

ANALYSIS QUALITY DINO TOUR TRAVEL MANAGEMENT WEBSITE USING WebQual 4.0 (Case Study: pulautidungdino.com)

Rola Hengki

*Department of Information System, Bandar Lampung University
Bandar Lampung, Lampung, Indonesia
hengkirola@gmail.com*

Abstrak - The rapid development of internet technology is getting a lot of benefits, especially in the use of the website. Therefore, an aspect of the website must meet the standards of quality websites. In this study, the quality of the Dino Tour Travel Management website is measured by using the WebQual method. WebQual is one method or technique of measuring the quality of a website based on the perception of the end user. This method is an extension of the widely used SERVQUAL prior to the measurement of service quality. From the analysis and the results of a questionnaire distributed to 23 respondents, it can be concluded that Dino Tour Travel Management website (pulautidungdino.com) meets a standard aspect of quality websites based WebQual 4.0. However, the low value of the acquisition for some questions, the manager of the website are advised to provide information that is more detailed and easy to understand.

Keywords: *Website, Quality, WebQual 4.0*

I. INTRODUCTION

The rapid development of internet technology is getting a lot of benefits, especially in supporting the day-to-day activities. One of the internet service that website. Use of the website as a medium for reading the news, looking for work, shopping online and plan a trip, a few activities that are generally carried out by today's society. Websites selling goods / services to companies in general are used to support the marketing activities of products and services, thus, the quality of a website as a benchmark for the

success of the company or CV in increasing sales and customer satisfaction in obtaining a variety of information.

Dino Tour Travel Management is a service bureau that sell travel packages Tidung through the website. The more qualified a website selling tour packages Tidung then the user a chance to select and make a purchase Tidung incoming packets on the website. To determine the user satisfaction which shows in the quality of the website author Dino Tour Travel Management pulautidungdino.com website quality measurement using WebQual method.

Problem

- a. Not information for the quality of usability, information quality and user interaction on the website pulautidungdino.com.
- b. Not to website quality measurements Dino Tour Travel Management is based on the method of measurement WebQual.

Research Objectives

The purpose of this study is to analyze the quality of the website and pengukuran Dino Tour Travel Management based WebQual method.

II. LITERATURE REVIEW

- a). **Research Journal by Faith Sanjaya (2013)** entitled "Measuring Quality of Service Website Ministry of Communications WebQual Method Using 4.0". In this study explained that the role of government websites have become an important part of an organization including the Ministry of Communications and Information Technology (Communications).

In this study the authors use a measurement scale with a four point Likert scale. From research conducted by the Sanjaya faith based on the 19 item questionnaire questions to get the manager of the website in order to continuously improve the quality of communication and information technology content of the website, because of the 3-dimensional WebQual 4.0, only the dimensions of usability and quality of interaction that assessed affect the user satisfaction, while information quality dimensions are considered not affect user satisfaction Cosmos website [4].

- b). **Research Journal by Sri Nawangsari, Toto Sugiarto, Diah Natalisa, Amalia Dina and Eri Prasetyo (2013)** under the title "Quality Web Correlation Analysis of Student Satisfaction on One Private Universities in Kopertis Three". In this study explained that the private university college is one of the alternatives to meet increased public demand for today's educational needs. Therefore, the analysis of the influence of the quality of the website (WebQual) to the satisfaction of the students which will further impact on the loyalty of students to college is very important. In this study the authors used a method of measurement that is WebQual.

Based on these studies, we can conclude that X university students are satisfied and become loyal with quality websites that are on their campus (both in terms of usability, information quality and service interaction quality). and proved that students can form a loyalty to the university students themselves [3].

Quality

Quality is the overall traits and characteristics of a product or service in terms of its ability to meet the needs - needs that have been determined or latent [2].

Website

The website is a collection of pages that are used to display information, motion pictures, sound or a combination of all of them whether they are static or dynamic which form a series of interconnected buildings where each connected by links [5].

WebQual

WebQual is one method or technique of measuring the quality of a website based on the perception of the end user. This method is an extension of the widely used SERVQUAL prior to the measurement of service quality. WebQual been developed since 1998 and has undergone several interactions in the preparation of the grain dimensions and the question [4].

WebQual 1.0 is the first version of WebQual instrument, the first version was focused on the quality of information. WebQual 1.0 was first used by students who were asked to consider the quality of a school website by Barnes and Vidgen. Questions used a total of 24 questions, then respondents were asked to rate each school website. From the analysis of the collected data led to the elimination of the question so that the question to 23 questions consisting of four dimensions, namely ease of use, experience, information, and communication and integration [1].

