

ABSTRACT

College is an organization that can be often found in Indonesia, from the college that there were many colleges capable to produce many good or products. Thus, the potential of which can be produced all universities in Indonesia to be very large to be able to do commercialization or reversioning of existing products. Telkom University as one of the universities that have electronic marketplace to be able collect freemium goods or content and conduct commercialization (e-commerce) on the integrated premium content. Therefore, the problems in this research is how to develop an electronic marketplace to meet needs of electronic marketplaces in the college environment, especially Telkom University.

Research methodology used in development of Telkom University Store (TEL-US) is Iterative Incremental which have several stages including inception, elaboration, construction and transition. The development of sub-modules in this research such as user management module, product management, category management. Some of the actors who defined in TEL-US such as administrator, moderator, contributor, and guest. On the development of TEL-US also has done some testing there are unit testing which performed by developer and end user , and acceptance testing with based on the dimension of e-service quality. From the test results obtained results are quite positive around 93 % give opinion development of TEL-US has been meet needs and 7 % said it is not appropriate.

Kata kunci : e- marketplace, freemium, open-innovation, university store