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ANALYSIS OF WEBSITE QUALITY LINTASARTA.NET USING WEBQUAL 4.0 METHOD AT PT. LINTASARTA CENTRAL JAKARTA

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ABSTRACT

Website is a form of mass media that is published through internet network that can be accessed anywhere and anytime. To know the quality of a website it is necessary to measure, by doing measurement of the quality of a website can be known user satisfaction against the website. In this study using the WebQual 4.0 method refers to the three core dimensions representing the quality of a Website, namely usability, Information Quality, Service Interaction Quality. This research was conducted using a questionnaire the population of this study were Lintasarta employees, sample from this study 28 questionnaires. After the data is obtained, it is tested for validity and reliability. In this study, the regression analysis used the assumption test classical, and multiple linear analysis. Then for hypothesis testing F test and t test are used. The results obtained in this study are Usability Quality, Information Quality and Interaction quality have a positive effect on consumer satisfaction.

Keywords: website quality, usability, information, interaction quality

1. Introduction

The internet is one of the useful means of disseminating information very quickly and anywhere and easily accessible by anyone and anywhere. The Internet is a set of computer networks that are physically interconnected and have the ability to read and decipher proprietary communication protocols claimed by the Internet Protocol (IP) and Transmission Control Protocol (TCP) while Protocol is a simple specification of how computers can inform each other with information to each user. Therefore, along with the increase in the use of the existing internet, the users of the website are increasing over time. Web is a facility that connects files in the scope of local or from far files on the website called the internet web page and hyperlinks from one page to another (hyper textual content), both between web pages stored on the same server and servers around the world. [1]

The international extensive web (WWW) is one of the important aspects in providing various information from various sources that can be accessed by the world community. This makes the internet site a medium that can be developed personally, organizations and others, to meet their needs. Internet sites can now not only be accessed through computers but also can be accessed on mobile phones. In addition, the website can be accessed without time limitations[2].

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One of the internet site applications that can be seen is to measure the quality of the website lintasarta.net indicators are needed that affect the quality of the website from the point of view to users, namely the general public. Therefore, the method used to measure the quality of lintasarta.net website is the Webqual 4.0 method.

Webqual's approach is used to assess the quality of an internet site from the perspective of user opinion while evaluating based on webqual dimensions. WebQual is one method or technique of measuring the level of internet site quality based on the perception of the end user. This method is a development of Servqual which was widely used previously in measuring service quality. As a developer of the WebQual method has conducted several studies using the WebQual four.zero method. to evaluate several internet sites, both non-government internet sites (e-commerce) and government websites (e-government) which refer to three core dimensions that represent the quality of a website, namely Usability, Information Quality, Service Interaction Quality. [3]

The indicators are the quality of usability, quality of information, quality of service interaction which will later be submitted to the user represented with Likert scale, there will be a comparison of the importance and performance level of a website lintasarta.net which will be presented in a Cartesian diagram using SPSS software or the Statistical Package for the Social Sciences to see which attributes should be improved or maintained. As for the description of this study is there an influence on the quality of lintasarta.net website on usability indicators. Is there an influence of lintasarta.net website quality on information quality indicators (Information Quality, is there an influence of lintasarta.net website quality on service interaction quality indicators, and is there an influence of lintasarta.net website quality on overall indicators.

2. Research Method

Research methodology goes through the following stages:

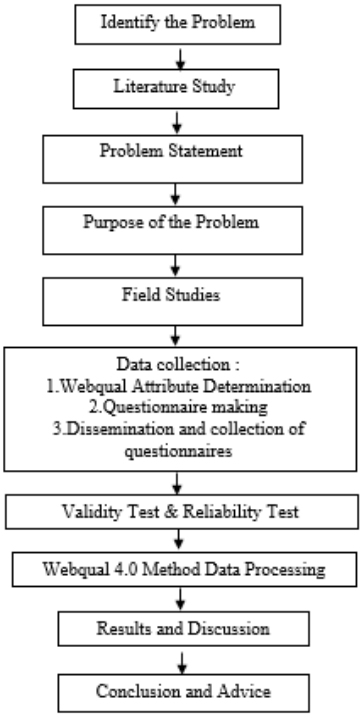

Figure 1. Scheme of Research Stages

3. Results and Analysis

3.1. Primary Data Analysis

Researchers made a questionnaire that was distributed to consumers of the Lintasarta website. The characteristics of respondents taken from consumers in this study include age, and gender. And the number of respondents taken was 28 respondents.

