



ANALYSIS OF THE EFFECT OF WEBSITE QUALITY ON TOKOPEDIA WEBSITE SATISFACTION IN INDONESIA

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Abstract

E-commerce is the use of communication networks and computers to carry out business processes. The popular view of e-commerce is the use of the internet and computers with web browsers to buy and sell products. Website content that is easy to use, clear information, and security needs to be considered to be able to make customers feel satisfied with the services provided. While the quality of the website (WebQual) is one method of measuring website quality based on the perception of the end user. The purpose of this study was to find out how to determine the satisfaction of Tokopedia website users using similarweb.com tools and satisfaction analysis of Tokopedia web users in Indonesia using SPSS 25.0. The data used are primary data with a questionnaire instrument with 120 respondents and using the webqual 4.0 method. From the results of this study, it can be concluded that partially, ease of use, information quality and interaction quality affect the satisfaction of Tokopedia website users, while simultaneously or simultaneously the ease of use, information quality, and interaction quality affect the satisfaction of Tokopedia website users; quality, and interaction quality influence the satisfaction of Tokopedia website users.

Keywords: Webqual, User Satisfaction, Usability, Interaction Quality, Information Quality

INTRODUCTION

The internet in business used for information exchange, catalogue of products, media promotion, email, bulletin boards, the questionnaire electronic, and mailing list. The internet also can be used for dialogue, discussions, and consultation with consumers online, so consumers may be entangled proactively and interactive in the design, development, marketing, and the sale of products (Riyanto, 2014). According to mCleod (2008), e-commerce is the use of a communication network and the computer to perform of business process. Popular view of e-commerce is the use of the internet and computers with the web browser to buy and sell the product. Now with the e-commerce traffic rate according to similarweb.com (Similarweb, 2018), namely tokopedia standing since 17 august 2009 always have a committed of human resources to do acceleration to different innovation in an effort to create a digital economic equity in Indonesia (Tokopedia.com, 2018).

Writer would like then to analyze more in the deferent of tokopedia website also pay attention to, that which causes tokopedia was frequently visited by the internet users. In evaluate websites good should have indicators and methods used as a reference in assessment website , the quality of website (webqual) is one of the method of measurement the quality of website perceived the ultimate user. Webqual this is the development of servqual that many have used for the measurement of the quality of services (Widia, 2016).

Based on the description above, the purpose of writing this is to find out which way analyzing web tokopedia which is of first rank in e-commerce website with Indonesia according to similarweb.com uses the method the quality of website with a variable usability, the quality of information, and quality of interaction in full satisfaction of users and simultaneous

LITERATURE REVIEW

According to Jony (2010), electronic commerce is the purchase, sales and marketing goods and services through an electronic system. Such as radio, television and computer networks or internet. E-commerce can be classified based on several aspects. The following e-commerce classification is based on the nature of the transaction (Turban, 2012), namely:

1. Business-to-business (B2B). This type is a transaction where the buyer and seller are in the form of an organization or company.
2. Business-to-Consumer (B2C). In this type the seller is an organization or company while the buyer is an individual. B2C transactions include the exchange of physical products or digital products, and are usually smaller than B2B transactions. The seller is a company and the buyer is an individual. B2C is also called e-tailing.

3. Consumer-to-business (C2B). In C2B types consumers notify the need for a particular product or service, and competing suppliers to provide the product or service to consumers, for example on Priceline.com, where the customer mentions the desired product and price, and Priceline tries to find a supplier that meets the needs that is.
4. Consumer-to-consumer (C2C). In C2C, a person sells a product to another person. This term can be used to describe people who sell products and services to each other.

According to rohi (2015), the web can be defined a yard consisting of several pages containing information in the form of digital data in the form of both, text, image, video, audio and animation provided through the other internet connection. In measuring the quality of website good webqual by using the method, there are several points that become major indicators: Usability, Information Quality and Interaction Quality.

