distance, E-commerce facilities can be used to distribute learning materials to students, and at the same campaign event without protection from the government or other parties that regulate the sale and purchase (Pangaribuan, 2005).

E-commerce can be used as a medium of teaching material distribution services are quite effective and efficient. Effective teaching materials acceptable for faster and more efficient, because the e-commerce students do not have to come at a certain place, so it can save money, energy and time. Along with the development of ICT as well as the improvement of the financial system in terms of sales BMP, the UT launches since 2008 TBO-UT system, ie BMP purchases online through the internet. Before applying the TBO-UT, the provision of teaching materials printed / BMP non pendas conducted by UT center and distributed, and sold to students and the general public need through a distance learning programs unit (UPBJJ).

TBO-UT as a new system, it is necessary in the implementation readiness of all components involved in both of the resources and facilities that will support the success of the system. It should be realized that until now has not all regions in Indonesia have, or available means of the internet. In addition, not all UT students have the competence to use computers, especially using the internet. Another thing to note is Karunika Cooperative readiness in managing these systems, both in terms of availability and human resources modules. For BMP delivery to students, in collaboration with the Cooperative Karunika freight company as a channel of distribution of TBO-UT system. TBO-UT system's success in improving service provision of print instructional materials / BMP UT measured by the timeliness of the instructional materials by the students, the ease of obtaining the BMP and the cost is relatively lower.

Rowntree (1994) argues that the distribution of instructional materials in distance education need to pay attention to at least two factors, namely the target students and the location where the students receive instructional materials. In addition, in terms of geography, demographics, schedule management of teaching materials, the accuracy of the data and the purpose of sending important also taken into consideration (Soelaiman, 2005). Distribution

model-based teaching materials online through the use of TBO-UT can be an option because it has the excellent ability in driving efficiency of service management teaching materials in the future, given the ICT will be more easily accessible.

From the data given Karunika Cooperative said that the purchase of BMP from year to year increased markedly. In 2008 the number of students who book through TBO module as 4.838 people by the number of modules sold as many as 28.250. Number of subscribers and modules sold climbed sharply in 2010 the number of students who order as many as 23 383 people modules and modules which sold over 198 531. Through TBO-UT, students can obtain or purchase BMP UT from various areas where the student is located on the condition of the region are already available over the internet. Distribution and sale of printed teaching materials through TBO-UT UT center fully performed in this unit are directly involved Cooperative Karunika UT.

REVIEW OF RELATED LITERATURE

Distribution is influenced by several factors drafting distribution network structure can result in the achievement of good service to consumer. According to Chopra and Meindl in Guritno and Harsasi (2010), these factors are:

- a. Response time: with regard to the time required to arrive at the consumer
- b. Product variety: the number of products offered by the distribution channel, as many types of products offered, the distribution channel is more complicated and requires other control tools to get the cost efficient
- c. Product availability: the availability of such products when the market demand is higher than anticipated demand
- d. Customer experience: consumers get the product and the ease of use of these products.
- e. Time to market: the time required to receive and respond to market the product

Optimal distribution channel depends on characteristics related products , such as ease of transport and the level of standardization , the ability of the company to fulfill orders through the internet is also a determining factor :

- a. Ease of transport , if a product can be easily transported, distribution channels likely involve intermediaries. If the product is not transported, manufacturers can try to sell these products directly to customers .

- b. The level of standardization , standardized products are more likely to involve intermediaries. When the specification is slightly different from the usual product for each customer , the manufacturer must conduct transactions directly with customers.
- c. Orders through the internet, companies that fulfill orders through the internet tend to use direct channels. Internet deface the distance between producers and consumers, as well as remove the need for distributors and retailers . When a company sells its products directly to the customer without the benefit of the stores, company can improve its efficiency.

