

ANALYSIS THE QUALITY OF SERVICE AND EFFECTIVENESS E-COMMERCE AUYPUBLISHER USING THE METHOD E-SERVQUAL

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Abstract

This research aims to analyze the quality of the service and the effectiveness of E-commerce. This research uses a quantitative approach. Data analysis using the pras test test validity and reliability as well as a test of normality. At this stage of the analysis of data with calculations *e-servqual* will get the service quality level *e-Commerce* and the calculation of *e-Commerce* It can also analyze the priority of each service attribute that needs to be fixed or not. The questionnaire will be filled is given to respondents with Nonprobability Sampling technique. This study use 46 participant. The Total value of Electronic Service Quality (TESQ) obtained from the results of the calculation of the gap between perception and expectation is positive, the results obtained are 0.226. This means that the customer's expectations of the service *e-Commerce* in larger AUYPublisher from the Ministry obtained this time, so that the service provided is still not satisfying customers and has not been effective (X_2).

Keywords: Service quality, effectiveness, e-commerce, e-servqual, electric service quality

Abstrak

Penelitian ini bertujuan untuk menganalisis kualitas layanan dan efektivitas E-commerce. Penelitian ini menggunakan pendekatan kuantitatif. Uji prasyarat analisis data menggunakan uji validitas dan reliabilitas serta uji normalitas. Pada tahap analisis data dengan perhitungan *e-Servqual* akan didapat tingkat kualitas layanan *e-Commerce* dan dari perhitungan *e-Commerce* juga dapat menganalisis prioritas dari tiap atribut layanan yang perlu diperbaiki ataupun tidak. Kuesioner yang akan diisi diberikan kepada responden dengan teknik Nonprobability Sampling. Sampel dalam penelitian ini sebanyak 46 orang. Dari nilai Total Electronic Service Quality (TESQ) yang diperoleh dari hasil perhitungan kesenjangan antara persepsi dan harapan bernilai positif, hasil yang diperoleh adalah 0.226. Artinya harapan pelanggan terhadap layanan *e-Commerce* di Penerbit AUYPublisher lebih besar dari pelayanan yang diperoleh saat ini, sehingga pelayanan yang diberikan masih belum memuaskan pelanggan dan belum efektif.

Kata Kunci: kualitas servis, efektivitas, e-commerce, e-servqual, kualitas servis elektrik

INTRODUCTION

The value of trading via internet in Indonesia among year 2009 was more than \$ 3.4 billion or approximately \$ 44 trillion. The number of internet users reached 17 million and the value of *e-Commerce* who also reached 3.4 billion u.s. dollars of this rated as a potential online market and that number continues to grow in the next years (Darmawan and Chandraruna, 2009).

The potential market is perceived by the leadership of Publisher AUJ. Publishers book publishing company AUJ that focus to books in the field of health. The Publisher has a distinctive market AUJ, i.e. student health sciences clumps. Health Sciences student belongs to a group of students who did not have a lot of spare time. A dense lecture activities, tasks, as well as the practice of confiscating most of their time. Need for books is high especially with the enactment of the method of learning *Problem Based Learning* (PBL) that requires self-study. This condition becomes a market opportunity for Publishers AUJ to present their products on the market *e-Commerce* in order to be easy to reach the target market because of the kodisi, the Publisher of the AUJ make a *e-Commerce*, which is currently *e-Commerce* has been running for about 1 year.

Publishers should be able to make the AUJ customers to buy its products. Ability to understand customer satisfaction and how to make a buying decision is absolutely required. The main factors of customer satisfaction is the perception of the quality of customers service/service (Zeithaml and Bitner, 2006). Previous research tells

us that the quality of service is an important indicator of customer satisfaction (Spreng and Machoy, 1996).

Model quality services are the most popular and up to now many made reference in research management and marketing services is a model *Service Quality* (*Servqual*) developed by Parasuraman, Zeithaml and Berry, (1985-1994) (Tjiptono and Chandra, 2016:149). Method *Servqual* This later developed into *e-Servqual* essentially, this model is an adaptation and expansion of the model *Servqual* into the context of the online shopping experience. The measurement of service quality in the model *e-Servqual* This is based on a multiple-item scale designed to measure the expectations and perceptions of customers, as well as the gap between the two main dimensions of 7 (efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contacts) (Tjiptono and Chandra, 2016:178). the Seven main dimensions are translated into the respective detailed attributes for the variable variable expectations and perceptions, compiled statements based on Likert scale, from 1 (strongly disagree) to 5 (strongly agree). Quality evaluation of services using a model *Servqual* includes calculation of the difference between the value given the customers for each pair of statements relating to expectations and perception (Tjiptono and Chandra, 2016:159).