METHODOLOGY

The object used in this research is tokopedia as the first ranking e-commerce website in Indonesia according to similarweb.com, from September to November 2018. This study uses a qualitative approach with the perspective of information system studies. A qualitative approach is a research process and understanding that is based on methodologies that investigate social phenomena and human problems. This qualitative research design refers to theoretical references written by John W. Creswell (2014) in his book *Research Design Qualitative, Quantitative, and Mixed Methods Approaches 4th Edition*. Informants are selected based on Purposive sampling technique, meaning that the sample is not intended to represent the population, but rather to represent information. If in quantitative research the sample must represent the population, for example there is a clear formula for taking. Qualifications of research informants are as follows:

1. Having experience as a visitor or user of the Tokopedia website either through the desktop or mobile website
2. Having the frequency or intensity of visits to websites is categorized very rarely (1 time / month), rarely (> 3 times / month), often (1 - 3 times / week), very often (every day).

From these qualifications, the research informants chosen were Tokopedia website users from students, students, private employees, civil servants and entrepreneurs both male and female. In this study the sampling used questionnaire instruments or questionnaires. In making a questionnaire where the respondent chooses four available answers. The answer category consists of very agree, agree, disagree, and strongly disagree. Questionnaires are made using the webqual method. The sample size used in this study was 120 samples or 120 respondents who had filled out this research questionnaire.

Webqual is one of the methods or techniques for measuring website quality based on the perceptions of end users. This method is a development of servqual that is widely used previously in measuring the quality of services. Webqual began to be developed since 1998 and has experienced several interactions in the formulation of the dimensions and items of the question. The four variables in this study consisted of:

1. Usability is an attribute the quality of being explain or measure how easy between the use of a.Said "usability" also referred to a method of increase the ease of use during the design.
2. Information Quality made to measure the quality of the information displayed on the website. The quality of information, depends on three main issues namely information should be accurate, just in time, and relevant.
3. Interaction Quality is the extent to which system can actually interact with people who use, the good of an organization or other users, that the relations against system can work continuous.
4. Satisfaction OF User is an assessment to measure the level of user satisfaction in accessing the website as a whole from various aspects.

The four variables are used as references to answer questions - questions that are used to get the results of tokopedia website analysis provided by respondents. And the data from the questionnaire will be used to carry out testing using SPSS 25.0.

RESULTS AND DISCUSSION

The validity and reliability test

Table 1. The validity and reliability test, Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KPEN	11,6035	,532	,757	,706
KEMP	11,6335	,614	,773	,707
KINF	11,7200	,665	,573	,797
KINT	11,5160	,750	,470	,837

Of each item a statement is obtained $r_{count} > r_{table} = 0,172$, for the $\alpha = 0,05$ with $df = 120 - 2 = 118$, so items on questions of research are valid and thus the data fit for use to the following analysis using regression analysis and based on reliability testing table on the results that

reflects the Cronbach's Alpha > 0,70 so that it can be concluded that such of a variable in this research it is reliable (Gozhali, 2011).

Descriptive Analysis

Table 2. Descriptive Statistics

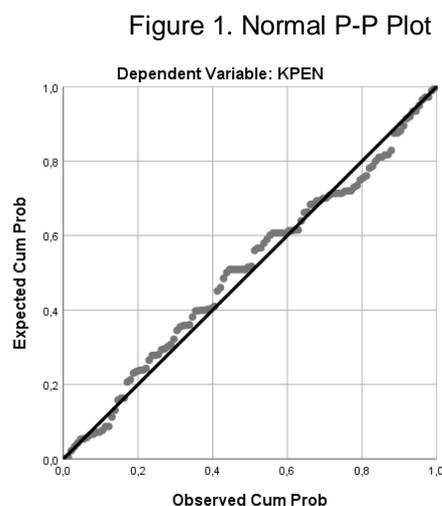
	N	Minimum	Maximum	Mean	Std. Deviation
KPEN	120	2,50	5,00	3,9333	,42225
KEMP	120	2,50	5,00	3,9486	,39952
KINF	120	2,71	5,00	3,9117	,43784
KINT	120	2,50	5,00	3,9063	,44209

In table 2 above seen that variable satisfaction website users tokopedia having the lowest grade of 2,50 and The highest score of 5,00 with a value of the average of 2,50 Standard deviations (the level of to scatter data) by 0.39. Variables reaches as high as to the convenience of the user has the lowest value as much as 2,50 and the highest value as much as 5,00 the average value of 3,94 and standard deviations (the level of to scatter data) by 0.39. Variable quality information possess the lowest value of 2,71 and the highest score of 5,00 with values and standards of rata-ratanya 3,91 deviasinya (level to scatter the data) as much as 0,43. Variable the quality interaction of having the lowest grade 2,50 and the highest of 5,00 with their average scores of 3.90 and standard deviations (the level of to scatter the data) as much as 0,44.

