

ANALYSIS OF THE EFFECT OF WEBSITE SERVICE QUALITY AND TRUST ON USER SATISFACTION WITH WEBQUAL METHOD IN E-COMMERCE INDONESIA

Tubagus Achmadi ^a, Miftah Andriansyah ^b

^a Information System Management, Gunadarma University

^b Information System Management, Gunadarma University

Corresponding Author: tubagusachmadi46@gmail.com.

ABSTRACT

This study aims to analyze the quality of the Shopee and Lazada Indonesia websites which have been measured using the Webqual method. To find out in the midst of the COVID-19 outbreak like this, whether many people are switching to online shopping or are still loyal to shopping directly at the market, and users' trust in making non-cash payments. The research methodology used is a qualitative approach. The sample used is people from any circle who have made purchases at Shopee or Lazada at least 1 time as many as 100 respondents. The data collection instrument used primary data. Primary data was obtained by using a questionnaire distributed through social media. Analysis of the data used in this study were normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, f test and t test with the help of SPSS version 22. By showing the Asymp. Sig (2-tailed) shows 0.200. Because the value of Asymp. Sig (2-tailed) > 0.050 this means that the residual data is normally distributed so that the data can be accepted. The VIF value of X1 and X2 is less than 10 and the tolerance value is more than 0.10. So, it can be concluded that in the regression model there is no multicollinearity. The scatterplot graph shows that the points spread randomly and are spread both above and below zero on the Y axis, there is no heteroscedasticity. The constant of 10.215 states that if the independent variables, namely website quality and trust, are considered constant. H1 is accepted, namely the quality of the website has a significant positive effect on user satisfaction, this can be seen in the significance value of 0.003 or p value <0.05

Keywords: Website, Webqual, E-commerce, Quality

1. INTRODUCTION

On March 2, 2020, for the first time, the government announced two cases of positive Covid-19 patients in Indonesia. What needs to be considered by all groups, both the government and the community, is to be ready to "run a marathon", because the Covid-19 pandemic will take a longer process to complete. Therefore, all elements need to encourage the initiative to extend Community Activity Restrictions (PPKM) on a micro basis (Micro PPKM), not only Large-Scale Social Restrictions (PSBB) (covid19.go.id). During the COVID-19 pandemic, people tend to use technology to buy goods or services online. The industrial era 4.0 is an era where the use of technology in various fields is increasingly being used. This directly changes people's lifestyles from traditional thinking to be more advanced (Lai, 2014).

From the description of the background above, the authors choose Shopee and Lazada as the object of research, because Shopee and Lazada are the largest e-commerce used by the community. During this COVID-19 pandemic, many people shop online to meet their needs, avoid leaving the house and making non-cash payments, because they are afraid of being exposed to COVID-19 that is in the air or attached to cash. However, some people in the area are still doubtful and careful in purchasing goods non-cash, they more often pay COD (Cash on Delivery) / Pay on the spot, because they are more satisfied paying for the goods that have been purchased when they see physically directly. Therefore, in writing this thesis, the author tries to analyze the effect of the dimensions of website quality on user satisfaction and trust in online shopping and non-cash payments. From the description above, the author wants to conduct research entitled: "ANALYSIS OF THE INFLUENCE OF WEBSITE SERVICE QUALITY AND TRUST ON USER SATISFACTION WITH WEBQUAL METHOD IN E-COMMERCE INDONESIA".

1.1 Formulation of the problem

During the Covid 19 pandemic, people tend to use technology to buy goods or services online, namely E-commerce, E-commerce is sales made through electronic media. E-commerce is a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services. in the current pandemic period, many people shop online to avoid leaving the house and paying using cash because they are afraid of being exposed to covid 19 in the air or

sticking to cash, but some people in the area are still hesitant and cautious. Be careful in making purchases of goods non-cash. Based on the background that has been described, the formulation of the problem to be discussed in this study is as follows.

