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The Impact of Website Quality on Customer Satisfaction at Grand Grafika Medan

Pengaruh Kualitas Website terhadap Kepuasan Pelanggan di Grand Grafika Medan

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Abstract: Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities. One of the internet networking is website. The website which link millions of users from all over the world with same interests, views and hobbies. The research is conducted at Grand Grafika Medan. The preliminary data given by the owner of Grand Grafika Medan that the orders and transactions by website have several matters which the customers are not satisfied with the website quality and responds from the company. The objectives of the research are to find out whether website quality has impact on customer satisfaction and how strong the impact of website quality on customer satisfaction at Grand Grafika Medan. The population that is used in the research is the customers of Grand Grafika Medan that are 93 people. The sampling technique is simple random sampling which the customers have same chance to be chosen as sample. In analyzing questionnaires, the writer used validity test and reliability test, to analyze the data, use statistics, correlation test, determination test, linear regression, and hypothesis test. The correlation test shows Website Quality have a positive and significantly strong impact on employees' customer satisfaction at Grand Grafika Medan. $z_{count} > z_{table}$ ($8.10 > 1.96$). This means the Null hypothesis (H_0) is rejected and the alternative (H_a) is accepted. Website Quality have impact on employees' customer satisfaction at Grand Grafika Medan. After analysis and results, the writer give several recommendations to the company.

Abstrak: Internet dan komunitas virtual telah mengubah konsumen, masyarakat, dan perusahaan dengan akses informasi yang tersebar luas, jejaring sosial yang lebih baik, dan kemampuan komunikasi yang lebih baik. Salah satu jaringan internet adalah website. Situs web yang menghubungkan jutaan pengguna dari seluruh dunia dengan minat, pandangan, dan hobi yang sama. Penelitian dilakukan di Grand Grafika Medan. Data awal yang diberikan oleh pemilik Grand Grafika Medan bahwa pemesanan dan transaksi melalui website terdapat beberapa hal dimana customer tidak puas dengan kualitas website dan respon dari perusahaan. Penelitian ini bertujuan untuk mengetahui apakah kualitas website berpengaruh terhadap kepuasan pelanggan dan seberapa kuat pengaruh kualitas website terhadap kepuasan pelanggan di Grand Grafika Medan. Populasi yang digunakan dalam penelitian ini adalah pelanggan Grand Grafika Medan yang berjumlah 93 orang. Teknik pengambilan sampel adalah simple random sampling dimana pelanggan memiliki kesempatan yang sama untuk dipilih sebagai sampel. Dalam menganalisis angket penulis menggunakan uji validitas dan uji reliabilitas, untuk menganalisis data digunakan statistik, uji korelasi, uji determinasi, regresi linier, dan uji hipotesis. Uji korelasi menunjukkan Kualitas Website berpengaruh positif dan kuat secara signifikan terhadap kepuasan pelanggan karyawan di Grand Grafika Medan. $z_{hitung} > z_{tabel}$ ($8,10 > 1,96$), Artinya hipotesis nol (H_0) ditolak dan alternatif (H_a) diterima. Kualitas Website berpengaruh terhadap kepuasan pelanggan karyawan di Grand Grafika Medan. Setelah analisis dan hasil, penulis memberikan beberapa rekomendasi kepada perusahaan.

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INTRODUCTION

Recently, development of information technology has affected many aspects of the individual, social, and organizational life. Internet is changing the way corporations conduct business with their consumers who are increasingly expecting higher services, becoming time saved, and wanting more convenience. Since one of the main duties of the internet as a communication channel is how to manage the website quality which holds a significant importance to customer satisfaction.

Companies need to differentiate by the company or brand image through which to communicate distinctive advantages and positioning of the product. Many marketers believe that the organizations should aggressively promote only one advantage in the market concerned and social networks in the online environment allows them to appear more attractive to consumers. Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities. One of the internet networking is website. The website which link millions of users from all over the world with same interests, views and hobbies.