Classic Assumption Test

a. Normality test

Based on the results of normality test, the requirement of normality have been fulfilled.



The testing can be seen that the point spreads around a diagonal line and their distribution follow directions diagonal lines. Therefore it can be stated that the distribution of data closer to normal or meet the normality. (Gozhali, 2011).

The fit and proper test this is for our partners should smooth the stats data with a model kolmogorov-smirnov is as follows:

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,28046270
Most Extreme Differences	Absolute	,067
	Positive	,054
	Negative	-,067
Test Statistic		,067
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.

A model kolmogorov-smirnov according to Gozhali (2011), also needs to be undertaken to find out if the data were distributed normally and or not. If the value of *Asymp. Sig (2-tailed)* > 0,05 then the distribution of data is normal. From table above the value of *Asymp. Sig* for 0.200 meaning that data is normally distributed.

b. Multicollinearity Test

Table 4. Collinearity Statistics

		Tolerance	VIF
1	(Constant)		
	KEMP	,410	2,438
	KINF	,392	2,548
	KINT	,602	1,661

The value of tolerance on all variable greater than 0,10 (Tol > 0,10) and VIF to the whole variable smaller than 10 (VIF < 10), meaning that all independent variables in this study did not occur multicollinearity in this regression model (Gozhali, 2011).

c. Autocorrelation Test

Table 5. Model Summary^b

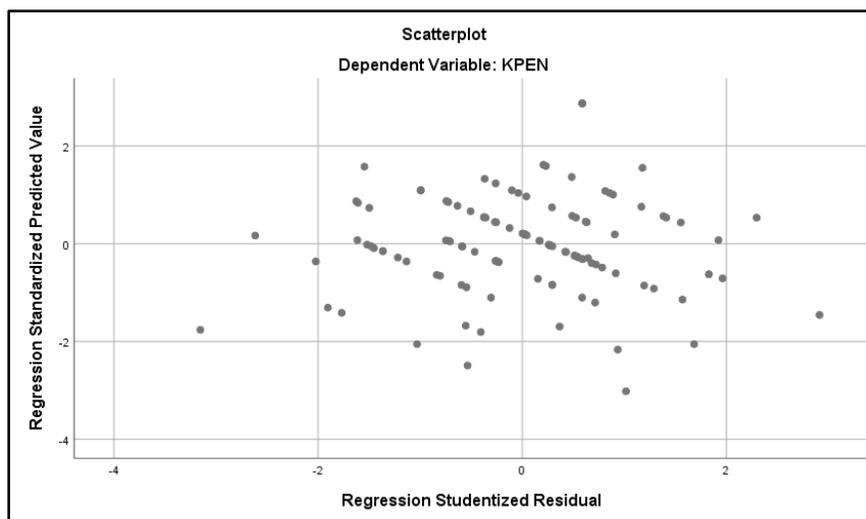
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,748 ^a	,559	,547	,28407	2,000

a. Predictors: (Constant), KINT, KEMP, KINF
b. Dependent Variable: KPEN

Based on table, according to sub district idris in richa (2013) the second model obtained the value of durbin- watson as much as 2,000. Because the Durbin Watson value is between -2 to 2, it means that there is no symptom of autocorrelation in this regression model.

d. Heteroscedasticity Test

Figure 2. Heteroscedasticity Test



Of diagram scatterplot obtained after data processed through spss 25 it can be seen that data points spread at random and scattered on the and below the 0 on the y axis .This means that does not occur heterokedastisitc on the model regression so the and can be used in testing linear regression multiple(Gozhali, 2011).

