ABSTRACT

The development of internet invent a new business strategy in the business world. Among all the strategy that invented during the internet era, the most famous business strategy is 'e commerce'. In Indonesia, there's already a lot of company who use this way of business, and one of them are Kudo. Kudo is known as a start up company that use internet as its main business strategy. Kudo invent a platform to give opportunities to Indonesians who want to start the online business by registering as a Kudo agent.

Not all Indonesians have ability to use and understand the internet.. Kudo is a startup with online to offline (O2O) system. Therefore requaired an understanding for the citizen for it uses. But before they achieve their mission, the staff should be understand how to use Internet in the very first place. The ability to understand internet that called as internet access ability can be used to the Kudo's staff and measured trough some factors that called, motivational access, material, skill access, and usage access.

The research method that used in this research are descriptive quantitative method. And the population are Kudo's staff. The sample used non probability sampling. For the validity and realibility test are used the SPSS 20 tools. The result of descriptive analysis show that the average internet access by the factors in Kudo are placed in a very good category which is 87,87%

Keywords   : internet, internet access, startup, e-commerce