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WEB QUALITY AND CONSUMER SATISFACTION (EMPIRICAL STUDY ON RESERVATION PAGE OF PT KERETA API INDONESIA’S WEBSITE)

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ABSTRACT

This empirical research based on improvement in transportation mode, especially train. Train is one of transportation mode that can carry hundreds of people or passenger at one time. In Indonesia, management of train is under PT Kereta Api Indonesia or PT KAI. Progress of technology particularly on ticket reservation has drive PT KAI to change their ticketing system from traditional to online ticketing by using their official website. Aim of this research is to measure passengers satisfaction based on the web quality of PT KAI reservation page. Research used questioner that spread through google drive to gain insight from passengers. Questioners also reach passengers by thread on KasKus (train user/passengers on KasKus forum), special forum of train passengers, social media as Path, Facebook, Line and also WhatsApp application. Samples of this research are by purposive sampling with total respondents 100 passengers. The only criteria for being respondent is a passenger that used online ticketing through PT KAI’s official website. This research was held for around two months. Simple Linier Regression is used as method of analysis. Based on calculation, likeness is $Y = 3,413 + 0,451X$. The 0,451 value shows that website quality (webqual) is positively affect to passengers’ satisfaction. Furthermore, hypothesis test show p-value for $6.09099E-32 < 0,05$. As conclusion, there is a relation between webqual to passengers’ satisfaction. With coefficients determination for 0.757, customer satisfaction’s (Y) is 75,7% affected by website quality. Overall, website quality for ticket reservation based on passengers’ evaluation is good. This evaluation stands for feasibility, quality for information, and interaction quality of PT KAI’s official website.

Keywords: quality, website, passenger, satisfaction, train

1. Introduction

Transportation is mode used by people to move from one place to another. Transportation not only carries people but also commodities. One of transportation that carries hundreds of people at one time is train. In Indonesia, train is one of favorite transportation mode especially for short to mid destination. Train in Indonesia is under management of PT Kereta Api Indonesia or known as PT KAI. For ticketing, PT. KAI is still using manual systems that directly buy in train station. Nowadays, with rapid improvement in technology and system information PT KAI is required to make some changes in ticketing. PT. KAI should work hard to catch up changes of consumer buying pattern that recently almost all using online system. In that way, PT KAI can achieve their profit and consumer satisfaction. Since November 2011, PT. KAI launched the new online ticketing system through their official website www.keretaapi.co.id. Passengers can do reservation by entering web site, choose their destination, schedule, and price. Payment can be done through ATM of all national banks. With this online system, some problems exist such as difficulties in website links and costumer service. Based on that problems, this research

focus on website quality of ticketing reservation of PT KAI.

2. Literature Review

Innovations, development in technology and information system have pushed some companies to make some changes to battle their competition and increase customer satisfaction. One of strategy that should implement in company is business process reengineering (BPR) or simply *reengineering*. O'Brien and Marakas (2013:61) “reengineering is a fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in cost, quality, speed, and service”. Reengineering combines a strategy of promoting business innovation with a strategy of making major improvements to business process so that company can become a much stronger and more successful competitor in marketplace. A company launched their web services as a collection of web and object-oriented technologies for linking Web-based applications running on different hardware, software, database, or network platforms (O'Brien and Marakas, 2013:170-172). For example, web services could link key business functions within the applications a business shares with its customers, suppliers, and business partners.

With World Wide Web (WWW) as a global network of multimedia internet sites for information, education, entertainment, e-business, and e-commerce lead company to develop their capabilities to reach and serve their customers effective and efficient. **E-commerce** as quote in O'Brien and Marakas (2013:368) “E-commerce is changing the shape of competition, the speed of action, and the streamlining of interactions, products, and payments from customers to companies and from companies to suppliers”. E-commerce from business to consumers (B2C) O'Brien and Marakas (2013:372) business must develop attractive electronics marketplaces to sell products and services to consumers. The most common form, company offer e-commerce website that provide virtual storefronts and multimedia catalogs, interactive order processing, secure electronic payment systems, and online consumer supports. E-commerce success factors is to optimize several key factors such as selection and value of product and price, performance and service efficiency, the look and feel of the site, advertising and incentives to purchase, personal attention, community relationships, and security and reliability O'Brien dan