Become more automated order processing through the use of computer technology known as data exchange electronic. Transfer of data through electronic transmission between computers called electronic data interchange (EDI). EDI facility can be used to connect computers in a producer-owned computer buyers. Thus the buyer can find out the latest information quickly and accurately. Elements of EDI (Clarke, 2005) are:

- a. The use of electronic transmission media. Thus, the transmission of information does not use physical storage media form, but with the use of computer networks, such as internet network.
- b. Message delivered in a standard format agreed. This means that messages can be translated, interpreted and checked by compliance with a number of provisions.
- c. Delivery of electronic documents from a sender to a receiver within a short time.
- d. Direct communication between computer applications.

One of the main advantages is the use of EDI data transfer speeds and reduced errors. In addition, EDI also can reduce costs and improve the speed and quality of service (Clarke, 2005). EDI also can reduce costs and improve the speed and quality of service (Clarke , 2005) . Some of the literature on online customer satisfaction many mentions about the existence of some factor in the formation of customer satisfaction online. For example, research conducted by Szymanski and Hise (2000), shows that convenience, site design, and financial security in making online payments affect satisfaction . Buskin (1998) , Ernst & Young (1999) used three categories that can affect the satisfaction of online shopping is the technology factor, factor expenditure and factors of individual products. Technological factors include the quality of the website in order to ensure that customers can easily access the website, and be able to make purchases through the website. Factors relating to the expenditure aspects of customer perceived during and after a purchase. Factors related to the quality of the products or services sold products.

Customer satisfaction is a critical enough problem to maintain long-term relationships with customers (Patterson, Johnson , and Spreng, 1997) and significantly is the way to maintain profits for the company. Customer satisfaction is a consequence of the experiences during the stages of procurement, namely: (1) the need for something, (2) obtain information about the needs, (3) to evaluate purchase alternatives, (4) purchase decision, and (5) the behavior post-purchase (Kotler, 2003). During the period of information, the internet offers a lot of advantages. Through the internet, customers can reduce the cost of searching for goods, increase comfort, choose the seller, as well as select multiple products (Alba et al , 1997) . Nevertheless, online customer depends on the information obtained from the website as a substitute for direct physical contact with the seller . As a result, customers make inferences about a product based on : (1) information provided by the seller, (2) website design elements such as easy navigation and interesting (Wolfenbarger & Gilly, 2001) .

UT bookstore online starts running since 2008 which is intended to provide the service provision of print instructional materials for UT students and others who need it. To buy the book, or print instructional materials, the buyer must first be registered as a customer TBO-UT. For customers of online bookstores UT, students gain: (1) can be directly printed teaching materials UT shopping through the internet wherever located, (2) to make the process faster considering the purchase of customer information has been provided, and (3) to obtain status information update on the status of purchase orders online email adress. Judging from the transaction process and the tools used, TBO-UT can be categorized as e-commerce or electronic commerce. Kalakota and Whinston in Zainur (2009) defines E-Commerce from several perspectives, namely:

- a. From the perspective of communication, E-Commerce is the delivery of information, products / services, or payments over the telephone network, or other communication lines
- b. From the perspective of business processes, e-commerce is the application of technology towards the automation of business transactions and work flow
- c. From the perspective of service, E-Commerce is a device used to reduce the cost of the ordering and delivery of goods
- d. From an online perspective, e-commerce provides the ability to sell and buy products and information through the Internet and other online services network.

In general, the effectiveness imposes limits in terms of the outcome of a particular activity without regard to the terms of sources used . In other words , effectiveness is the ability to choose the right destination or the right direction in achieving the goal (appropriate) . According to Richard S. Steers in Liestyodono (2004) , there are three frames of reference that is often used to explain the effectiveness of the organization . First, understand the purpose of optimization , namely the assessment of effectiveness is based on the criteria of the final mission of the organization level of achievement by analyzing the factors that inhibit and optimize the supporting factors. Second, the system perspective, the assessment is based on criteria of effectiveness in the organization functioning of all the elements which are required for the achievement of objectives. Third, pressure on human behavior in organizational structure, namely the assessment of the effectiveness of human behavior based on criteria individually or in groups, whether support or hinder the achievement of organizational goals .

IPA matrix required for the translation of the levels of performance and customer satisfaction. Quadrant I is the main priority areas, quadrant II is an area that should be preserved, quadrant III is a low priority area and quadrant IV is an excessive area.