Customer satisfaction refers the level to which clients are pleased with the products or services offered by a company. Gaining good level of customer satisfaction is extremely important to a business as the satisfied customer is most expected to be loyal and to make repetitive purchases. Customer satisfaction is a critical issue in the success of any traditional or online business system. To fulfill this goal companies need to know the definition of satisfaction by customers. A broad definition of satisfaction is that it is an emotional response to the use of a product or service; and it is also a complex human process which involves cognitive and affective processes as well as other psychological and physiological influences.

According to Sadeh, et.al (2011:367), “Direct impact of website quality on customer satisfaction and purchase intention. Results indicated that website quality directly affects customer satisfaction and customer satisfaction directly influences their intention”.

Grand Grafika Medan is a printing press in Medan. It is established in 2008 by Mr. Harry Chan with a focus in the field of Offset and Digital Printing, both indoor and outdoor. Grand Grafika Medan is located at Jalan Timur simpang Veteran No.199 Medan-North Sumatera. The types of the printing are banners, flyers, ID Card, Stickers, neon box, calendars, letter sign, backdrop and other printing designs. The company has its own website for consumers to orders and deal.

Data from the customers collected by the company, the customers feel dissatisfied with the information which the information stated in the website is not so complete, the slow respond the admin of the website intently while they make orders, and the contacts of the website which the customer service is oftenly seen offline in the website page while the customer wants to ask for more details through the website. These factors impact the dissatisfaction of the customers on the website quality. Therefore, The company needs to know whether the website quality have impact on the customer satisfaction or not.

LITERATURE REVIEW

Promotion. Businesses use various promotional methods to communicate with individuals, groups, and organizations. Much like product, price, distribution, and promotion make up the marketing mix, four components can make up the promotion Hackley (2012:23) states that “Promotion by an organization for a specific promotion mix is the specific combination of four promotional methods — advertising, sales promotion, personal selling, and public relations — used by an organization for a specific product”.

Many marketers believe that the organizations can promote their products and services to the public. One ways of the promotion ways is through website. The definitions of website are elaborated at the next subchapter.

Website. Everything has gone online nowadays, be it socializing, shopping, marketing. Website is a new way for customers/ consumers to order, check company profiles, products and informations. Website has made everything so easy, now the customers don't have to go to the company physically. The customers can have all the advantages of the company just from mobile (that is if it has internet facility), or computer.

According to Joseph (2010:42): "Website is the use of technology which allows customers to perform the transactions electronically without visiting a brick and mortar institution". With the development of technology and the internet particularly the customers do not have to visit the company personally, the customers can use website. Online transaction means making transactions through the internet.

A website, also written as web site, or simply site, is a set of related web pages typically served from a single web domain. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a Uniform resource locator. All publicly accessible websites collectively constitute the World Wide Web. A webpage is a document, typically written in plain text interspersed with formatting instructions of Hypertext Markup Language (HTML, XHTML). A webpage may incorporate elements from other websites with suitable markup anchors. Webpages are accessed and transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure, HTTPS) to provide security and privacy for the user of the webpage content. The user's application, often a web browser, renders the page content according to its HTML markup instructions onto a display terminal.

The pages of a website can usually be accessed from a simple Uniform Resource Locator (URL) called the web address. The URLs of the pages organize them into a hierarchy, although hyperlinking between them conveys the reader's perceived site structure and guides the reader's navigation of the site which generally includes a home page with most of the links to the site's web content, and a supplementary about, contact and link page. Some websites require a subscription to access some or all of their content. Examples of subscription websites include many business sites, parts of news websites, academic journal websites, gaming websites, file-sharing websites, message boards, web-based email, social networking websites, websites providing real-time stock market data, and websites providing various other services (e.g., websites offering storing and/or sharing of images, files and so forth). Website is a new concept in commerce. Online banking means a self service attitude of banking. Banking itself was never wrong but the dependence on banking was too much and that is why we faced many disappointments. In online banking the customer is the sole financial controller of his own finance and life. The customer performs his own banking transactions by using the internet. All banking transactions can be carried out with online banking. This online service is provided by almost all the banks, 24 hours a day and 7 days a week.

