

*Effectiveness Of Using Web Based Information System on Coffe Commodity Farming Stake Holders  
(Emperical study in Gapoktan Maju Mapan, Panti, Jember Regency)*

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***ABSTRACT***

The purpose of te research: (1)to know effectiveness of the website management information system at Gapoktan; (2)to know quality of the system, the quality of information and the influence of the family's socio-economic status on usage (users) and user satisfaction (user); and (3)to give recomendation to improve strategy for effective and efficient website development. The research did in coffe company “Maju Mapan Argopuro mountain, Jember Regency, East Java. Criteria of location research based on coffe company what have more ten member and It has been 5 years, and it showed choosing by *purposive*. *Sample used about 40 respondens, 10 farmers, 10 civil of agriculture, 10 lecturer, and 10 students.It did in October 2017 until June 2018.*

The results showed that system quality (X1), socioeconomic status (X2), quality of information (X3) on the website did not have a significant effect on user satisfaction (Y1) and usage (Y2), and had no effect on individual impact (Y3). ) as well as benefits for Gapoktan (Y4). This condition happened because the website at Gapoktan was not maximized used of website.

Key words: Website, Coffe Company, User, Individual Impact