Y (*Importance*)

High

Quadrant I (Top Priority)	Quadrant II (Maintain Achievement)
Quadrant III (Low priority)	Quadrant IV (excessive)
Low	High

X (level of Performance)

Figure 2. Shape matrik IPA
Rangkuti in Wasini (2009)

Quadran 1: region that includes the factors that are considered important by consumers, but in reality these factors is not appropriate as expected (the level of satisfaction obtained is still very low). Variables included in this quadrant must be improved.

Quadran II : region that includes the factors that are considered important by consumers and the factors considered by consumers are in accordance with the felt, so that relatively

high levels of satisfaction. A variable performance and consumer expectations are at a high level, so that the company maintains sufficient performance.

Quadran III : region that includes the factors that are considered less important by the customer and in fact performance is not too special. Consumers are at a low level, so companies do not need improvement.

Quadran IV : region that includes the factors that are considered less important by the customer and felt too redundant. Performance of the company is higher than consumer expectations, so need to lose in order to streamline resource performance.

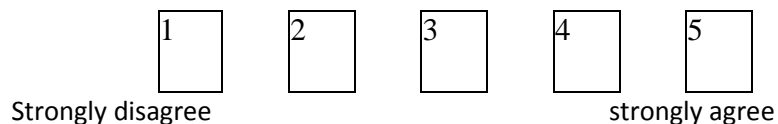
METHODOLOGY

Samples taken in this study are based on source data issued by the Cooperative Karunika, which is categorized as the most doing the subscriber module through TBO-UT. Site selection studies done deliberately, with a sample of students of the Faculty of Economics who was in UPBJJ-UT Pangkal Pinang (Sumatra), Pontianak (Kalimantan), Surabaya (Java), Makassar (Sulawesi), and Jayapura (East). The minimum sample size of the sample is five (5) observations for each estimated parameter and a maximum of ten (10) observation of each estimated parameter. Thus, the number of samples in this study is the number of variables of the study as many as eight (8), so the number of samples taken is $8 \times 5 = 40$, then the entire sample studied as 40×5 UPBJJ, so that it takes as many as 200 questionnaires. The number of respondents who will be given a questionnaire from each UPBJJ-UT can be seen in Table 1.

Table 1. Number of Respondents by Location UPBJJ-UT

NO	UPBJJ-UT	Respondents were given a questionnaire	Percentage (%)	Respondents who return the questionnaire	Percentage (%)
1	Surabaya (Jawa)	127	22.96	54	21.01
2	Pontianak (Kalimantan)	108	19.52	47	18.28
3	Pangkal Pinang (Sumatera)	118	21.33	56	21.78
4	Makasar (Sulawesi)	114	20.61	51	19.84
5	Jayapura (East)	86	15.55	49	19.06
	Total	553	100	257	100

Measurement scale in the preparation of the questionnaire, a questionnaire enclosed with the form of ordinal Likert scale, ie closed questions that measure the attitudes of the negative state to a positive level to obtain data on the dimensions of the variables analyzed in this study with 5 (five) alternative attitudes of respondents. The questions in this section were made by using a scale of 1-5 to obtain the data are interval and scores or grades as below:



Likert scale used to measure attitudes, opinions and perceptions of a person or group of people about social events. Way of evaluating the results of the Likert scale questionnaire conducted by the formula:

$$\bar{x} = \frac{\sum(\text{skor} \times f)}{n}$$

After obtaining the average scores of each question, and then calculated the average score of the final with the formula:

$$\bar{x}_{\text{Total}} = \frac{\sum \bar{x}}{\sum \text{Pernyataan}}$$

Description:

- \bar{x} = Mean score of the statement
- f_i = frequency has a statement to - i
- n = the number of respondents
- \bar{x}_{Total} = the average score of the final

Interviews were conducted to Karunika Cooperative employees to determine their perceptions about the activities of TBO-UT. Data collection is done through library based on the results of previous research and theories that already exist.