1. Does the quality of the e-commerce website affect user satisfaction during the COVID-19 outbreak?
2. Does trust affect user satisfaction during the COVID-19 outbreak?
3. Does the quality of the e-commerce website and trust affect user satisfaction during the COVID-19 outbreak?

1.2 Research Objectives

1. To analyze the quality of the Shopee and Lazada Indonesia websites which have been measured using the Webqual method.
2. To find out in the midst of a covid 19 outbreak like this, whether many people are switching to online shopping or still shopping directly at the market.
3. To find out the value of consumer confidence in making non-cash purchases of goods

2. LITERATURE REVIEW

2.1 Definition of Quality

According to W. Edward Deming, quality is anything that becomes the needs and wants of consumers who are more focused on market capabilities, thus emphasizing a predictable level of uniformity and dependence on low costs according to the market. "Quality is the result of a carefully constructed cultural environment. It should be an organizational structure, not a piece of cloth." - (Philip B. Crosby, 2012)

Quality as a value of zero defects, perfection, and conformity to meet or equal to the requirements (conformance to requirements). Missing just a little from the requirements, then all products or services are said to be of poor quality. These requirements can change according to customer desires, organizational needs, suppliers and sources, government, technology and the market or competition (Philip B. Crosby, 2012).

2.2 E-Commerce

E-commerce is defined as a commercial transaction involving the exchange of value conducted through or using digital technology between individuals (Laudon and Traver, 2017: 8-9). E-commerce brings great business opportunities such as product sales and online service provision and revenue growth (Rohm and Swannathan, 2004) for companies such as e-retailers mainly because of its easy and interactive nature, lower costs, and high level of customization and personalization for customers (Park and Baek, 2007). E-commerce is one of the important strategies in today's business, because e-commerce can increase the level of efficiency in a company.

3. RESEARCH METHODS

3.1 Object of research

The research object consists of three objects, the first is the quality of the website which consists of three dimensions, namely Dimension 1: Availability, Ease, Access, and Security. Dimension 2: Completeness of supporting facilities and accessibility. Dimension 3: Information Quality. The second object of research is user satisfaction, and the third object of research is the value of user trust using non-cash payments.

Research methods

The method used in this study is a quantitative method. Quantitative Research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations/sample, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative/statistical with the aim of testing hypotheses that have been established. determined (Sugiyono, 2012)

3.2 Research Sample

The research sample is part of the population studied. By considering the funds, time, effort, and accuracy in analyzing the data, this research uses a sample. Then the sampling is done using the following formula:

$$n = \left[\frac{Z^a / 2\sigma}{e} \right]^2$$

$$n = \left[\frac{(1.96)(0.25)}{0.05} \right]^2 = 96,04 = 96 \text{ Sample}$$

3.3 Data Testing and Analysis

1. Normality test

Normality test is a test in a regression model, the dependent variable, the independent variable or both have a normal distribution or not.

2. Multicollinearity Test

The multicollinearity test was carried out to determine whether there was a correlation on some or all of the independent variables in one model.

3. Heteroscedasticity Test

Heteroscedasticity test was conducted to determine whether or not there was an inequality of variance from the residuals in the regression model.

4. Multiple linear regression analysis test

Then also performed multiple linear regression analysis to determine the effect of the independent variables simultaneously and partially on the dependent variable.

5. F Uji test

The F test is used to determine the effect of ability simultaneously or jointly between the independent variables, namely usability (X1), interaction quality (X2) and service interaction quality (X3) which have a significant effect or not on the dependent variable, namely user satisfaction (Y).

6. T Uji test

T test is used to determine partially or individually the independent variables, namely usability (X1), interaction quality (X2) and service interaction quality (X3) have a significant effect or not on the dependent variable, namely user satisfaction (Y).