3.2. Characteristics of Respondents

3.2.1. Characteristics of respondents based on age

Table. 1 Respondents by Age

	Usia	**Frekuensi**
Valid	16 - 25 Tahn	**10**
	26 - 35 Tahun	**8**
	36 - 45 Tahun	**5**
	Diatas 45 Tahun	**5**
	Total	**28**

3.2.2. Characteristics of respondents by gender

Table 2. Respondents by Gender

	Karakteristik Berdasarkan Jenis Kelamin	
	Jenis Kelamin	**Frekuensi**
Valid	Laki – Laki	**18**
	Perempuan	**10**
	Total	**28**

3.2.3. Webqual 4.0 Questionnaire

Table 3. Webqual questionnaire

No	**Nama Variabel**	**Daftar Pertanyaan**
	Usability (Kegunaan)	
1	X1.1	Tampilan website lintasarta.net muda di pahami
2	X1.2	Interaksi website lintasarta.net jelas dan dapat di mengerti
3	X1.3	Alamat website lintasarta.net mudah ditemukan
4	X1.4	Website Lintasarta.net mudah digunakan
5	X1.5	Websaite Lintasarta.net memiliki tampilan yang menarik
6	X1.6	Desain *website* lintasarta.net dengan *website* teknologi informasi
7	X1.7	*Website* lintasrata.net memberikan pengetahuan tentang informasi lintasrata.net
8	X1.8	*Website* lintasrata.net memberikan hal positif untuk saya
	Information Quality (KualitasInformasi)	
9	X2.1	*Website* lintasrata.net memberikan informasi yang akurat
10	X2.2	*Website* lintasrata.net memberikan informasi yang dapat dipercaya
11	X2.3	*Website* lintasrata.net memberikan informasi dengan tepat waktu
12	X2.4	*Website* lintasarta.net Up-todate

13	X2.5	*Website* lintasarta.net memberikan informasi yang mudah di baca dan dipahami
14	X2.6	*Website* lintasarta.net memberikan informasi yang tepat secara detail
15	X2.7	Website lintasarta.net.nememberikan informasi dengan format yang sesuai
	Interaction Quality (KualitasInteraksi)	
16	X3.1	*Website* lintasrata.net memiliki reputasi yang baik
17	X3.2	Saya merasa aman saat mengupload di *website* lintasrata.net
18	X3.3	Saya merasa aman saat input data pribadi pada *website* lintasrata.net
19	X3.4	*Website* lintasrata.net memberikan kesan menarik minat dan perhatian
20	X3.5	*Website* lintasarta.net memberikan kemudahan masukan (feedback)
21	X3.6	*Website* lintasarta.net memberikan kemudahan dalam melakukan komunikasi dengan para pengguna
22	X3.7	Saya merasa yakin dengan informasi yang diberikan website lintasarta.net
	Overall Impresion (KepuasanKonsumen)	
23	Y	Saya merasa *website* ini secara keseluruhan sudah baik

3.2.4. Validity and Reliability Test

The results of the analysis of the validity test of the measurement instrument of each question variable seen from the results of the Corrected Item Total Corelation value as follows:

Table 4. Usability Variable Validity Test Results (X1)

Variabel Pertanyaan	r hitung	r tabel	Keterangan
X1.1	0,820	0,374	Valid
X1.2	0,820	0,374	Valid
X1.3	0,760	0,374	Valid
X1.4	0,682	0,374	Valid
X1.5	0,536	0,374	Valid
X1.6	0,760	0,374	Valid
X1.7	0,630	0,374	Valid
X1.8	0,632	0,374	Valid

Table 5. Information Quality Variable Validity Test Results (X2)

Variabel Pertanyaan	r hitung	r tabel	Keterangan
X2.1	0,654	0,374	Valid
X2.2	0,665	0,374	Valid
X2.3	0,730	0,374	Valid
X2.4	0,671	0,374	Valid
X2.5	0,585	0,374	Valid
X2.6	0,767	0,374	Valid
X2.7	0,777	0,374	Valid

Table 6. Interaction Quality Variable Validity Test Results (X3)