Marakas (2013:383). WebQuality or webqual (Stuart and Vidgen,2000) is an instrument for assessing the usability, information, and service interaction quality of Internet website, particularly those offering e-commerce facilities. WebQual 4.0 is a generalized instrument that has been strengthens by making heavier use of existing literature on web usability, information quality, and interaction quality. Users satisfaction according to Giese and Cote (2000) in Chen dan Hung (2010) identified components of quality concept; as a response (affective emotion and cognitive) in certain focus (for example products, consumption experience, etc), and in certain time (before and after consumption based on experience accumulation, etc.)

3. Research Method

This research used quantitative method. Primary data collected via online questioners targeting 100 passengers (respondents). Questioners can reach via online by Google Drive application passengers that directly booked their ticket trough official web site of PT KAI will be the objects on this research.

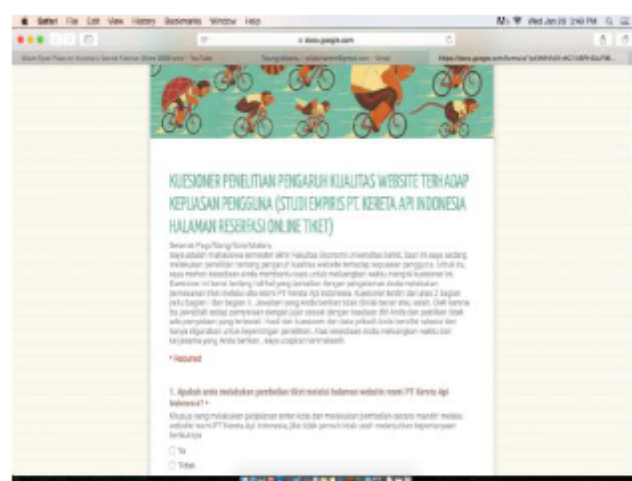


Figure 1: questioner front page

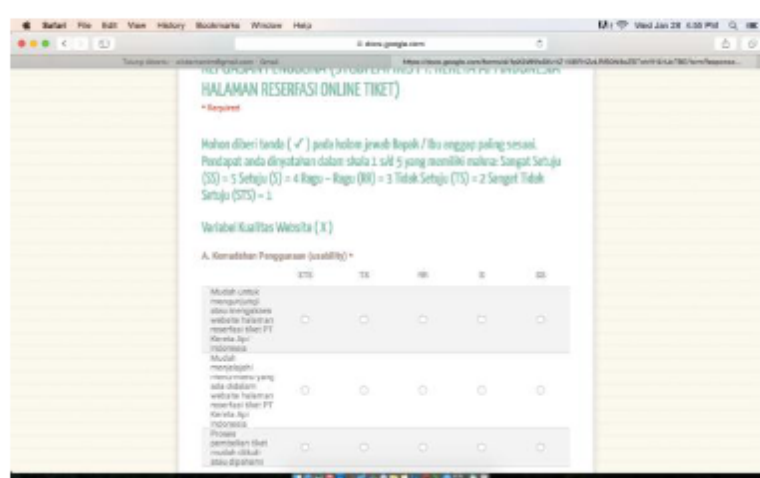


Figure 2: questioner page to fill in by respondents

Hypothesis

$H_0 : \beta = 0$ there is no significance between website quality (var X) to user satisfaction (var Y)

$H_a : \beta > 0$ there is significance between website quality (var X) to user satisfaction (var Y)

4. Results and Discussion

Results from data calculation based on PT KAI web quality dimensions (easiness of use, quality of information, interaction quality) and consumer satisfaction (both cognitive and affective).

Table 1. Respondents respond with reference to easiness of use

No	Statement	Sum	Mean
1.	Website is easy to access	406	4,06
2.	Website menus is easy to operate	392	3,92
3.	Ticket buying process is easy to learn and follow	406	4,06
Total		1207	4,01

According to Table 1 with mean 4.01 can concluded that users were having no problem when accessing, surfing the menu, and processing ticket in PT KAI's official website.

