Evaluation of usability online payment website to agent satisfaction

D P Sari 1*; I Pangaribuan 2
1Departement System and Information Technology, Universitas Pendidikan Indonesia.
2Departement Information System, Universitas Komputer Indonesia.
E-mail ; 1dianpermatasari@upi.edu, 2imelda@email.unikom.ac.id

Abstract. Website could use as a media to provider and agent to do business in transportation ticket sales such as airlines, hotel, train and bus, sell pulse and other payment also. Agent act as seller selling products to customer. There are many existing online payment website, to compete with other existing website, need to satisfy agent. Satisfaction could be reach with website quality. The purpose of this research is to measure the quality of the website and agent satisfaction. This study used webqual 4.0 as method, the author took 30 sample from registered agent. The research result is calculation t-statistic on usability value is -0.56. The value is smaller than the t-table at a significant level of 95%, so it is rejected, means variable usability is do not have a significant influence on customer satisfaction online payment website. Impact of this study is to know usability of the payment website to improve agent satisfaction.

1. Introduction
Internet during the millennium is certainly the main requirement in conducting transactions using e-commerce, especially with present of mobile devices such as mobile phone that making shopping become easier. According to billy bay, rob law and Ivan wen [1] with the increasing of online shopping, quality of software generally been recognized as a critical things for business online. Result of the study indicate website quality has a direct and positive impact on customer satisfaction.

Base on result study of Hsu, Chia-Lin and Chang, Kuo-Chien and Chen, Mu-Chen found that the service quality is more important than information and system quality in influencing customer satisfaction [2] Travel online business had move from old model to online model. The availability of various applications provided in Play Store, making many companies engaged in the online travel business in droves in offering services that can be used by the public. But it is become a boomerang for ticket booking agent providers especially at ticket providers at the counters, because with that convenience, the culture of consumers changes where customer prefers to order through mobile app rather than having to come to the counter. In addition, the price offered also has a difference from the price at mobile application, so it becomes a separate threat for agent services in offering e-ticketing services.

The purpose in this study is to help company to evaluate quality of the website especially its usability as a component of website quality. It is necessary to evaluate the quality of the website as a form of development strategy to improve service and to raise agent satisfaction. This study used an online survey as agent data retrieval as a method, observation and interviews with the companies in helping to carry out the analysis. While the research conducted is to connect Usability website from WebQual 4.0 indicators with satisfaction with agents in using the company’s website. The expected results of the study are to know the significance of the ease of use of the website towards agent satisfaction.

2. Methods
Some methods are used to do this research by WebQual 4.0 use to measure website quality. In WebQual 4.0 the usability dimension draws from literature in the field of human computer interaction (Davis 1989, 1993, Nielsen 1993) and more latterly Web usability (Nielsen 1999, 2000a, Spool et al.)
Evaluation the Usability website is indicator for WebQual 4.0 by focus in interest from user using website online payment. Then measurement from this online survey is by linkert skale and the type of research used by researchers is quantitative research.

**Research Design**

In conducting a research, it is necessary to make research design, so that the research carried out can run well and systematically. Most of the works connected with research design use different conceptions of design: "Plans or protocols to do or achieve something (especially scientific experiments)” (Desain, 1984, hal 343). [4]

In presenting "Design" both as a menu of types of standard designs from which researchers need to choose (typical of experimental research) or as a series of stages or tasks specified in the design or conduct of studies. Although some versions of the latter design view are circular and recursive (e.g., Marshall, and Roosman, 1999, hlm. 26-27), all are basically linear in the sense of being a one-way step sequence from the formulation of the problem of conclusions or theories, even though the sequence can be repeated. The model usually has a starting point and destination determined and the order specified to perform intermediary tasks. [5] The research design that the author did can be seen in the Figure 1.

**Figure 1.** Research design
3. Results and Discussion

Figure 2 shows context diagram of running system.

![Diagram Context](image)

Figure 2. Diagram Context

Services offered on the online payments website are airplane, hotel, bus (travel), train, credit, umrah and others, which are available in website and mobile forms for agents. Forms of services provided include: Search process, reservation, tickets order, payment transactions, to customer management and reports on performance that can be done anywhere. A context diagram is a data flow diagram of the 10 scope of an organizational system that shows the system boundaries, external entities that interact with the system and the major information flows between the entities and the system [6]. The Data Flow Diagram (DFD) a model to describe the flow of data on a system or explain the work process of system in online payment. [7]

Respondents are qualitative data that will be measured by a scale so the results in the form of numbers. [8] Respondents in this study were agents of online payment service providers. Numbers and percentage of respondents in this study shown at Table 1 to know presentation gender for using this payment online:

| No | Gender | F  | %   |
|----|--------|----|-----|
| 1  | Men    | 60 | 40.8|
| 2  | Woman  | 87 | 59.2|
| Total |        | 147| 100|