Variabel Pertanyaan	r hitung	r tabel	Keterangan
X3.1	0,534	0,374	Valid
X3.2	0,625	0,374	Valid
X3.3	0,725	0,374	Valid
X3.4	0,896	0,374	Valid
X3.5	0,595	0,374	Valid
X3.6	0,788	0,374	Valid
X3.7	0,693	0,374	Valid

Based on the table above, it can be concluded that each question variable has a calculated r value (the value in Corrected Item Total Corelation) greater than the table r value (obtained from the table value r product moment) and a positive value means that the indicator is declared valid. Table r uses a significant level of 0.05 and N (number of respondents) = 28 respondents.
By finding the r table using the table r at its degree of freedom (df) using the Pearson correlation formula df = n−2 , so df = 30 − 2 = 28, then the table r value for df=28 is 0.374. So we get the value of r in the product moment table, which is 0.374. That the calculation results and the table above show that each question item can be declared valid, because the value of r is calculated greater than r table.

3.2.5. Reliability Test
To measure the reliability of a realistic research instrument or not, an analysis based on Alpha Cronbach was carried out. The following are the results of the reliability test:

Table 7. Reliability Test Results

Nama Instrumen	Variabel	Nilai *Cronbach's Alpha*	Nilai Kriteria	Keterangan
Usability	X1	0,850	0,6	*Realiabel*
Information Quality	X2	0,888	0,6	*Realiabel*
Interaction Quality	X3	0,893	0,6	*Realiabel*
Kepuasan Konsumen	Y	1.000	0,6	*Realiabel*

Based on the results of reliability analysis with the Cronbach Alpha technique, it can be known that the value of Cronbach Alpha from usability (X1) is 0.850, information quality (X2) is 0.888, interaction quality (X3) is 0.893 and customer satisfaction (Y) is 1,000, then the conclusion drawn is that the value of the reliability test results is declared realistic, because it is greater than 0.6.

3.2.6. Regression Classical Assumption Test Results
3.2.6.1. Normality Test Results
By using the Normal Probability Plot, which is used to detect whether the data used is normally distributed or not. Then the following results are obtained:
a. Graph Analysis with Regression P-Plot

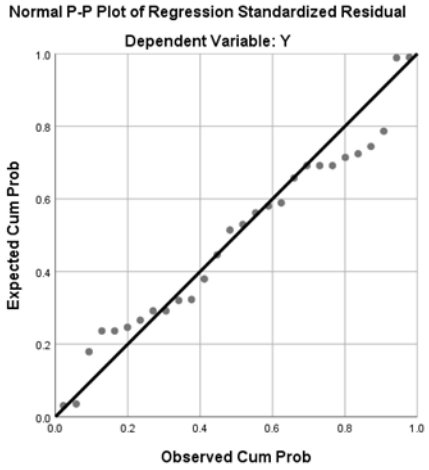

Figure 1. GraphP-P Plot Residual Normality

It can be seen that the dots spread out and squeeze around the diagonal shows that the residuals are normally distributed.
Regression models are said to have assumed normality seen at points following and approaching diagonal lines.

b. Statistical Test
The residual normality statistical test is carried out by means of the Kolmogorov Smirnov test to support or prove the results of the p-plot normality test with a normal distribution, the results of the Kolmogorov Smirnov (KS) test are as follows:

Table 8. Kolmogorov Smirnov Test Results

Nilai Kolmogorov Smirnov	**Nilai Signifikan**	**Nilai Alpha**	**Keterangan**
0,136	0,200	0,05	Normal

Normality test with Kolmogorov-Smirnov test can be found that the value of Kolmogorov-smirnov is 0.136 with a significant level of 0.200, greater than 0.05, Then it can be concluded that residuals are normally distributed or in other words residuals are normally distributed.

3.2.5. Heterokedasticity Test Results

Table 9. Glejser Test Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.176	.263		.670	.491
Usability	-.133	.099	-.325	-1.346	.233
Information Quality	.000	.086	-.002	-.008	.657
Interaction Quality	.170	.106	.395	1.611	.442

a. Dependent Variable: Absolute_Residual

With the Glejser test method of usability variables with significant values of 0.233, information quality of 0.657, and interction quality with significant values of 0.442, shows that none of the independent variables are statistically significant in influencing the dependent variable (consumer satisfaction), because it can be seen from the probability of significance above the confidence level of 0.05 (5%), so it can be concluded that the regression model does not occur heterokedasticity.