Processing and Data Analysis

The research data were collected, analyzed with descriptive analysis related to data collection and presentation of a range of data, thus providing useful information. Data processing is done by a computer using a statistical software package for social sciences (SPSS) version

17.00 to determine the average score of the answers of respondents to a wide selection of answers. Operational variables in this study adopted a questionnaire instrument grating electronic commerce stated by Yang and Vernadoe (2002) Indonesian in Wikipedia and E-bay. The following is a description of the lattice of research instruments such as listed in Table 2.

Table 2. The grating instrument

No	Variables	Indicator	Measurement
1	Ease of Use of	The availability of the internet, the ability to use, speed of access, support services	1-5 Likert scale, strongly disagree with the opinion (STS) to Strongly Agree (SS) of the respondents
2	speed	Acquisition time, the availability of books and a range of service delivery	1-5 Likert scale, strongly disagree with the opinion (STS) to Strongly Agree (SS) of the respondents
3	cost	Transportation costs and the additional costs	1-5 Likert scale, strongly disagree with the opinion (STS) to Strongly Agree (SS) of the respondents
4	support	Availability of instructions, information availability	1-5 Likert scale, strongly disagree with the opinion (STS) to Strongly Agree (SS) of the respondents

Source: Yang and Vernadoe, 2002

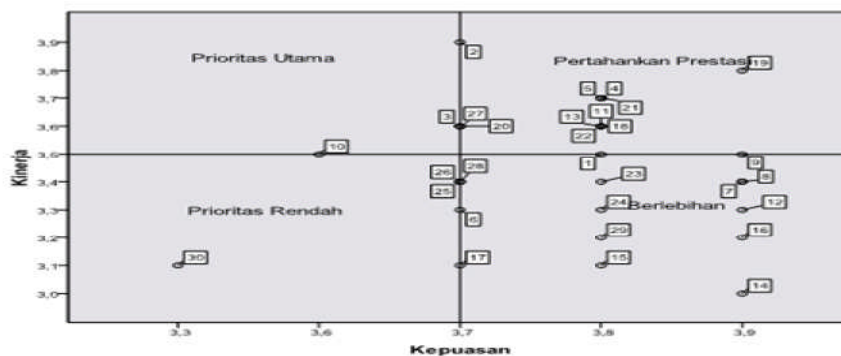
RESULTS AND DISCUSSION

IPA Analysis

Assessment aims to determine the interest rate based on the performance perceived UT students use the facility during TBO. The concept of IPA analysis for each company has a different purpose for each action to be performed. The average value and the assessment of the level of student satisfaction with the level of performance of UT attributes that have been defined can be seen in Table 6.

Repairs can not be done at once, since it requires a process, time, and cost is not small. For it is necessary to determine the priority order of the attributes which are a top priority that weighs the most significant effect on student satisfaction.

Average achieved attributes TBO-UT based on the level of student satisfaction and performance levels that UT performance levels of 3.45 and 3.78 levels of student interest, meaning that student satisfaction is greater than the performance that has been done on TBO-UT. Attribute module availability at TBO-complete UT can be felt directly benefit students. Position attributes TBO-UT is divided into four quadrants which are important to the performance analysis Cartesian diagram.



Here is an explanation of the results of the IPA matrix-UT TBO services

1. Quadrant I (The top priority)

Quadrant I is the area that includes the factors that are considered important by the customer but in reality these factors have not been in line with what consumers expected.

a. Good quality module

Atrubut is considered to be very important, because the module is a student learning resource materials and educational resources for them, with good quality module that increases their knowledge, easily understood by students so that it can be applied in their work. Display module either from the cover and content also affects their learning, with better performance module will add their passion for reading.

b. The services provided by officers TBO-UT

The level of service was required in the implementation of TBO-UT system, which needs attention is the UT staff serving TBO-UT activities need to be improved and need to be fast in the ministry. This factor is considered very important by customers, due to the rapid module until the student then will speed up the learning process. Implementation of the TBO-UT is still not satisfying the customer. The management should pay attention to these issues to improve the quality of service that customers want. If the management does not

carry out repairs, as perceived grievances of students, of course, the students will feel disappointed.