4. RESULT AND DISCUSSION

4.1 Normality Test Results

Table 1. Normality test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.70305440
	Most Extreme Differences	Absolute	.062
		Positive	.057
		Negative	-.062
Test Statistic			.062
Asymp. Sig. (2-tailed)			.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on table 4.5, the Asymp value can be explained. Sig (2-tailed) shows 0.200. Because the value of Asymp. Sig (2-tailed) > 0.050 this means that the residual data is normally distributed so that the data can be accepted as a regression model. The results are consistent with the normality test using graphical analysis.

The knowledge base of a rule-based system comprises the knowledge that is specific to the domain of application with respect to the internal regulations, guidelines, etc. to observe as a form of rules or facts [2]. Auditor reviews and confirms the best case retrieved by CBR for adaptation or could modify and improve one of retrieved cases depending on the situation if necessary [8]. Even if the retrieved case is not an identical but a similar case, the similar case will be a basis or reference for auditors to judge new problem and modify

the case. The modified case is stored in the case database once the modified case is adapted and confirmed by auditors [2].

4.2 Multicollinearity Test Results

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality_Website	.613	1.630
Trust	.613	1.630

The table shows that the VIF value of X1 and X2 is less than 10 and the tolerance value is more than 0.10. So it can be concluded that in the regression model there is no multicollinearity between the variables of website quality (X1) and trust (X2) when user satisfaction (Y) is the dependent variable.

4.3 Heteroskedasticities Test Result

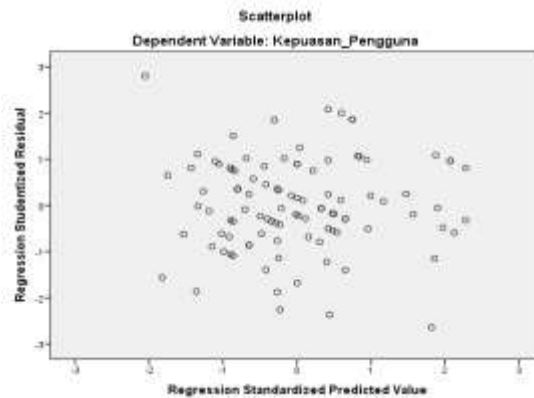


Figure. Heteroskedasticities Test Result

The picture shows that the scatterplot graph shows that the points spread randomly and are spread both above and below zero on the Y axis. It can be concluded that the dependent variable is user satisfaction (Y) and the independent variable is website quality (X1) and trust (X2).) does not occur heteroscedasticity

4.4 Analysis of Multiple Regression Test Results

The constant of 10.215 states that if the independent variables, namely website quality and trust are considered constant, then user satisfaction is guaranteed to be 10.215.

Table 2. Multiple Regression Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 ^a	.327	.313	2.731

a. Predictors: (Constant), Trust, Quality_Website
 b. Dependent Variable: customer_satisfaction

Based on the results in table 4.21 which shows that the Adjusted R Square value is 0.313. This means that the dependent variable of user satisfaction (Y) can be influenced by two independent variables, namely website quality (X1) and trust (X2) by 31.3% while the remaining 68.7% is explained by other variables outside this research model.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of research and discussion, the following conclusions can be drawn:

1. The level of quality of the Shopie and Lazada websites is good or high with an average value of 3.69 (3.67 – 5.00)
2. There is a partially significant positive influence on website quality on Shopie and Lazada website user satisfaction as evidenced by the t-count value of $3.058 > t$ table 1.660 with a significance of $0.003 < 0.05$
3. There is a partially significant positive effect on user trust on Shopie and Lazada website user satisfaction as evidenced by the t-count value of $2.910 > t$ table 1.660 with a significance of $0.004 < 0.05$.

5.2 Suggestion

Based on the conclusions of the study, the researchers can provide the following suggestions:

1. To Shopie and Lazada
Shopie and Lazada should be able to increase website user satisfaction because in this research they are still updating the website design regularly
2. To website users
Users should learn more about the mechanism for buying products through the website so that when making online purchases they are not disappointed because they only click on the product without seeing the product description

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