3.2.6 Autocorrelation Test Results

Table 10. Durbin Watson Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.825[a]	.680	.648	.32453	2.282

a. Predictors: (Constant), Interaction Quality, Information Quality, Usability

b. Dependent Variable: Kepuasan Konsumen

The results in the summary model on the DW value are calculated at 2,282 and will be compared with the Durbin Watson table value using 5% significance with a comparison of the sample number of 28 respondents with the number of 3 independent question variables, namely usability, quality of information, quality of interaction. So the comparison on the Durbin Watson table with the number of N = 28 and K = 3 is obtained with the Durbin Watson table.
How to calculate to get results whether there is autocorrelation or not is as follows:

Table 12. Durbin Watson calculations

d	**dl**	**du**	**4 – du**
2,282	1,1805	1,6503	4 – 1,6503
			2,3497

Because the value of d or DWcalculated by 2.282 is greater than the upper limit (du) which is 1.6503 and smaller than (4-du = 2.3497), it can be seen that it will be as follows:

$$1{,}6503 < 2{,}282 < 2{,}3497$$

Thus, it can be concluded that these results show no positive or negative autocorrelation because the above results obtained the decision is du < d < 4-du.

3.2.7. Multicollinearity Test Results
Based on the results of calculations using SPSS, results are obtained Tolerance and VIF (Inflation Factor Variant), which are as follows:

Table 13. Multicollinearity Test Results

		Collinearity Statistics	
1	Variabel	Tolerance	VIF
	Usability	0,317	3.157
	Information Quality	0,478	2.094
	Interaction Quality	0,407	2.459

The results of multicollinearity can be known tolerace usability value (X1) has a value of 0.317 and VIF (Inflation Factor Variant) on the usability variable (X1) is 3.157, tolerance information quality (X2) is 0.478 and VIF is 2.094 and tolerance interaction quality (X3) value is 0.407 with VIF value is 2.459, it can be concluded that there is no multicollinearity between independent variables in the regression model.

3.3. Hypothesis Testing
In this study, researchers used multiple linear regression analysis. The test criteria that the author uses are as follows:
- if the significance< 0.05, then Ho is rejected.
- if the significance> 0.05, then Ho is accepted.

3.3.1 Multiple Linear Regression Test Results
3.3.1.1. Partial Significance Test (Statistical Test t)

Table 14. Test Results t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.059	.432		-137	.893
	Usability	.065	.025	.531	2.641	.014
	Information Quality	.025	.027	.151	919	.367
	Interaction Quality	.037	.029	.224	1.265	.218

a. Dependent Variable: KepuasanKonsumen

It can be seen that the three independent variables namely the variables usability (X1), information quality (X2) and interaction quality (X3) are significant at $\alpha = 5\%$ in the distribution of t values of the table.
The formula for determining the table t is as follows:
Df = (α /2)
= (0.05 / 2) = 0.025
df = n – k – 1
= 28 – 3 – 1 = 24
t = 0.025 : 24 = 2.064

So in the calculation results of the third t test webqual 4.0 variable is > 2.064, which means that the independent variable affects the variable

3.3.2 Multiple Linear Regression Result Equation
From the results of the value of the table output in the t test above, it can be seen in the results of the multiple linear regression equation model and the following equation is obtained:

$$\mathbf{Y = -0{,}59 + 0{,}65\ X1 + 0{,}25\ X2 + 0{,}37\ X3}$$

The above results can be interpreted as follows:
a) Constant (a) = -0.59, meaning that if the quality of usability (X1), information quality (X2), interaction quality (X3), then customer satisfaction (Y) is -0.59, but this is not a problem as long as the regression assumptions have been met.

b) Showing that the value of the regression coefficient between usability (X1) and customer satisfaction (Y) which is 0.65 can mean that each increase is positive for the user's decision if where the usability value increases, user satisfaction also increases by 0.65 or 65% assuming other independent variables remain.
c) Shows that the value of the regression coefficient between information quality (X2) and user satisfaction (Y) which is 0.25 can be interpreted that each increase is positive because it shows unidirectional changes, if where the value increases then user satisfaction also increases by 0.25 or 25% assuming other independent variables remain.
d) Showing that the value of the regression coefficient between interaction quality (X3) and consumer satisfaction (Y) which is 0.37 can be interpreted that each increase is positive because it shows unidirectional changes, if where interaction quality value is increasing, consumer satisfaction also increases by 0.37 or 37% assuming other independent variables remain.