In General, analysis is the investigation against an event (bouquet, deeds, etc.) to know the actual state of Affairs (causes, sat subjects, and so on); or a tree decomposition of various his share and review the section

itself and the relationship from to obtain the proper understanding and the understanding of the meaning of the whole. He describes it as a thinking activity analysis to elaborate a whole into component so that it can recognize the signs of the components, their relationship to each other and their respective functions in one integrated whole (He and Yooke, 2000).

Goetsch and Davis (2010) in Tjiptono (2016) defines quality as the dynamic conditions relating to a product, service, human resources, processes and environments that meet or exceed expectations. Quality is a function of costs where costs can be lowered with the repair process or the reduction of variation in the product or variations in the process (Tjiptono and Chandra, 2016:115).

Quality of service is the company's understanding about customers to create superior value for customers on an ongoing basis (Taylor, 2001). Every company vying improve service to its customers in order to seize the market. Quality of service is one of the keys to success for the company in the face of the increasingly keen competition era (sustainable and Mufattahah, 2009).

Kim and Moon in 1998 stated that *e-Commerce* is the process of deliver information, products, services and payment processing, phone cable, internet connection and access other digital. Baourakis, Kourgiantakis, and Migdalas in the year 2002 States that *e-Commerce* is a form of per-trade goods and information through the internet network. Quayle in the year 2002

also didn't want to lose to add-kan definition of *e-Commerce*. *e-Commerce* defined as the various forms of electronic data interchange or Electronic Data Interchange (EDI) which involves the buyer and seller through E-Mail, mobile device, mobile, connected devices in an internet network.

Chaffey in 2007 refine again definition of *e-Commerce*, by considering that the year 2007 development computer technology and the internet has added a change in *e-Commerce*, with the emergence of diverse security technologies, online payment technologies, mobile devices (*Smartphone, Mobile, Tablet*), the increasing number of organisations and peng-to the connect to the internet, and muncunya a variety of web-based application development technologies. So then congressional repair of definisi *e-commerce*. *e-commerce* is defined as all forms of proses the exchange of information between organizations and stakeholder-based electronic media network that connects to the internet (I Putu Agus Eka Pratama, 2015:2).

Model quality services are the most popular and up to now many made reference in research management and marketing services is a model *Service Quality (Servqual)* developed by Parasuraman, Zeithaml, and Berry (1985-1994). Through a survey done by Parasuraman, Zeithaml and Berry set a dimension to measure the quality of a service, where the dimensions are then known by the name of Servqual in ten dimensions (James Jiang, Gary Klein: 2002).

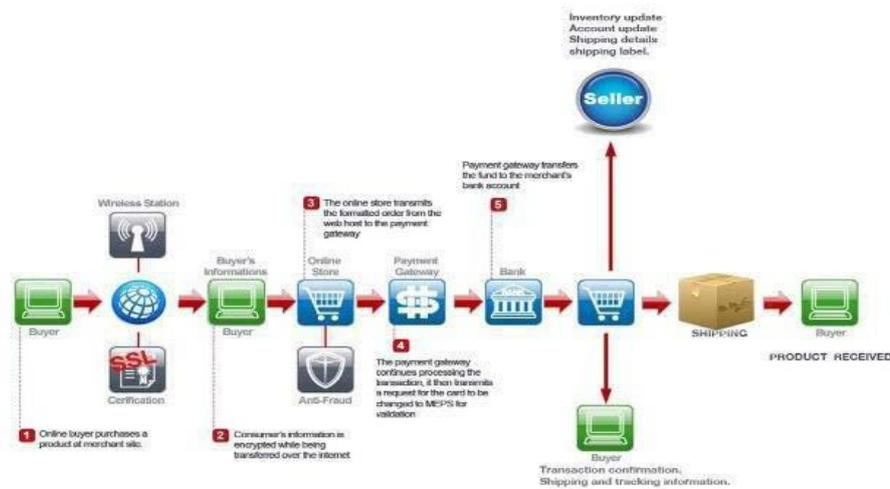


Figure 1. Groove activities on E-Commerce (Source: I Putu Agus Eka Pratama, 2015:8)

