

Quality Analysis of Shopee Website by Using Importance Performance Analysis Approach

Ai Lili Yuliati, Cut Irna Setiawati

Business Administration
Telkom University
Bandung, Indonesia
ailili1955@gmail.com

Abstract—This study aims to determine the quality of Shopee websites based on user ratings of perceived quality and expected ideal quality. The method uses quantitative with descriptive type. Data types are primary and secondary data. Non-probability sampling technique with incidental sampling, the number of respondents was 385 users. Descriptive data analysis techniques and Importance Performance Analysis (IPA). The results showed the quality of Shopee websites based on their level of importance and performance in good categories. The results of the gap calculation between the level of expectations and performance, 8 statements show the shopee website performance in accordance with user expectations, 1 statement of performance exceeds user expectations, 12 statements of performance are not in line with user expectations. The results of science analysis, from 21 Shopee website attributes, 2 attributes require an increase with high priority, 11 Attributes must be maintained because they are included in the company's excellence, 2 attributes are considered not too important but must be considered because it affects the perceived benefits, and 6 Attributes not too important and can be reduced so the company can save costs.

Keywords—website Shopee; WebQual 4.0; Importance Performance Analyze (IPA)

I. INTRODUCTION

Currently, many Indonesians use internet-based information technology to meet their needs. The development of internet technology has had a positive impact on Indonesia where internet services have been carried out by individuals, companies, government agencies and the private sector [1]. Increasing internet users have an influence on the development of e-commerce in Indonesia, especially the buying and selling forum. Many business opportunities have emerged in several buying and selling forums in Indonesia. It cannot be denied that online shopping is the choice of many consumers to obtain the desired items without using a lot of time and energy. The reason many consumers use online shopping is the ease of doing transactions, the price is quite competitive and the quality of goods is good in accordance with the wishes of consumers [2].

Buying and selling online must be supported by good website quality. According to Aditya and Matias [3], the quality of the website contributes to one of the main pillars of business success. A good website is a website that has a layout that is aligned and balanced in the combination of several

important elements which include design, content, navigation, and functionality. In addition, the website must also be not too complicated, must be attractive, and of course user friendly that will improve the performance of the website. In order to attract the attention of website visitors, it must also have concise content and easy-to-read fonts, so that visitors can visit the website, and easily navigate and find what they are looking for. The website must also show fast loading so that visitors can stay with the website [4].

The quality of the website can be analyzed using the WebQual method. According to Slabey and Wahidin, the WebQual Method is a measurement to measure the quality of a website based on research instruments that can be categorized into their variables, namely [5]: Usability, Information Quality and Services Interaction. All of them are measurements of customer or user satisfaction with the quality of the website. One company engaged in website and e-commerce applications online is PT. Shopee. Shopee is an e-commerce that offers a variety of product items such as women's clothing, men's clothing, electronic goods, household appliances and sport's needs. The author chooses the object of the Shopee online buying and selling website because the website already has good quality but the number of pages opened by a Shopee website visitor in August 2016 is only 1.41 pages, which means that a visitor opens a website no more than 2 pages. and there are still many people who visit Shopee without seeing all the pages or information provided by the Shopee website [6].

The purpose of this study was to analyze the quality of the Shopee buying and selling forum website using the WebQual 4.0 method, a method used for website quality measurements derived from the development of 1-3 and also WebQual versions of SERVQUAL. WebQual 4.0 refers to how users are able to understand the website used and how to use the website. There are 3 dimensions of WebQual 4.0, namely Usability that comes from human-computer interaction, Information Quality and Service Interaction Quality that comes from marketing research [7].

This research was also conducted to complement the research that had been done previously by several researchers in analyzing the Website using Websqual 4.0, namely, research conducted by Punyani and Gazal in 2012, under the title an Assessment of Customers' Quality Perception Through WebQual Scale: A Study On Online Banking Services [8].

Elangovan in 2013 with the title Evaluating Perceived Quality of B-School [9]. Yaghoubi, et al in 2011. "Internet Bookstore Quality Assessment" [10]. Rohman and Kurniawan in 2017, "Pengukuran Kualitas Website Badan Nasional Penanggulangan Bencana Menggunakan Websqual 4.0. Jurnal Pengetahuan Dan Teknologi Komputer" [11]. Hengki in 2014, "Analysis Quality Dino Tour Travel Management Website Using WebQual 4.0" [9]. Al-Manasra, Khair, Zaid and Qutaishat in 2012, "Investigating the Impact of Website Quality on Consumers' Satisfaction in Jordanian Telecommunication Sector" [2].