There are several companies and financial institutions who provide websites. The best part of website is that these services are provided at no extra cost. In fact save lot of money on postal charges and also they do not have to travel all the way to the company or from other town thus traveling expense is also saved. Companies also profit by providing these services because they do not need huge staff and do not have to pay huge salaries. Website has become an accepted norm of monetary transactions for millions over the past decade. The ease with which a customer can check his account, make payments online and make orders. Website also provides a host of non transactional features which are quite handy to the customer.

METHODOLOGY

Research Design. Creswell (2013:28), "Research design is a plan and structure of investigation so conceived as to obtain the answer of the research question. The plan is the overall scheme or program of research".

According to Bryman and Bell (2008:50), "Research design is all process in planning and doing the research. A good research design is those that can result in a logical and systematic conclusion". A

research design will express both the structure problem and the plan of the investigation used to obtain empirical evidence on relation of the problem. The research designs used by the writer are:

Descriptive research, cooper and Schindler (2014:26), "Descriptive research is also called statistical research is a research method which is undertaken in order to discover and be able to describe the characteristics of the variables of interest in a situation". The purpose of this research is to collecting, compiling and classifying obtained data, and then interpreting the problem encountered. The data collection is obtaining the data by conducting a survey by questionnaires and interviews.

Causal research explores the impact of one thing on another and more specifically, the impact of one variable on another. Causal research is useful for analyzing the causal relationship between one variable with another variable or how a variable affects other variables.

Research Object. Population is the whole research object as the source of data with certain characteristics in the research. The population in this research is the customers of Grand Grafika Medan. Sample is a selected part of population that is taken to be representative of the whole population. According to Sugiyono (2010:118), (In order to determine the sample size, can be obtained from Slovin Formula where the social studies maximum significance or error rate is 5% (0.05) and the confidence level of 95%). The writer will take the sample of the population based on Slovin's formula allows a researcher to sample the population with a desired degree of accuracy. It gives the researcher an idea of how large his sample size needs to be to ensure a reasonable accuracy of results. The sample size is 93 customers. The sampling technique is simple random sampling which the customers have same chance to be chosen as sample.

RESULT

Normality Test. Normality test is the test whether the sample being used is normal or not, is actually by conducted tests on normally or not the distribution of the data to be analyzed. The writer will use the Kolmogorov Smirnov. The basic concept of Kolmogorov Smirnov normality test is to compare the distribution of the data (which will be tested normality) with the standard normal distribution.

One-Sample Kolmogorov-Smirnov Test

		Website Quality	Customer Satisfaction
N		93	93
Normal Parameters ^a	Mean	9.89	8.45
	Std. Deviation	4.170	2.797
Most Extreme Differences	Absolute	.034	.115
	Positive	.183	.115
	Negative	-.103	-.109
Kolmogorov-Smirnov Z		1.282	1.184
Asymp. Sig. (2-tailed)		.169	.193

a. Test distribution is Normal.

Based on the result above, the significant or probability value of the normality test is the Kolmogorov Smirnov result which the variable X (Website quality) is 0.169 and variable Y (Customer satisfaction) is 0.193 and greater than 0.05. This means, the sample has normal distribution.

Correlation Test. Correlation test is used to know the correlation between independent variable and dependent variable. The possible results are shown in the relations of both variables whether it is positive, independence or negative. The result of coefficient of correlation of X (Website quality) and Y (Customer satisfaction) at Grand Grafika Medan can be seen on table belows:

Coefficient of Correlation

		Website Quality	Customer Satisfaction
Website Quality	Pearson Correlation	1	.810**
	Sig. (2-tailed)		.000
	N	93	93
Customer Satisfaction	Pearson Correlation	.810**	1
	Sig. (2-tailed)	.000	
	N	93	93

** . Correlation is significant at the 0.01 level (2-tailed)

The result of calculation of correlation coefficient between Variable X (Website Quality) and Variable Y (Customer satisfaction), the writer got the result of 0.81. In the table of scale of correlation test, the value of 0.81 is indicated as strong and Positive. The correlation test shows that Website quality has a positive and significantly strong impact on customer satisfaction at Grand Grafika Medan.