In its development then the tenth, the component in compress into five dimensions which became a reference for measurements in do Customer against IE (James Jiang, Gary Klein: 2002) *Reliability*, The ability to have better performance in its mainstay can and accurate. *Assurance*, The ability of the members to give rise to a sense of believe and securely to customers. *Tangibles*, The visible aspect of the mass physical equipment and personnel the officer. *Empathy* includes kepedullian as well as individual attention to our users. *Responsiveness*, i.e. the willingness to assist participants and giving proper attention.

Model servqual there are 5 the main gap, i.e., the knowledge gap, gap's delivery standards, communication gaps, service gap. These models illustrate in Figure 2.2 in. The horizontal dotted lines separate the two major phenomena: the upper part is a phenomenon related to the customers and the bottom refers to a phenomenon in the company or the service provider (Tjiptono and Chandra, 2016:149-152).

Method Servqual. This later developed

into e-Servqual essentially, this model is an adaptation and expansion of the model Servqual into the context of the online shopping experience. In the e-servqual model there are 4 kinds of gap, i.e. the information gap, gap, communication design, and fulfillment gab gap (see Figure 2.3). A conceptual framework for integrating two major aspects: (1) an assessment of the quality of customer service is electronic and the consequences and (2) the weakness of the organization can contribute to the assessment of the quality of service is crappy electronics.

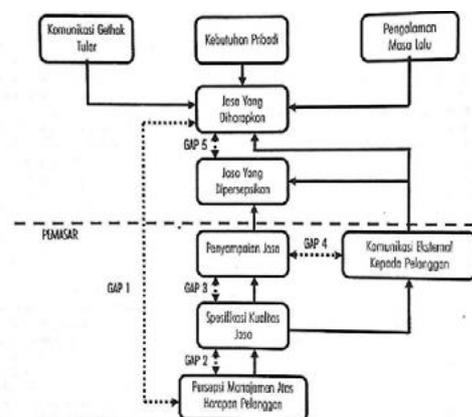


Figure 2. conceptual Model Servqual (Source: Zeithaml, et al., 1990)

5	3.565	3.935	-0.370
6	3.957	3.848	0.109
7	3.543	3.957	-0.413
8	3.522	3.957	-0.435
9	3.674	3.935	-0.261
10	3.935	3.891	0.043
13	3.804	3.891	-0.087
14	3.717	3.891	-0.174
15	3.978	3.761	0.217
16	3.674	3.826	-0.152
17	3.826	3.848	-0.022
19	3.478	4.000	-0.522
20	3.674	3.783	-0.109
21	3.761	3.804	-0.043
22	3.674	3.826	-0.152
23	3.543	3.913	-0.370
24	3.413	3.891	-0.478
25	3.870	4.043	-0.174
26	3.435	3.935	-0.500
27	3.587	3.913	-0.326

Table 1. Result Value e-sevqual per Variable

The results of calculations on Tabel 1. Seen that statement No. 16 has the largest negative gaps i.e.-0522, statement No. 16 giving customers the average value of the lowest perception that where customers are less satisfied against the sector. Otherwise on no. 13 has the largest positive gaps i.e. 0217, statement No. 16 giving customers the average value of the lowest perception that where customers are less satisfied against the sector. Otherwise on no. 13 has the largest positive gaps i.e. 0217, where in the customer gives an average value of considerable perception which was quite satisfied with customer service in the sector.

The value *e-Servqual* per variable/ statement is known, then do the calculations to find the value of *e-Servqual* for each dimension. Researchers divided into 9 dimensions where each service represents a dimension *e-Commerce* It takes customers. The dimensions are determined based on the grouping of statements contained in the

questionnaire. Calculations for *e-Servqual* per the dimensions not too far from the calculation *e-Servqual* per variable.

The difference is visible only on the results of value *e-Servqual* per variable is obtained, then performed in which the average value and sought after. For the complete results can see table 2.