3.3.2.1. Coefficient of Determination

Table 15. Results of the Coefficient of Determination

Model	R	R Square	Std. Error of the Estimate
1	0,832[a]	0,693	0,308

Summary model where the value of the coefficient of determination (R Square) is 0.693, where the value of 0.693 is the square of the correlation coefficient or R, which is 0.832. The magnitude of 0.693 coefficient of determination is equal to 69.3%, the number means that usability (X1), information quality (X2) and interaction quality (X3) affect consumer satisfaction (Y). While the remaining 100% − 69.3% = 30.7% is influenced by other variables outside this webqual 4.0 variable.

3.3.2.2. Simultaneous Significance Test (Statistical Test F)

Table 16. F Test Results

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.146	3	1.715	18.038	.000[a]
	Residual	2.282	24	.095		
	Total	7.492	27			

a. Predictors: (Constant), Interaction Quality, Information Quality, Usability

b. Dependent Variable: KepuasanKonsumen

Based on the table above, it is known that the value of the calculation in the F test of 0.000 is smaller than the specified significant value of 0.05, and the calculated F value of 18,038 is greater than 3.40.
So it can be concluded that the variables usability (X1), information quality (X2) and interaction quality (X3) together (simultaneously) affect consumer satisfaction (Y).

3.4 Hypothesis Testing Results
Based on the results of website analysis, Lintasarta.net with data has been processed with webqual 4.0 variables. using a statistical data processor i.e. SPSS.

The following is an explanation of each variable on user satisfaction on Lintasarta.net website

1. Usability (consumer usability) (X1) to user satisfaction (Y) on Lintasarta.net website.
The usability t-count value (X1), shows a t-count test result of 2.641 with a significant value of 0.014 (P < 0.05).
H1 is accepted because it shows results because of the significant influence between usability (consumer usability) (X1) on user satisfaction on the website Lintasarta.net
In this case, it shows that usability (consumer usability) is a variable that contains question items that are easy to operate, clear and understand, easy to run menus, easy to use, have an attractive appearance, appropriate design, have knowledge or competence, and create a positive experience. So that usability (consumer usability) is a factor that must be considered in determining consumer satisfaction in using Lintasarta.net website.

2. Information Quality (information quality) (X2) to consumer satisfaction (Y) on the website Lintasarta.net
The t value of calculating information quality (X2), shows a t test result of 919 with a significant value of 0.0367 (P < 0.05).
H2 is accepted because it shows the results of a significant influence between information quality (information quality) (X2) on consumer satisfaction on Lintasarta.net website.
In this case, it shows that information quality is a variable that contains question items containing information that is accurate, reliable, timely, relevant or related to the cross art itself, easy to understand, precise in detail, and appropriate design. So that information quality (information quality) is a factor that must be considered in determining user satisfaction in using lintasarta.net website

3. Interaction quality (X3) to user satisfaction (Y) on Lintasarta.net website.
The t value of calculating interaction quality (X3), shows a t test result of 1.265 with a significant value of 0.0218 (P < 0.05).
H3 is accepted because it shows results because there is a significant effect between interaction quality (X3) on user satisfaction on Lintasarta.net website.
In this case, it shows that interaction quality is a variable that contains question items containing good reputation, safe transactions, safe providing personal information, giving the impression of attracting interest and attention, a sense of community, easy to communicate, confident in information. So that interaction quality is a factor that must be considered in determining user satisfaction in using lintasarta.net website

4. Conclusion

Based on research on the quality of lintasarta.net website services, the results of their assessment of the quality of lintasarta.net website services that have been processed, conclusions can be drawn, namely:

1. Based on the test results on the variables usability (X1), information quality (X2), and interaction quality (X3) where each independent variable has 69.3% effect on consumer satisfaction (Y) on lintasarta.net website, while the remaining 30.7% is influenced by external variables other than webqual 4.0 variables.
2. There is a positive relationship in the services provided by the lintasarta.net website to the three variables, namely usability (X1), information quality (X2), and interaction quality (X3) so that the results are positive for consumer satisfaction (Y).
3. Based on analysis either partially or simultaneously, the dimensions of website quality lintasarta.net based on webqual 4.0 variables which include usability (X1), information quality (X2), and interaction quality (X3) either alone or together have a significant effect on consumer satisfaction (Y) lintasarta.net website.

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