Determination Test. Determination test is used to determine how strong the percentage relationship between Variable X and Variable Y. The result is as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.6561	.124	1.227

a. Predictors: (Constant), customer satisfaction

The percentage relationship between Website Quality and customer satisfaction is 65.61%. The result shows that Website quality has high percentage impact on customer satisfaction at Grand Grafika Medan.

Linear Regression Equation. The Linear Regression equation can be shown as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.42	.740		2.143	.018
	Total_X	.760	.061	.741	6.295	.000

a. Dependent Variable

$$Y = a + b X$$

$$Y = 15.42 + 0.76 X$$

$$X = 0 \rightarrow Y = 15.42 + 0.76 (0) = 15.42$$

$$X = 1 \rightarrow Y = 15.42 + 0.76 (1) = 16.18$$

$$X = 2 \rightarrow Y = 15.42 + 0.76 (2) = 16.94$$

$$X = 3 \rightarrow Y = 15.42 + 0.76 (3) = 17.70$$

The linear equation shows that when Website Quality are zero, the Y (customer satisfaction) is 15.42. When Website Quality (X=1), the customer satisfaction is 16.18 (increases 0.76), when Website

Quality ($X=2$), the customer satisfaction is 16.94. and one level increase of variable X (Website Quality), will gives increase of 0.76 of variable Y (customer satisfaction). This means, Website quality has a positive equation with customer satisfaction at Grand Grafika Medan.

Hypothesis Test. The writer used the z-test to test the hypothesis as the sample size is more than 30 people. The hypothesis test calculation is as follows:

$$\begin{aligned} z &= \frac{r}{\frac{1}{\sqrt{n-1}}} \\ &= \frac{0.81}{\frac{1}{\sqrt{93-1}}} \\ &= \frac{0.81}{0.10} \\ &= 8.10 \end{aligned}$$

The writer will use the confidence level of two-tailed hypothesis test in this *skripsi* which is 95% or 0.95, since use the two-tailed hypothesis test, $0.95/2=0.4750$. the Z_{table} is 1.96. From the calculation above, the writer got $z_{count}= 8.10$. The $z_{count} > z_{table}$ ($8.10 > 1.96$).

DISCUSSION

From the results of validity test, the validity results of variable (Website quality) and variable Y (employees' customer satisfaction) got the value High validity.

The reliability test of the questionnaires is 0.81 is located at the scale $0.81 > 0.80$, so the questionnaires have good reliability.

The statistics for variable X (Website Quality), got results of mean, median, and mode that the customers disagree that the website quality of Grand Grafika Medan is good.. The statistics for variable Y (customer satisfaction), got that the respondents (customers) disagree that the website quality make them satisfied recently.

The significant or probability value of the normality test is the Kolmogorov Smirnov result which the variable X (Website quality) is 0.169 and variable Y (Customer satisfaction) is 0.193 and greater than 0.05. This means, the sample has normal distribution.

The correlation test is 0.81 which Website Quality has a positive and significantly strong impact on customer satisfaction at Grand Grafika Medan.

The percentage relationship between Website Quality and customer satisfaction is 65.61%. The result shows that Website Quality has high percentage impact on customer satisfaction at Grand Grafika Medan.

The linear regression equation shows that each increase one unit of variable X will result 0.76 increase unit for variable Y. Website Quality has a positive equation with employees' customer satisfaction at Grand Grafika Medan.

From the result of hypothesis test, $z_{count} > z_{table}$ ($8.10 > 1.96$), Alternative Hypothesis (H_a) is accepted which Website Quality has impact on employees' customer satisfaction at Grand Grafika Medan.

CONCLUSIONS

Website quality has impact on customer satisfaction at Grand Grafika Medan which can be seen from the result of hypothesis test.

Website Quality has a positive and significantly strong impact on employees' customer satisfaction at Grand Grafika Medan which can be seen from the result of correlation test and linear regression equation.

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