Abstract

    The development of information and communication technologies (ICT) in the world is occur annually, many new technologies were created to help the human work. As well as Internet users continue to grow as a result of the expansion of the Internet network that allows users to communicate at any time and wherever they are.

    It's also appears a new phenomenon, many people who have an interest in ICT will tend to establish an association as a place to share. Like Community Saung IT Bandung, which was founded as a place to gather and also as a place to learn about ICT.

    The purpose of this research is to analyse the factors that affecting a society of Community Saung IT Bandung and to determines the most dominant factor in influencing it. This research is an exploratory study using mix methods with sequential exploratory design.

    Exploratory factor analysis was used to analyze the data. The samples were 67 respondents drawn using purposive sampling technique. There are 18 variables, but there are 17 variables that deserve to be in the extraction process.

    The result of analysis showed that there are four new factors that shaped, i.e. learning, comfortable, complete facilitie, and motivation. The most dominant factor is learning because it has the greatest % of variance, that is 45.279.

Keywords*: exploratory factor analysis, ICT community, mix methods*