WebQual 2.0 is the second version of WebQual, this version is more focused on the quality of the user interaction. Questions used in this version as many as 24 questions, while the experiment is done on the website - the website e-commerce as an online bookstore, and so forth [1].

WebQual 3.0 is the third version that existed at WebQual, this version is a combination of versions 1.0 and 2.0. This is because the WebQual 1.0 too strongly on the quality of information, but less powerful in terms of interaction. Likewise in version 2.0 is too emphasis on the quality of the interaction, but less strongly on the quality of information. In this version of the experiment conducted in an online auction by Barnes & Vidgen and the 3.0 version of the three-dimensional shape that is the quality of information, quality of interaction and quality website design [1].

WebQual 4.0 is an improved and final version of WebQual dimensions taken from version 3.0 to test a variety of e-commerce, while the dimensions - dimensions that exist in the WebQual 4.0, namely the quality of usability, information quality and the quality of user interaction. The questions in WebQual 4.0 as many as 22 questions of the existing three-dimensional [1].

The concept of Quality of WebQual 4.0

WebQual is one method or technique of measuring the quality of a website based on user perception of the past. This method is an extension of the widely used ServQual prior to the measurement of

service quality. WebQual has been developed since 1998 and has undergone several changes in the preparation of the dimensions of items - items question. According to (Barnes & Vidgen, 2002) described in the study [4]. WebQual 4.0 is the latest version of the 4 dimensions of WebQual that exists and is based on three dimensions consisting of 23 grains of questions in it. 4.0 The WebQual dimensions are as follows.

- a. **Quality Usability** is a quality website that is based on the ease of the user in learning the content of the website..

Table Dimensions of Quality Usability

| No. | Description of Indicator |
|-----|----------------------------------------------------------|
| 1 | I find the site easy to learn to operate |
| 2 | My interaction with the site is clear and understandable |
| 3 | I find the site easy to navigate |
| 4 | I find the site easy to use |
| 5 | The site has an attractive appearance |
| 6 | The design is appropriate to the type of site |
| 7 | The site conveys a sense of competency |
| 8 | The site creates a positive experience for me |

Table Dimensions of Information Quality

- a. The quality of information, quality of information on a website as required by the user as relevant information, the detailed information provided, and so forth.
- b. The Quality of Interaction, namely the quality of a website based on the user's satisfaction when interacting that involve things such as the user's private personal communications space on a website and so on.

| No. | Description of Indicator |
|-----|--------------------------------------------------------------------|
| 1 | Has a good reputation |
| 2 | It feels safe to complete transactions |
| 3 | My personal information feels secure |
| 4 | Creates a sense of personalization |
| 5 | Conveys a sense of community |
| 6 | Makes it easy to communicate with the organization |
| 7 | I feel confident that goods/services will be delivered as promised |

Table Dimension of *Interaction Quality*

III. METHODS

The research method is basically a scientific way to get the data with the purpose and specific uses [6]. In this study the authors use quantitative research methods, quantitative research methods research that makes a picture of the issues that have been identified by the author, in which the object under study is described from the point of view of the author [6].

In this study the authors used three data collection techniques, data collection using interviews (interviews), questionnaire (questionnaire) and literature. In the technique of collecting data through questionnaires, the authors use probability sampling is sampling techniques that provide equal opportunity for every element (member) of the population to be elected as members of the sample [6]. The type of sample used was simple random sampling, namely, making members of the population was randomly without regard to existing strata in the population [6]. In this study, included into the random sampling ie 23 respondents who are tourists Pulau Tidung.

Scale Measurement

The scale of measurement is an agreement that is used as a reference to determine the length of the short interval in the measuring instrument, so that the gauge stretcher when used in the measurement will produce the desired data [6]. In accordance with the statement contained in (WebQual instrument) that can use a quality measurement scale of 1 to 7, therefore in this study the authors used a Likert Scale.

Likert scale is a measurement method used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena [6].

The user will then be asked to rate the website Dino Tour Travel Management (pulautidungdino.com) as a determinant of the quality of the website is based on the point - the questions on the instrument method used is the WebQual 4.0. As for the 5-point Likert Scale is Very Not Good (LCS), Not Good (KB), Pretty Good (CB), Good (B) and Very Good (SB).