Table 1 Respondents based on Gender

Of the 147 respondents there were 60 people (40.8%) users were men and 87 people (59.2%) were women, meaning that the business in online payments for E-ticketing service providers was mostly women. An overview of the work of respondents from all regions of Indonesia from 147 respondents, including: 1 person (0.7%) including from Banda Aceh, 4 people (2.7%) from Riau, 7 people (4.8%) from Medan, 1 person (0.7%) from Padang, 1 person (0.7%) from Palembang, 1 person (0.7%) from Jambi, 16 people (10.9) from Tangerang, 56 people (38%) from Jakarta, 12 people (8.1%) from Bekasi, 11 people (7.5%) from Depok, 7 people (4.8%) from Bogor, 6 people (4%) from Bandung, 2 people (1.4 %) from Sidoarjo, 4 people (2.7%) from Yogyakarta, 3 people (2%) from Surabaya, 1 person (0.7) from Singkawan, 1 person (0.7) from Sragen, 1 person (0.7%) from Mojokerto, 1 person (0.7%) from Semarang , 3 people (2%) from Bali, 3 people (2%) from NTT, 2 people (1.4%) from Makassar, 2 people (1.4%) from Sulawesi, and not fill one person (0.7 %). From the data obtained the biggest is the agent in the Jakarta area, which is the closest area to the company in provider online payment for agent. Table 2 shows the region in Indonesia for using this online payment:

| Tabel 2 | Respondent by region in Indonesia |
Table 3 shows respondents based on interest on certain transaction. Response of respondents were based on transaction interest in online payment agents, namely: 48 people (32.6%) including interest in PPOB transactions, 87 people (59.2%) interest in Domestic flight transactions, 10 people (6.8%) interest in transactions train tickets and 2 people (1.4%) interest in International Flight transactions. Look at in the Table 3 to know many interest agent in online payment transaction, below:

| No | Location   | F  | %    |
|----|------------|----|------|
| 1  | Banda Aceh | 1  | 0,7  |
| 2  | Riau       | 4  | 2,7  |
| 3  | Medan      | 7  | 4,8  |
| 4  | Padang     | 1  | 0,7  |
| 5  | Palembang  | 1  | 0,7  |
| 6  | Jambi      | 1  | 0,7  |
| 7  | Tanggerang | 16 | 10,9 |
| 8  | Jakarta    | 56 | 38   |
| 9  | Bekasi     | 12 | 8,1  |
| 10 | Depok      | 11 | 7,5  |
| 11 | Bogor      | 7  | 4,8  |
| 12 | Bandung    | 6  | 4    |
| 13 | Sidoarjo   | 2  | 1,4  |
| 14 | Yogyakarta | 4  | 2,7  |
| 15 | Surabaya   | 1  | 0,7  |
| 16 | Singkawan  | 1  | 0,7  |
| 17 | Sragen     | 1  | 0,7  |
| 18 | Mojokerto  | 1  | 0,7  |
| 19 | Semarang   | 1  | 0,7  |
| 20 | Bali       | 3  | 2    |
| 21 | NTT        | 3  | 2    |
| 22 | Makasar    | 2  | 1,7  |
| 23 | Sulawesi   | 1  | 0,7  |
| 24 | Tidak di isi | 1 | 0,7 |
|    | Total      | 147| 100  |

In this study the t test is used to test the regression coefficient partially from each independent variable with the dependent variable, namely the influence of Usability on Customer Satisfaction partially. The criteria of partial hypothesis testing are as follows:

1. $t_{count} > t_{table}$, with $\alpha = 5\%$, then $H_0$ rejected mean significant.

2. $t_{count} < t_{table}$, dengan $\alpha = 5\%$, then $H_0$ accepted mean Not significant.
Critical Limit Value Table $t$ - statistics

| Degree of Freedom (df)* | $\alpha$ (two sides) |
|------------------------|----------------------|
|                        | $\alpha = 0.05$      |
|                        | 2.086                |

*df = n – k (30 – 4 = 26)
n = Observation total (30)
k = The number of parameters used includes constants (4)

source: Basuki and Prawoto (2016:304)
[7]

Based on the results of the calculation of the t-statistic value for the Usability variable on the online payment agent website that is equal to -0.56. The value of the variable is smaller than the t-table at the 95% significance level, so H0 is rejected. So, partially Usability variable does not significantly influence the customer satisfaction variable on the Quality of the website.

This is different from the study University of Malaya, the usability is one of the major factors that determines the successfulness of a website. It is important therefore to have certain measurement methods to assess the usability of websites [9]. And the result an evaluation of business to customer (B2C) websites in China was implemented according to the usability criterion. When the development of electronic commerce, usability on a website is vital to customers and enterprises from e-commerce websites. [10].

4. Conclusion

Based on the statistical calculations that the author did, that the level of ease (Usability) on satisfaction using agents showed a positive value. This means that if the quality of online payment websites is at the level of ease (Usability) with an increase, then agent satisfaction will also increase.

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