2. Quadrant II (Maintain achievement)

Quadrant II shows the factors that attribute according to the customer has a high level of importance and performance provided TBO-UT has met the expectations of customers so it is considered very good. Attributes are located in this quadrant must be maintained by the UT, because according to the interests and expectations of customers. Factors including the attributes in quadrant II are:

a. Modules are available in TBO-complete UT (2)

Attributes module in TBO-complete UT given good ratings by students, this is due to the need of each module is needed by different students. With the availability of complete modules in TBO-UT, students will easily get the modules, as long as the student buy-UT module through UPBJJ nearby, which can not predict how the module needs for students, so it is always shortage of a module or modules offered incomplete, lacking appropriate needs.

b. The codes of the courses offered in accordance with the TBO-UT catalogs (4)

Course code attribute according to the catalog, given a positive assessment by the student. This is because students are always looking at the codes of the courses offered by the UT catalog given to each student, so that they can facilitate student suitability when making a reservation through TBO-UT.

c. Information on TBO-UT UPBJJ obtained through local (5)

The level of satisfaction is achieved because local UPBJJ-UT module provides information about the purchase through TBO-UT and how to order

d. Internet facilities are available in the area of residence of students (11)

Students assume the availability of internet available in the region where he lived, so purchasing module through TBO-UT can be done.

e. Transactions using TBO-UT internet through facility saving time and costs (13)

Students assess the transaction by using the internet facility through TBO-UT greatly save time and costs, as with a purchase over the internet module students no longer waste time and expense to come to UT UPBJJ-local.

- f. Delivery of teaching materials through TBO-UT to remote (18)
The existence of UT students to the remote area, it makes the student give a good rating on this attribute.
- g. TBO-UT using other facilities in addition to ordering instructional materials through the internet (fax and telephone) (19)
Booking facility teaching materials in addition to using the internet can also be used by fax and telephone, the facility can be used by students when its existence is far from the reach of the internet.
- h. If there is a mistake in shipping, the organizers responsive or responsive (20)
error in shipping module is often the case, this was due to the large number of modules that will be sent to the area of residence of each student, but this mistake as quickly addressed by staff TBO-UT, so get a good assessment of the student.
- i. The cost of shipping modules through TBO-UT relatively cheaper (21)
Attributes module shipments through TBO-UT got a good assessment by the student, the student is perceived as the purchase of a module can be obtained or ordered at the same time in accordance with the required modules. When making a purchase UPBJJ modules in local-UT, in addition to the distance traveled must pay, also if the availability of modules in local UPBJJ-UT is not complete as residing in TBO-UT, so the students have to travel back to UPBJJ-UT to take modules required in accordance with the time specified by the UPBJJ-UT.
- j. The shipping cost for each module is available in the website area TBO-UT (22)
Availability shipping cost module for each area are available in the UT website, it is to inform the students how much should be transferred to the delivery module, thus the students be able to know the cost to be prepared for the booking module.
- k. I feel satisfied purchasing module TBO-UT (27)
The level of satisfaction can be achieved because the TBO-UT provide convenience to all students in obtaining teaching materials through TBO-UT, the ordering can be done through the Internet or telephone.

3. Quadran III

Quadrant III shows the factors that affect customer satisfaction attributes were rated customer less important, while the usual quality. Position in quadrant III is similar to the

first quadrant, only distinguishing the high level of interest there is in quadrant I, while the third quadrant low level of interest or regular customers. Therefore, although the level of improved performance, will not increase the maximum customer satisfaction and a cost ineffectiveness. Attributes that are in quadrant III as follows:

- a. Students can order the module through TBO-UT in large quantities (25)
This attribute is not overly prioritized by the student, because the modules ordered with the course code is different in each message, and each student only requires one module to the course code.
- b. I feel satisfied purchasing module through TBO-UT (26)
Feeling satisfied in buying the module on TBO-UT quite important, but because the students get the module only through TBO-Jadu UT students do it any way to get the module, and with this system the students felt the module purchases can be done at any time and can be done anywhere.
- c. I was satisfied with the services provided by officers TBO-UT (30)
This attribute is not overly prioritized by the students, because it considers the services provided by the UT is good and for students who are already working system TBO-UT can help at all, because of the presence of TBO-UT system was a full time student served, not bound by time and a waste of time to take a trip to the local UPBJJ-UT.