Analysis of Multiple Linear Regression

Table 6. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,609	,279		2,183	,031
	KEMP	,416	,102	,394	4,092	,000
	KINF	,265	,095	,274	2,786	,006
	KINT	,165	,076	,173	2,177	,032

- 1) Constant value (β_0) above is equal to 0.609, this shows that if the three variables (user convenience, information quality, and quality of interaction) are considered constant, then it can be estimated that there will be an increase in the satisfaction of tokopedia website users for 0,609.
- 2) Regression coefficient (β_1) usability amounting to 0.416, this means that every addition (due to a positive sign) 1 unit, the satisfaction of tokopedia website users will increase by 0.416 assuming other variables remain.
- 3) Regression coefficient (β_2) the quality of information is 0.265, this states that each addition (due to a positive sign) is 1 unit, it will also add tokopedia website user satisfaction of 0.265 assuming other variables remain.
- 4) Regression coefficient (β_3) the quality of information is 0.165, it states that every addition (due to a positive sign) is 1 unit, it will also add to the quality of the tokopedia website interaction of 0.165 assuming other variables remain.

Hypothesis testing

a. Determination Coefficient Test(R²)

Table 7. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,748 ^a	,559	,547	,28407	2,000

a. Predictors: (Constant), KINT, KEMP, KINF

b. Dependent Variable: KPEN

In table 7, the coefficient of determination test (R²) according to Nugroho in Sujianto (2009), has an Adjusted R² value of 0.559 or 55.9%. This means 100% or overall e-commerce website user satisfaction can be explained by variations of the three independent user convenience variables (KEMP), information quality (KINF), and quality of interaction (KINT), while 44.1% the rest is explained by other reasons outside this model.

b. Partial Test

Table 8. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,609	,279		2,183	,031
	KEMP	,416	,102	,394	4,092	,000
	KINF	,265	,095	,274	2,786	,006
	KINT	,165	,076	,173	2,177	,032

a. Dependent Variable: Y

The following are the testing of hypotheses use a partial according to the regression coefficient Gozhali (2011):

1) Usability

Ease the user has significant $\leq 0,05$ ($0,000 \leq 0,05$) which means based on the value of the item can be concluded that **Hypothesis rejected** or usability has influence significantly to ease e-commerce website users.

2) Information Quality

Based on the table above, the quality of information has a significant value of $\leq 0,05$ ($0.006 \leq 0.05$). It can be concluded that the **Hypothesis rejected** or the quality of information has a significant influence on the satisfaction of e-commerce website users.

3) Interaction Quality

Interaction quality has a significant value ≤ 0.05 ($0.032 \leq 0.05$) which means that based on these values it can be concluded that the **hypothesis is rejected** or the quality of information has a significant influence on satisfaction of e-commerce website users.

c. F Test

Table 9. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11,856	3	3,952	48,976	,000 ^b
	Residual	9,360	116	,081		
	Total	21,217	119			

a. Dependent Variable: KPEN

b. Predictors: (Constant), KINT, KEMP, KINF

In table 9, the value of Sig. is 0,000. The results are H_0 rejected H_a accepted and can be known as a whole or simultaneous all the variables of user convenience, information quality, and interaction quality have a significant effect on the variable satisfaction of e-commerce website users.

CONCLUSION AND SUGGESTIONS

Based on the results of the study and discussion of the effect of ease of use, quality of information, and quality of interactions on satisfaction of Tokopedia website users, the conclusions are as follows:

1. Partially, usability, quality of information and quality of interaction, affect the satisfaction of Tokopedia website users.
2. The usability, the quality of information, and the quality of interactions simultaneously influence the satisfaction of Tokopedia website users.

In order to obtain a more in-depth and comprehensive picture, the writer suggests several things as follows:

- a. Subsequent research is expected to use larger data with more numbers and expand the data collection area. Greater data usage allows better results.
- b. Subsequent research is expected to use methods and add other variables such as errors, search engines, auction websites, import, brand, refund and security so that representative subjects are obtained and enrich the research data.

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