ANALYSIS THE QUALITY OF SERVICE AND EFFECTIVENESS E-COMMERCE AUY PUBLISHER 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 AUY Publisher 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 atau pun 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 AUY 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 Chandrataruna, 2009).

The potential market is perceived by the leadership of Publisher AUY. Publishers book publishing company AUY that focus to books in the field of health. The Publisher has a distinctive market AUY, 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 AUY 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 AUY make a e-Commerce, which is currently e-Commerce has been running for about 1 year.

Publishers should be able to make the AUY 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 (Zeithamal 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 processes 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).
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, 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 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.
METODOLOGI RESEARCH

This research uses a quantitative approach. Test the validity of using IBM SPSS Statistics programme 22. Reliability test will be done by the method of Cronbach’s Alpha counting is done by calculating the average interkorelasi of which the details of the statement in kuisoner (Kurniawan, 2008).

The calculation of the e-Servqual on the research in accordance with the steps and formulas described by Tjiptono and Chandra (2016). The result of the calculation e-Servqual it can determine the level of quality of service e-Commerce given unsatisfactory or not (Tjiptono and Chandra, 2016:159).

The analysis data in this study was conducted to analyze the results of data obtained from the processing of the data. From the results of a calculation 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. Questionnaire likert scale is done using the with range 1 to 5 to answer strongly disagree to strongly agree answers.

The questionnaire will be filled is given to respondents with Nonprobability Sampling technique, namely the sampling techniques that do not give the same opportunity to opportunity/every element or members of the population to be selected into the sample (Sugiyono, 2007:66). Researchers then use method convenience samples, i.e. sampling conducted in accordance with the provisions or requirements of a sample of certain populations of the most easily accessible or was obtained by investigators. This study uses 46 participants.

RESULTS AND DISCUSSION

The value of the e-Servqual per variable or declaration sought by calculating the average value (mean data from the results) the perception and expectations of each statement. Once known to the average value of each statement’s perception and expectation, then the average value of the perception of the average value of reduced expectations that would later produce the value gap (gap) of each variable or declaration. As shown in Table 1.

| No | Perception (P) | Hope (E) | The Gap (Q) |
|----|----------------|----------|-------------|
| 1  | 3.283          | 3.674    | -0.391      |
| 2  | 3.522          | 3.870    | -0.348      |
| 3  | 3.587          | 3.913    | -0.326      |
| 4  | 3.761          | 3.891    | -0.130      |
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questionnaire. Calculations for \textit{e-Servqual} per the dimensions not too far from the calculation \textit{e-Servqual} per variable.

The difference is visible only on the results of value \textit{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                          | \text{P} | \text{E} | \text{Q} |
|----|------------------------------------|---------|---------|---------|
| 1  | \textit{Growing (Real)}            | 3.538   | 3.837   | -0.299  |
| 2  | \textit{Reliability}              | 3.647   | 3.924   | -0.277  |
| 3  | \textit{Responsiveness}           | 3.804   | 3.913   | -0.109  |
| 4  | \textit{Assurance}                | 3.833   | 3.848   | -0.014  |
| 5  | \textit{Emphaty}                  | 3.750   | 3.837   | -0.087  |
| 6  | \textit{Lack of Annoying Banners} | 3.478   | 4.000   | -0.522  |
| 7  | \textit{Online Assistance (Help Online)} | 3.717   | 3.793   | -0.076  |
| 8  | \textit{Ease of Use}              | 3.543   | 3.877   | -0.333  |
| 9  | \textit{Site Security and Respon Time} | 3.630   | 3.964   | -0.333  |

Table 2 results of \textit{e-Value Sevqual per Dimension}

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 \textit{e-Servqual} per variable/ statement is known, then do the calculations to find the value of \textit{e-Servqual} for each dimension. Researchers divided into 9 dimensions where each service represents a dimension \textit{e-Commerce} It takes customers. The dimensions are determined based on the grouping of statements contained in the
Table 3. The Result Value of TESQ

| No | H   | PS  | Q    |
|----|-----|-----|------|
| 1  | 3.458 | 4.417 | -0.958 |
| 2  | 1.750 | 2.458 | -0.708 |
| 3  | 1.000 | 3.813 | -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 | 2.750 | 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
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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