II. METHOD

This research uses descriptive research with quantitative methods. Data sources come from primary and secondary data. Primary data comes from questionnaires distributed to visitors who have shopped online at Shopee online buying and selling sites. Secondary data from journals, results of previous studies, books, articles on the internet related to this research. Population is all Shopee consumers in Indonesia whose numbers are not known with certainty. Nonprobability sampling technique with incidental sampling. Data Analysis Techniques use descriptive analysis techniques and Importance Performance Analysis (IPA).

III. RESULTS

A. Descriptive Analysis Results

Based on the level of consumer interest, Shopee's website quality which consists of usability, information quality and interaction service dimensions as a whole is in the important category. The dimensions that get the highest respondent responses are the information quality dimension, followed by the usability dimension and the last one is the interaction service dimension. Statements that get the highest respondent responses and fall into the category are very important in the usability dimension, namely the Shopee website is easy to operate and has a loading presentation that is fast. In the dimension of information quality website Shopee provides accurate information about goods specifications. In the dimension of interaction service website Shopee provides personalized service. The statements that received the lowest response were still in important categories. The usability dimension of the statement about the shopee website is easy to access. In the dimension of information quality, the shopee website provides information on goods specifications that are easily understood. In the dimension of interaction service, the shopee website makes me feel part of the community.

Respondents to the level of performance, the overall quality of Shopee websites is in the good category. The dimensions that get the highest respondent responses and are included in the good category are usability dimensions followed by information quality dimensions and the next is interaction service dimensions. Statements that get the highest respondent responses and fall into the very good category. On the usability dimension, the Shopee website has a fast loading display presentation. In the information quality dimension, the Shopee website provides information on goods specifications that are trusted by respondents. In the dimension of interaction service, shopee websites provide personalized service. Statement that gets the lowest respondent's response. In the usability dimension, shopee websites are easy to understand. In the information quality dimension, the shopee website provides detailed information on goods specifications and provides easy-to-understand item specification information. In the interaction service dimension, I feel safe about data.

B. Results of Analysis of Infortance Performance Analysis (IPA)

Based on the results of the gap analysis between the level of importance and performance, of the 21 statements there are 8 statements showing that the performance is in line with user expectations, namely statements about Shopee Website are easy to use, according to the type of the website, have fast loading presentation, have a good reputation, providing a sense of security in transactions, providing personal service, making it easy to communicate with the company, goods sent according to the goods sold. 1 statement showing performance exceeds user expectations, ie a statement about Shopee Website makes me feel part of the community. 12 statements show that performance is not in line with user expectations, namely statements about Shopee Website are easy to operate, easy to understand, easy to navigate, have attractive appearance, provide accurate information, provide reliable information, update information on goods specifications on time, provide information on the prices of products sold, provide information on goods specifications that are easy to understand, provide detailed information on goods specifications, provide information in the right format and I feel safe about personal data.

C. Factors that Must be Repaired, Maintained or Reduced Priorities to Improve Shopee Website Quality

These factors can be seen in figure 1 of the following Cartesian diagram:

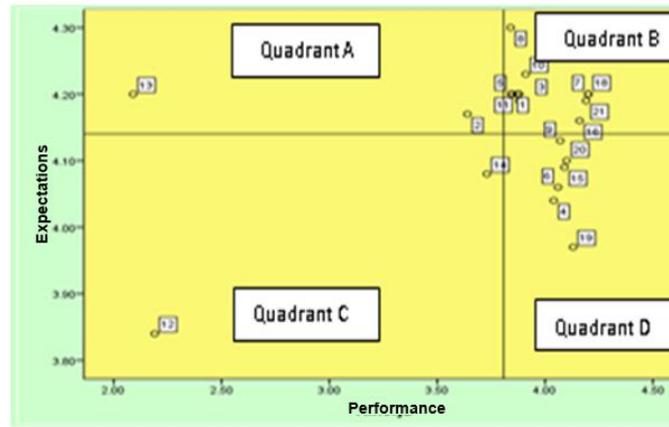


Fig. 1. Cartesius diagram.

Based on figure 1, it can be seen that the attributes fall into 4 quadrants. **Quadrant A: Attributes that require an increase with high priority.** The attributes that enter into quadrant A, namely Website Shopee are easily understood and provide detailed item specification information. **Quadrant B: Attributes that must be maintained,** because they are included in the company's excellence. The attributes included in the B quadrant, namely the Shopee Website are easy to operate, easy to navigate, have an attractive appearance. have fast loading presentation, provide accurate information, update goods specification information on time, provide price information on products sold, provide a sense of security in transactions, I feel safe with personal data, provide personal service, goods sent according to goods sold. **Quadrant C: Attributes that are considered Not Very Important but must be considered by the company because it affects the perceived benefits.** Attributes that are included in the C quadrant, namely the Shopee Website provide information on goods specifications that are easy to understand and provide information in the right format. **Quadrant D: Attributes that are not too important and can be reduced so that the company can save costs.** The attributes in the D quadrant, Shopee Website are easy to use, Shopee website design according to the type of the website, providing trusted information, having a good reputation, makes me feel part of the community, makes it easy to communicate with the company.