No	Dimensions	P	E	Q
1	<i>Growing (Real)</i>	3.538	3.837	-0.299
2	<i>Reliability</i>	3.647	3.924	-0.277
3	<i>Responsiveness</i>	3.804	3.913	-0.109
4	<i>Assurance</i>	3.833	3.848	-0.014
5	<i>Emphaty</i>	3.750	3.837	-0.087
6	<i>Lack of Annoying Banners</i>	3.478	4.000	-0.522
7	<i>Online Assistance (Help Online)</i>	3.717	3.793	-0.076
8	<i>Ease of Use</i>	3.543	3.877	-0.333
9	<i>Site Security and Respon Time</i>	3.630	3.964	-0.333

Table 2 results of e-Value Sevqual per Dimension

From the results shown in table 2, it can be concluded that in dimensions *Lack of Annoying Banners* (There are no annoying banner) has an average of the largest negative gaps i.e.-0522. Where the customers are not satisfied will service or feature provided by e-Commerce Publisher AUY. Different dimensions *Assurance* (Assurance), on this dimension has the lowest negative gap IE-0.014. Where the customer feels dissatisfied will also service provided, but not as big as in the other dimension.

The value of TSEQ (Total Electronic Service Quality) required for testing the hypothesis that was already written by the researchers. The value of TESQ knowable by performing calculations by finding gaps (*gap*) of the average total perception and expectations throughout the respondents, as

described below in table 3.

No	It	PS	Q
1	3.458	4.417	-0.958
2	1.750	2.458	-0.708
3	1.000	3.833	-2.833
4	4.042	4.458	-0.417
5	4.000	4.458	-0.458
6	4.042	3.458	0.583
7	3.792	3.792	0.000
8	4.250	3.958	0.292
9	3.917	3.750	0.167
10	4.000	3.875	0.125
11	3.333	3.042	0.292
12	4.000	3.125	0.875
13	3.417	3.167	0.250
14	3.750	3.125	0.625
15	3.083	4.042	-0.958
16	4.000	5.000	-1.000
17	5.000	4.875	0.125
18	4.208	3.917	0.292
19	3.083	3.667	-0.583
20	4.750	4.125	0.625
21	4.833	4.083	0.750
22	4.833	1.750	3.083
23	4.875	4.000	0.875
24	3.625	2.833	0.792
25	3.000	4.000	-1.000
26	3.875	4.500	-0.625
27	3.333	4.417	-1.083
28	3.792	2.875	0.917
29	4.083	3.375	0.708
30	3.500	2.042	1.458
31	4.708	3.083	1.625
32	4.542	3.958	0.583
33	4.417	4.458	-0.042
34	4.250	2.958	1.292
35	4.458	3.083	1.375
36	4.208	3.625	0.583
37	4.542	4.292	0.250
38	4.375	3.792	0.583
39	4.625	3.708	0.917
40	4.375	5.000	-0.625
41	4.125	3.917	0.208
42	3.750	2.875	0.875
43	3.667	3.000	0.667
44	3.083	3.500	-0.417
45	3.458	3.625	-0.167
46	3.417	2.958	0.458
Average	3.883	3.658	0.226

Table 3. The Result Value of TESQ

Based on the value of TESQ, with total value of 3,883 ice is and PS is 3,658, sehingan value *e-Servqual* obtained as a whole is 0226. With the value obtained proved that

the services provided *e-Commerce* Publisher AUY currently satisfy customers and ineffective. As the results obtained from the respondents, where expectations are greater than the perception. As explained on the sub chapter (3.2.3.2) when the value of the ICE > PS then “Less satisfied” Customers, when the value of the ICE = PS then “customer satisfied”, and if the value of the ICE then “PS < Customers very satisfied”.

The result of the processing of data as the proposed improvements in the *e-Commerce* AUY Publisher future. to determine priority repair service *e-Commerce* the Cartesian diagram, used aslook at Figure 4.

Quadrant A shows the statement/ variablerated very important by customers who use *e-Commerce* but in fact it is still not satisfactory(customer perception is low, while high customer expectations). Quadrant A requires handling that need to be prioritized in the improved quality due to pass the attributes in this quadrant are considered very important by customers who use *e-Commerce* but his Ministry is not satisfactory so that the parties should enhance the quality of the AUY Publisher of his Ministry.