In processing the questionnaire data, the authors use a Likert scale with the following formula:

- To calculate the data results of the questionnaire are given five possible answers and the score, with the following conditions:

Table Value Score Answer Options

| No | Pilihan Jawaban | Nilai |
|----|---------------------|-------|
| 1 | Very Not Good (SKB) | 1 |
| 2 | Not Good (KB) | 2 |
| 3 | Pretty Good (CB) | 3 |
| 4 | Good (B) | 4 |
| 5 | Very Good (SB) | 5 |

- To calculate the number of the ideal score (criterion) of all the items, use the following formula:

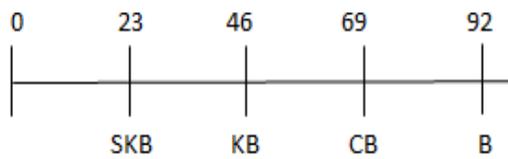
$$\text{Score criterion} = \text{value scale} \times \text{Amount}$$

With the highest score is 5 (if all respondents answered "A") and the number of respondents 23, it can be formulated into:

The screenshot shows the website for Dino Tour & Travel, Agen Wisata Pulau Tidung. The main banner features a boat and the text 'DINO TOUR TRAVEL Management' and 'WISATA PULAU TIDUNG MURAH'. Below the banner, there is a list of tour packages with details such as 'Paket Pulau Tidung 2 Hari 1 Malam', 'Paket Pulau Tidung 3 Hari 2 Malam', and 'Paket Pulau Tidung Super 3 Hari 2 Malam'. The website also includes contact information, a WhatsApp & LINE chat button, and a '24 Hours' service icon.

Furthermore, all the respondents summed up and put into the rating scale and the area determined the answer.

- c. Furthermore, the score has been obtained and entered into the following rating scale:



Functioning rating scale to determine the results of questionnaire data in general and overall gained from assessment questionnaire. With the provision of assessment is as follows.

Table Value Rating Scale

| Skala | Nilai |
|---------------------|--------|
| Very Not Good (SKB) | 0-23 |
| Not Good (KB) | 24-46 |
| Pretty Good (CB) | 47-69 |
| Good (B) | 70-92 |
| Very Good (SB) | 93-115 |

Results and Discussion

- d. As for knowing the number of answers from the respondents by percentage, the following formula is used:

$$p = \frac{f}{n} \times 100\%$$

Explanation:

- p : percentage
 f : the frequency of each answer questionnaire
 n : the number of ideal score
 100 : numbers remain

IV. RESULTS AND DISCUSSION

Object Research

Dino Tour Travel Management is a service bureau that sell tour packages thousand island. In addition to selling tour packages Pulau Tidung, service bureau Dino Tour Travel Management also sell tour packages Pari Island and Scout Island. Here is a view of the website Home pulautidungdino.com.

| No | Question | Number of Answers | | | | |
|----------------------------|-------------------------------------------------------------------------------------------|-------------------|----|----|----|----|
| | | SKB | KB | CB | B | SB |
| <i>Usabilit Quality</i> | | | | | | |
| 1 | I think the website pulautidungdino.com easy to operate? | 0 | 0 | 2 | 19 | 2 |
| 2 | I think pulautidungdino.com website content clear and easy to understand? | 0 | 0 | 0 | 19 | 4 |
| 3 | I think the navigation on the website pulautidungdino.com easy to do? | 0 | 0 | 1 | 18 | 4 |
| 4 | I think pulautidungdino.com website easy to use? | 0 | 0 | 9 | 10 | 4 |
| 5 | I think the website pulautidungdino.com have an attractive appearance? | 0 | 0 | 1 | 18 | 4 |
| 6 | According to the website I have a design in accordance with pulautidungdino.com criteria? | 0 | 0 | 4 | 16 | 3 |
| 7 | I think pulautidungdino.com website contains competencies? | 0 | 1 | 2 | 19 | 1 |
| 8 | I think the website pulautidungdino.com creating a positive experience for you? | 0 | 0 | 4 | 12 | 7 |
| <i>Information Quality</i> | | | | | | |
| 9 | I think the website pulautidungdino.com provide accurate information? | 0 | 1 | 5 | 15 | 2 |
| 10 | I think the website pulautidungdino.com provide reliable information? | 0 | 0 | 4 | 15 | 4 |
| 11 | I think pulautidungdino.com website provides timely information? | 0 | 0 | 2 | 19 | 2 |

