

The Role Of Website Quality (Webqual) On Repeat Order Of Pewangi A - 17 Products In Bekasi

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DOI: 10.47750/pnr.2022.13.S09.1071

Abstract

This study assessed the effect of the quality of the Perwangi A-17 website using the Webqual 4.0 method on the repeat usage of website services. The research method used is descriptive with a quantitative approach. Data analysis methods used are descriptive analysis, classical assumption test, correlation analysis, simple regression analysis, and hypothesis testing. The sample for this study was 400 respondents, all of whom were users of the A-17 Perwangi website. The results showed that the quality of the website was in the good category and reuse was in the sufficient category. The conclusion from this study is that there is an effect of website quality on reuse of 60,7%.

Keywords: Website Quality (Webqual), Perwangi A-17, Bekasi.

INTRODUCTION

The development of information technology innovation, especially in terms of services due to the fast growing internet penetration and people who currently have easy access in a fairly wide coverage area, with this business competition is getting tighter and more diverse in terms of internet-based products and services. At present the internet has succeeded in bringing changes to society in various aspects of everyday life. According to the Association of Indonesian Internet Service Providers (APJII) in 2016 internet users in Indonesia reached 132.7 million people which is a significant increase from 2014 which was around 51.8% from the data released that year. In these results also 53.6% of active internet users are between 25 to 40 years old, 28% are over 45 years old and 18.4% are between 10 to 24 years old. Activities on the use of the internet shape online lifestyles and changes in consumption patterns in society, such as shopping activities that used to only make purchases through physical stores, now are done online.

The number of internet users has increased significantly when compared to 2014, the increase in internet users which was originally in 2014 amounted to 88 million and in 2016 increased to 132 million internet users. This is also a potential in developing the use of the internet for promotions, transactions and buying and selling. With the composition of the majority of internet users who are workers and that. The buying and selling process, which initially required face-to-face meetings, is now using gadgets that have been integrated with internet technology. With effective access to these goods, users will find it easier to find the desired item whenever and wherever they are.

At this time e-commerce is known as the activity of conducting business transactions online through internet media and devices that are integrated with the internet (Laudon, 2014). E-commerce is electronic commerce that exists in society as an effort to meet human needs in a more effective and efficient way. According to the 2016 APJII cited in the Tech Startup Daily social annual report, as many as 47.6% of internet users chose to use it as the preferred gadget for surfing the internet and with a significant increase in internet usage, according to the TNS/Google Smartphone Research Indonesia survey in 2014 penetration Smartphone users account for 28% of Indonesia's population and in 2016 increased by 43% compared to the penetration of smartphone users in 2014.

With the development of transactions made online, it is not only easier for users to access the needs they want to fulfill, but users can also actively compare services on which sites would be interesting to visit to shop online. Barnes (2002) Webqual is a measurement of a website's quality based on the perception of the end user of the website. Webqual is the development of e-servqual theory where the theory is a measurement of a service by looking at the perception of the quality of service provided by an organization

The use of the internet, especially the use of the internet in daily life on smartphones is increasing and shows that the e-commerce market in Indonesia is very prospective where internet users can surf the internet at any time and wherever they are, considering that this is supported by the growing number of internet users. Active in Indonesia. Based on this background, the study aims to assess the effect of the quality of the Perwangi A-17 website using the Webqual 4.0 method on the repeat usage of website services.

METHOD

Descriptive research is research to investigate the circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report. The purpose of this research is to determine the quality of Perfume A-17's website on website reuse, and the effect of website quality on website reuse using the Webqual 4.0 model. The sampling technique used is non-probability sampling by means of sampling using purposive sampling. The subjects of this study were Tokopedia users of 400 respondents.

Independent variables in this research are Webqual (Barnes and Vidgen; 2002), which consist of; Usability, Information Quality, Service Interaction Quality. Meanwhile, the Repeat Usage variable (Lovelock; 2011) is a Dependent variable.

RESULTS AND DISCUSSION

The usability dimension shows that the average value (mean) is in the good category with a result of 3.91 because it is in the interval of the average value in the good/high category, which means that the usability of the website quality on Perfume A-17 has a value at the same level good. The usability dimension is the highest value in the results of the average website quality variable compared to other dimensions. This indicates that the usability of the website is considered good based on the assumptions of website users. The dimension of information quality shows that the average value (mean) is in the good category with a result of 3.64 because it is in the interval the average value is in the good/high category, which means that the quality of information on the website has a value at a different level good. The information quality dimension is the next value in the high category after the average results of website quality variables compared to other dimensions.

This indicates that the quality of the information presented on the Pewangi A-17 website is considered good based on the assumptions of website users. The dimension of service interaction quality shows that the average value (mean) is in the good category with a result of 3.49 because there is an average value interval in the good/high category, which means the quality of the Pewangi A-17 website service interaction has a value at the same level good/high. The dimension of service interaction quality is the lowest value in the average results on the website quality variable compared to other dimensions. Although the lowest, this dimension records good average results. This indicates that the quality of website service interaction is considered good based on the assumptions of website users. The results of the descriptive statistics of the research results found that the average value of reuse made to users of the Perfume A-17 website was 3.21, this figure was in the interval 2.60 – 3.39. These results can be interpreted that the reuse of A-17 Perfume products through the website is categorized as sufficient.

From this study, the results of the correlation between the two variables were 0.637 where these results indicated that the relationship between the two variables had a strong and positive relationship, in accordance with what was stated by Saunder (2016) interpretation of the correlation value, namely that the values produced in this study were in the range a value of 0.351 – 0.800 which indicates a strong and positive influence on these two research variables. The calculation output in the unstandardized coefficient column is a constant value (a) of 0.051 with a regression coefficient (b) of 0.402. Then the resulting regression equation is $Y = 0.051 + 0.402X$.

It is known that the f count of website quality has a t count value of 136.249. While for a significance value of 0.000. It is known that the level is obtained so that the significance value is smaller than the probability value (0.050). It can be concluded that Ha is accepted and there is a simultaneous positive and significant effect on the quality of the website on reuse on the Perfume A-17 website.

The value of the coefficient of determination or R Square of the website quality variable with reuse yields a value of 0.607. These results indicate that website quality contributes 60.7% to reuse. Meanwhile, the remaining 39.3% is a contribution from the influence of other variables outside of the research variables that have been used in this study A positive and significant relationship in this study can support the findings of previous research where in research conducted by Sastika (2016), Afshan (2015) stated that the results of the study showed that users who interact with management on the website will result in user satisfaction, they feel there is interaction with the organization through technical interaction tools, evaluation not only affects the performance of the organization's website but can also increase electronic loyalty.

There is also a strong relationship in Wicaksono and Susanto's research (2013) where website quality has a strong relationship to user satisfaction which can have implications for user loyalty. These results, if Tokopedia has a very good quality website will increase the reuse of the website. Website quality can help companies achieve high reuse, especially on websites. With good results, however, there are indicators that are at a sufficient level on website quality, so it is necessary to make improvements to

the ease of communication with management. This is the main consideration for making improvements to the quality of the Perwangi A-17 website which needs to be improved again.

CONCLUSION

One of the factors that is lacking in the Perwangi A-17 website related to reuse is one indicator, namely the quality of the Perwangi A-17 website. So it needs an improvement on the quality of the website which includes content, colors, use of images, use of fonts and quality of service. The customer service section is easy to reach so that it is easier for users to reach and provide feedback regarding the quality of the website and the quality of the interaction with the Perwangi A-17 website service.

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