Table 2. Respondents respond concerning to quality of information

No	Statement	Sum	Mean
1.	Website gives complete information	385	3,85
2.	Website gives reliable information about train schedule	407	4,07
3.	All information inside the website are easy to understand	403	4,03
Total		1195	3,98

As shown in Table 2 with mean 3.98 can concluded that users were satisfied with the completeness, trustable, and easy to understand information in PT KAI’s official website.

Table 3. Respondent respond regarding quality of interaction

No	Statement	Sum	Mean
1.	Personal data and information of users are safe and free from hackers	364	3,64
2.	Customer service information complete and responsive	383	3,83
3	Confirmation e-mail sent to users with correct information about ticket order	403	4,03
	Total	1150	3,83

According to Table 3 with mean 3.83 can concluded that quality of interaction, include the security of personal information and interaction with customer service were good.

Table 4. Respondents responds in relation to cognitive satisfaction

No	Statement	Sum	Mean
1.	Overall, I’m satisfied with this reservation page on PT KAI’s website	396	3,96
2.	Reservation page match with my expectation	372	3,72
	Total	768	3,84

According to Table 4 with mean 3.84 in overall users as satisfied with PT KAI’s reservation page and matched with their expectation.

Table 5. Respondents responds in relation to affective satisfaction

No	Statement	Sum	Mean
1.	PT. KAI’s web site makes me happy	387	3,87
2.	PT. KAI’s	414	4,14

No	Statement	Sum	Mean
	web site makes me easier to do reservatio n		
3	PT. KAI’s web site makes me dissapoint ed	374	3,74
	Total	1175	3,92

Based on Table 5 with mean 3.92, concluded PT KAI’s reservation page made users happy because they felt easy to made reservation for train ticket through online.

Table 6. Regressions analysis

	<i>Coeffici ents</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
			3.665	
Inter cept	3.4130	0.931033548	8563	0.00040
			17.51	
	0.4513		2806	6.09099
X	09235	0.025770241	17	E-32

Source : data processed (2015)

According to Tabel 6 of regression analysis the *Coefficients* shown constantan (a score) is 3.413 and b coefficient is 0.451 with linear relationship:

$$Y = 3,413 + 0,451X$$

Based on that linear relationship above, resulting there is a positive linear

relationship (one way) between website quality and consumer satisfaction. With t-test analysis, shown score of t-stat is 17.513 therefore is bigger than t-table. Means there is a significance relationship between website quality and consumer (users) satisfaction. Still based on Table 6 with p-value 6.09099E-32 less than 0,05 also support the conclusion above.

Tabel 7. ¹Summary Output (Regression Statistics)

Regression Statistics	
Multiple R	0.87054256
R Square	0.757844348
Adjusted R Square	0.755373372
Standard Error	1.742302722
Observations	100

Source : data processed (2015)

Coefficient of determinant analysis aim to find out contribution between website quality (variable X) and consumers (users) satisfaction (variable Y). Coefisien Determinasi (RSquare) score 0.757 means that 75,7% of users satisfaction as result of good website quality and the rest 24,3% effect by other factors.

5. Conclusion

Conclusion of this research theoretically based on website quality from Stuart Barnes and Richard Vidgen (2000) with 3 dimensions of easiness to use, information quality, and interaction quality; concluded well. In

perception factors, concluded match user's expectation or satisfy with this reservation website. This research also find out there is significance relationships between web quality and consumer satisfaction with Coefficient Determination (RSquare) 74,7% (strong) and 24,3% for other factors. PT KAI still needs improvement on; security for user's personal information (free from hackers, safety payment methods) and customer service with their

Standard Operation Procedures (SOP) for responsiveness in handling complaints, interaction with reliable information and empathy for users. At the end, to succeed or survived, use of technology information is no longer as supporter, but as driver. Management of KAI should maintain and improve their service especially in customers support to reach their goals.

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