| | | | | | | |
|----------------------------|-------------------------------------------------------------------------------------|---|---|----|----|----|
| 12 | I think pulautidungdino.com website provides information relevant? | 0 | 0 | 2 | 17 | 4 |
| 13 | According to my information on the website pulautidungdino.com easy to understand? | 0 | 0 | 14 | 6 | 3 |
| 14 | I think pulautidungdino.com websites provide detailed information? | 0 | 3 | 14 | 5 | 1 |
| 15 | I think pulautidungdino.com website presents information in the appropriate format? | 0 | 0 | 2 | 19 | 2 |
| <i>Interaction Quality</i> | | | | | | |
| 16 | I think the website pulautidungdino.com have a good reputation? | 0 | 1 | 5 | 16 | 1 |
| 17 | I feel safe to conduct transactions on the website pulautidungdino.com? | 0 | 0 | 1 | 17 | 5 |
| 18 | I feel safe giving out personal information on the website pulautidungdino.com? | 0 | 0 | 4 | 15 | 4 |
| 19 | I think the website pulautidungdino.com provide space for personalization? | 0 | 0 | 2 | 20 | 1 |
| 20 | I think the website pulautidungdino.com provide space for the community? | 0 | 1 | 13 | 8 | 1 |
| 21 | I think pulautidungdino.com website makes it easy to communicate with the admin? | 0 | 0 | 1 | 12 | 10 |
| 22 | I feel confident that goods | 0 | 0 | 2 | 12 | 9 |

| | | | | | |
|------------------------------------------------------------------------------|--|--|--|--|--|
| / services will be delivered as promised on the website pulautidungdino.com? | | | | | |
|------------------------------------------------------------------------------|--|--|--|--|--|

Data Analysis Questionnaire Results

The following table is the result of the calculation results of the questionnaire all questions grouped by instrument-existing instrument.

To determine the quality of each website pulautidungdino.com WebQual dimensions of 4.0, then the total score of the criterion of the responses to each question are summed and then divided by the number of questions for each dimension. The following is the final value of each dimension WebQual questionnaire results were distributed to the respondents.

Table End Results Questionnaire

| WebQual dimensions | Final Score (average) | Area Results |
|----------------------------|-----------------------|--------------|
| <i>Usability Quality</i> | 92 | Good |
| <i>Information Quality</i> | 87 | Good |
| <i>Interaction Quality</i> | 91 | Good |

V. CONCLUSIONS

Based on the results of the Final Table of the questionnaire showed that the three characteristics are contained in the Quality Usability WebQual got good results (B), Quality of information got good results (B), Quality Interactions got good results (B). With the conclusion of the Dino Tour Travel Management website (pulautidungdino.com) meets aspects - aspects of a website quality standards based WebQual 4.0. Of the 22 items that make up the question of the WebQual dimensions 4.0, all be terhadap user satisfaction benchmark that shows the quality of the website pulautidungdino.com. And the end result of measuring the quality of the Dino Tour Travel Management website is becoming the benchmark for website managers to continuously improve the quality both in terms of usability, website information and user interaction.

As a form of further refinement, the author intends to convey some of the suggestions are as follows:

1. Viewed from the results of a questionnaire with the lowest score, the authors suggested that the manager of the website to provide information that is more detailed and easy to understand in the future.
2. WebQual method is just the method of measuring the quality of three dimensions in terms of usability, information and user interaction. In the context of this study, it may be necessary to try other dimensions such as quality of content, communication, consumer impact, confidence, and more.
3. The author uses only a limited population and sample, in which the manager or the Dino Tour Travel Management can use the sample population and wider for similar research.

REFERENCES

- [1] Barnes, S. J., & Vidgen, R. (2002). AN INTEGRATIVE APPROACH TO THE ASSESSMENT OF E-COMMERCE . *Journal of Electronic Commerce Research* .
- [2] Kotler, P. (2007). *Manajemen Pemasaran Jilid I (edisi ke-12)*. Jakarta: PT Indeks.
- [3] Nawangsar, S., Sugiarto, T., Natalisa, D., Amalia, D., & Prasetyo, E. (2013). Analisa Korelasi Kualitas Web Terhadap Kepuasan Mahasiswa pada Salah satu Perguruan Tinggi Swasta di Kopertis Wilayah Tiga. *Seminar Nasional Apikasi eknologi Informasi* , 9.
- [4] Sanjaya, I. (2012). PENGUKURAN KUALITAS LAYANAN WEBSITE KEMENTERIAN KOMINFO DENGAN MENGGUNAKAN METODE WEBQUAL 4.0. *Jurnal Penelitian IPTEK-KOM* , 14.
- [5] Soetejo, J. (2013). *Jurus Kilat Mahir Internet*. Jakarta: Dunia Komputer.
- [6] Sugiono. (2012). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R & D*. Bandung : ALFABETA.
- [7] *WebQual Instrument*. (n.d.). Retrieved Oktober 20, 2013, from WebQual: <http://www.webqual.co.uk/instrument.htm>