P2: E-Commerce Publisher AUY typical design how it looks

P3: E-Commerce Publisher AUY has a neat design and regularly

P5: E-Commerce Publisher AUY provide ease the process of transacting

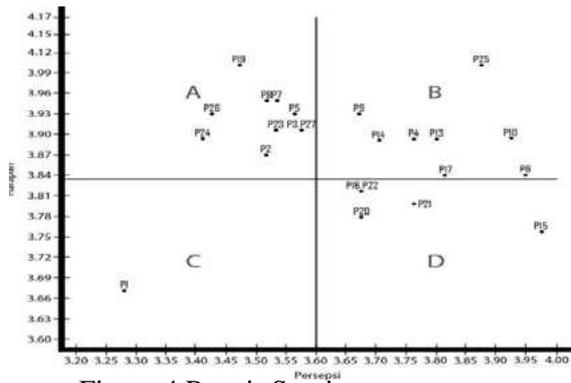


Figure 4 Repair Service e-commerce publisher AUy

P7: E-Commerce Publisher AUy guarantee timeliness

P8: E-Commerce Publisher AUy suppress occurrence of error record

P19: information required to appear without any interruption

P23: E-Commerce Publisher AUy gives ease in transaction products

P24: Website is very flexible to interact

P26: Quick website Responses

P27: Customer don't have to wait long in transacting through E-Commerce Publisher AUy

Statement on the quadrant B is the statement/variable that needs to be fixed and needs to be maintained because of customers who use *e-Commerce* has been satisfied with the service but customers want services provided better again. But even though so there is still a negative values in this quadrant. In the table below can be seen attributes contained on the B quadrant along with order of priority improvements to its services.

P4 : Appearance of E-Commerce Publisher AUy correspond to the products offered.

P6 : E-Commerce Publisher AUy credible/reliable.

P9 : E-Commerce Publisher AUy shows his

role in resolving problems quickly

P10 : Customer Service E-Commerce Publisher AUy always expanding the number to help customers

P13 : Customer Service E-Commerce Publisher AUy have politeness and hospitality towards its customers

P14 : Customer Service E-Commerce Publisher AUy has knowledge of the products offered

P17 : customer service via social media are the current trends

P25 : Guaranteed secure customer information

Statement on the quadrant C is the area of low priority because the statement/variable in this quadrant are considered less important or not by the user and his Ministry was less satisfactory. But that does not mean the statement/variable in the quadrants of this not being a thing that should be noted because future statements or those attributes could be the demands on behalf of the AUy in running quality of service. In the following table can be seen the statement/variable contained in quadrant C, along with order of priority repair.

P1 E-Commerce Publisher AUy has an interesting look with the fonts, colors, graphics, and pictures that support each other statement on the quadrant D is the statement is considered important but less satisfying customers. In the following table can be seen the statement/variable found in the quadrant D along with the order of priority of its repair. E-commerce. Publisher p15 AUy has availability of information office address and contact number

P16 : Ease customers contact and speak with a Customer Service E-Commerce Publisher AUY

P20 : Terdapatnya live chat feature

P21 : Terdapat column article that contains important information and knowledge about the product

P22 : E-commerce Publisher AUY clear and easy to understand

CONCLUSION

Based on the value of the *e-Servqual* per variable (statement), gap or the gap is highest for service *e-Commerce* It is on the 16th of variable-0522 (ease of customer contact and talk with *E-Commerce Customer Service* Publisher AUY). The value of the *e-Servqual* the lowest variable exists in the variables of 0217 (*E-Commerce Customer Service* Publisher AUY have politeness and hospitality towards its customers).

The value of *e-servqual* per dimension shows all values *e-Servqual* each of the dimensions is negative, meaning that all services *e-Commerce* towards customers has not been satisfactory. Dimension with a value of *e-Servqual* the highest is the dimension of *Lack of Annoying Banners* i.e.registration-0522, whereas the value of *e-servqual* dimensions is the lowest *Assurance* registration-0.014.

The Total value of Electronic Service Quality (TESQ) obtained from the results of the calculation of the gap between perception and expectation is positive, the results obtained are 0226. This means that the customer's expectations of the service *e-Commerce* in larger AUY Publisher from the Ministry obtained this time, so that

the service provided is still not satisfying customers and has not been effective. The service improvement priorities take precedence is a service that resides on a quadrant.

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