

Abstract

Web many exploited to present a wide range of information. There are also some people who use the website to support the marketing activities of products and services. One is the presence of an e-commerce website that contains information on products and services offered. However, many of the websites which can not meet the original purpose why the website was created and even many users accessing disappointing. With early evaluation of the customer in accessing web can anticipate bad that can happen and minimize negative impacts. This research was then conducted to analyze the usability aspects that influence user acceptance of the website is measured by the parameters - parameters of user satisfaction. Palmer usability of this research will be known to the success of the download delay, navigability, information content, interactivity and responsiveness of the web. Therefore in this final project to evaluate the usability of the web Kaskus and Tokobagus because its have a lot user in Indonesia and also has a complex usability using Structural Equation Modeling with AMOS tool to find out the success of both the usability of e-commerce sites. Then the results were any decent recommendations issued to build a better web.

Keywords : *usability Palmer, Kaskus, Tokobagus, structural equation modeling, AMOS*