EKA NAHDIATI. Description of Internet Usage of Undergraduate Student in Bogor Agriculture University. Under the supervision of HARI WIJAYANTO and AGUS M. SOLEH.

Today, internet has become important needs to all people, especially student. The aim of this research is to identify factors affecting student become an active or lapsed users of internet using binary logistic regression. This research also investigate factors affecting internet usage intensity of active users (devided into high, moderate, and low users) using ordinal logistic regression. By knowing these factors, the internet provider could determine the type of consumer they are going to reach.

The object of this research is undergraduate students of Bogor Agriculture University that came in between year 2001-2004. Stratified sampling methods were used in this research using faculty as strata. Number of sample that was collected is 250 samples.

Data shows that 81.6% are active users among them, 6.9%, 49.8%, and 43.3 % are high, moderate, and low users, respectively.

The research show that the main factors affecting student become an active users of internet are (1) the use of internet for educational reason; (2) the use internet for personal communication, games, and access public information purposes; and (3) campus and internet cafe as location when using internet. While the main factor affecting students become an lapsed users is the use of internet to look for holiday information. The main factors affecting internet usage intensity of active users are the use of internet using personal email, business email, world wide web, download software/film/music, and mailing list application.