IV. DISCUSSION

Based on the results of the descriptive analysis of the level of importance, the overall quality of Shopee websites is in the important category. This shows that consumers consider Shopee websites important to be easy to use, have good quality information, and consumers can interact well on the website. The dimensions that get the highest respondent responses are the information quality dimension, followed by the usability dimension and the last one is the interaction service dimension.

Statements that get the highest responses and fall into the category are very important. In the usability dimension, the Shopee website statement is easy to operate and has a loading presentation that is fast. This shows that the user considers the ease of operating the website and fast website loading speed is

very important for consumers to operate the website. The statements that get the lowest responses, although still in the important category, are statements about sophee websites that are easy to access. This shows that the ease of accessing the website is important even though it is not the main priority. In the dimension of information quality that gets the respondent's response the highest or very important, the Shopee website statement provides accurate information about the specifications of the item. This shows that accurate information about the specifications of goods is very important according to respondents, because the provision of information about the specifications of goods is very important for consumers when consumers want to make purchases or make transactions. The statement that gets the lowest response even though it is still in an important category is that the shopee website provides information on item specifications that are easily understood. In the interaction service dimension that gets the respondent's response the highest or very important, the Shopee website statement provides personal service. This is because the provision of services personally is considered very important because respondents feel cared for and served well by the company. The statement that received the lowest response even though it was still in an important category, namely the statement about the shopee website made me feel part of the community.

Responden to the level of performance, the overall quality of Shopee websites is in the good category. This shows that Shopee website performance meets consumer expectations, namely websites are easy to use, have specific quality information and consumers can interact easily on the website. The dimensions that get the highest responses from respondents and are in the good category, namely the usability dimension followed by the interaction service dimension and the next is the information quality dimension. The statement that received the highest respondent's response was in a very good category. On the usability dimension, the Shopee website has a fast loading display presentation. Statements that get the lowest response even though they are still in a good category, namely the Shopee website is easy to access. In the dimension of interaction service that gets the highest response in a very good category, the shopee website provides personalized service. This means that the performance on the Shopee Website in providing personal service has been very good.

Statements that get the lowest responses even though they are still in a good category, I feel safe about personal data. This is because a lot of respondents' data is given to sellers without prior confirmation to consumers.

Based on the results of the gap between the level of importance and level of performance, there are 8 statements indicating that performance is in line with user expectations. 1 statement shows Performance exceeds user expectations, 12 statements indicate Performance is not in line with user expectations.

Based on the analysis of Importance Performance Analysis (IPA) from 22 Shopee website attributes, there are 2 attributes included in quadrant A, which are attributes that require an increase with high priority. This region contains attributes that are considered important by customers but in reality these attributes are not as expected. 11 attributes are included in the B quadrant, namely attributes that must be maintained, because they belong to the company's excellence. This region contains attributes that are considered important by the customer and are in accordance with what is felt so that in this region the company is sufficient to maintain the performance of these variables. 2 attributes are included in the C quadrant, which are attributes that are considered not too important but must be considered by the company because it affects the perceived benefits. This area contains attributes that are considered less important by customers.

V. CONCLUSION

Consumer Assessment of the quality of shopee websites based on the level of interest as a whole is in the important category. The statement that received the lowest respondent response even though it was still considered important, namely the statement about the shopee website is easy to access, the shopee website provides information on item specifications that are easily understood. shopee website makes me feel part of the community. Consumer Valuation of the Quality of Shopee websites based on the overall performance level is in the good category. Statements that get the lowest respondent responses, namely shopee websites are easy to understand, shopee websites provide information on item specifications that are sold in detail and are easy to understand, I feel safe about personal data. Based on the results of the gap calculation between the level of expectations or interests and the level of performance, 8 statements show that the performance of the shopee website is in line with the expectations of the users. 1 statement shows Performance exceeds user expectations. 12 statements indicate Performance is not in line with user expectations. Based on the results of the Importance Performance Analysis (IPA) factors that must be improved,

maintained and reduced priorities, of the 21 Shopee website attributes, 2 attributes require an increase with high priority, 11 attributes must be maintained, because they belong to the company's excellence. 2 attributes are considered not too important but must be considered by the company because it affects the perceived benefits and 6 attributes are not too important and can be reduced so the company can save costs.

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