4. Quadrant IV

Quadrant IV shows the factors, or attributes that affect customer satisfaction is considered excessive in its implementation. Attributes are included in quadrant IV is

- a. Student motivation through TBO-book module easier UT (1)
Students considered that the booking module through TBO-UT has been considered enough, the attributes are located in quadrant IV is not particularly a problem, because not all UT students can use internet facility. Difficult to do so when booking through the internet searching the internet to conduct transactions.
- b. Information on TBO-UT UT obtained from the website (6)
Information on TBO-UT UT obtained from the website, the student does not really matter, because in addition to the information through the website can also be obtained from local or UPBJJ-UT friends.

- c. Modules required information is easily accessible on the website TBO-UT (7)
Information is easily accessible on the website module has a low interest, because every student has a catalog which contains information about the modules based on their respective faculties.
- d. The procedure for ordering through TBO-UT modules are easy to understand (8)
Students assess the procedures for booking module through TBO-UT easily understood quite important, but there are students who do collectively subscriber module, so not all students know, easy or not booking module through TBO-UT.
- e. The decision to buy a module on TBO-UT premeditated (9)
Purchasing module on TBO-UT premeditated not too questioned by students, because The module can be ordered every time when students feel the need for that module.
- f. Purchase of instructional materials is done by using easily accessible internet (12)
Ease of internet access is felt by every student who book through TBO-UT modules, it is not too prioritized for students because there are other facilities, namely through telephone.
- g. Teaching materials are delivered to students in accordance with the order (14)
Students assess teaching materials are delivered to students in accordance with the order is important, because if the module received does not match, then the student must wait for the module that sent the appropriate order.
- h. Orders instructional materials to the students on time (15)
Orders instructional materials to the students on time is important, because if the module does not come on time, then the student will be impeded his learning process
- i. The menu is in the TBO-UT website easy to understand (16)
Attributes menu TBO-UT website is very important, because with the easy application it will be more widely used by students in the booking module.
- j. Internet facilities are within easy reach (17)
Internet is easily accessible does not really matter, because the availability of the Internet depends on each region in which they live, with such circumstances the student can place an order by phone.
- k. Payment through transfer transactions easy to do (23)
These attributes considered important, because if the transfer transaction easy to do, then

the proof of delivery to the TBO-UT will quickly so that the process can take delivery of the module. The faster the faster your reservation module is acceptable, because the delivery is very much to have to do the process queue.

- l. Distance to conduct transactions to the bank designated by the organizers is relatively easy to reach (24)

Distance transactions to the bank designated by the organizers is relatively easy to reach is very important, because the payments are made through banks, although it can be done through ATM transactions, but not necessarily the destination ATM close to where they live.

- m. By using TBO-UT my learning process more smoothly (28)
TBO-UT facility attributes facilitate the learning process felt quite important, because if the learning process is one element that they call for support in obtaining a good value.
- n. Service that I received in the booking module through TBO-UT is very fast (29).
Speed is quite important in the services, because the services are a major source of sales. Fast service will give satisfaction to the students.

CONCLUSION

Based on the analysis conducted, the results of this study can be summarized as follows:

1. The distribution system is made UT currently able to increase the level of service in the provision of teaching materials for students, evidenced by the IPA analysis shows that the performance of the UT has the expectations of students (Quadrant III).
2. The current distribution system can reduce the cost incurred to obtain the student teaching materials indicated by analysis TBO-IPA that facility have helped UT students, especially in terms of the cost to meet the instructional materials will (module), which is in a state of defense achievements (quadrant II) .
3. The distribution system is currently able to increase sales volumes of teaching materials as evidenced by sales UT modules over time has increased in terms of quantity shown by IPA analysis, which analyzes the interests of science, namely the satisfaction of the majority of students are in quadrant II (Defense achievement).

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