

ROLE MODEL OF WEBSITE QUALITY AND CUSTOMER SERVICE ON CUSTOMER SATISFACTION

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*Website Quality,
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Abstract

This study investigates the effect of website quality and customer service on customer satisfaction at PT Mbeawya Digital Solution. Website quality is measured through information, interactivity, and design, while the quality of customer service is measured through reliability, responsiveness, assurance, and empathy. The survey method was used with 100 respondents, and multiple linear regression analysis was performed. The results showed that website quality and customer service had a positive effect on customer satisfaction at PT Mbeawya Digital Solution. Aspects such as information, interactivity, and website design provide a positive experience. Companies need to improve the quality of websites with comprehensive information, better interactivity, and attractive designs. Customer service also needs to be improved with a focus on reliability, responsiveness, product quality assurance, and empathy for customer needs. Customer feedback and competitor analysis also help improve website quality and customer service.

A. INTRODUCTION

Currently, in the digital era, companies often use websites as a medium for promoting their products and services. The existence of a good website will attract the interest of potential customers so that they feel interested in using the products and services. Apart from that, customer service is also very important to increase customer satisfaction. If customers are satisfied with the customer service provided, they are likely to become loyal customers and recommend the product or service to others.

Company PT. Mbeawya Digital Solution Surabaya focuses on digital services, especially website creation and development. Considering increasingly fierce industry competition, companies need to ensure optimal website quality and customer service to win the competition and maintain customer satisfaction. Today's industry is very competitive, so customer satisfaction is a key factor in retaining and winning customers from competitors. Therefore, companies must understand the factors that influence customer satisfaction such

as website quality and customer service. According to Digital Data 2020, at least 80% of 10 internet users buy products or services online at least once a month.

Attracting customers' interest in visiting and using the company's services is an important factor and website quality is a significant thing to pay attention to. A good experience for customers when using an attractive and easy-to-use website will increase customer trust in the company. Previously, research has proven that website quality and customer service have a significant influence on customer satisfaction. However, research on the correlation between website quality and customer service on customer satisfaction is still limited, especially in Indonesia.

The purpose of this research is to evaluate how website quality and customer service influence customer satisfaction at PT. Mbeawya Digital Solution Surabaya. It is hoped that the research results can help the company increase customer satisfaction and contribute to the company's development.

B. LITERATURE REVIEW

Website Quality

According to Safira Rahmaini (2018), the quality of a website can be seen from the perspective of users who expect a certain level of quality when accessing the website. A website is considered quality if the user feels that the quality obtained is equal to or even better than what he expected. Apart from that, website quality also has the potential to influence customer perceptions of the quality of the products or services offered by the company. The research results show that website quality has a positive influence on customer perceptions of the quality of the products or services offered by the company.

Several studies have shown that website quality has a significant impact on customer satisfaction levels. A website that has good quality can increase customer satisfaction and influence customers' intentions to reuse the website in the future. There are several dimensions of website quality that must be considered in an effort to improve website quality, namely as follows: Ease of Use: Ease of website navigation and an attractive website

appearance can increase customer satisfaction in using the website. Performance: Good website performance, such as fast response time and loading speed, can increase customer satisfaction in using the website. Reliability: Good website reliability, such as minimal downtime or errors, can increase customer confidence in the website and the products or services offered by the company. Content: Quality website content that is relevant to the products or services offered can increase customer satisfaction. Aesthetics: An attractive and aesthetic website appearance can provide a better user experience and increase customer satisfaction when using the website.

Customer service

Customer service is a series of activities or processes carried out by a company to meet customer needs and desires. Some activities in customer service include providing information, answering questions, resolving problems, and providing technical support. Based on the research that has been conducted, it is concluded that good quality customer service has a positive influence on customer satisfaction and can influence customers' intentions to reuse the products or services offered by the company. Similar findings were also obtained in research by Wulandari (2021), where customer service quality had an influence on customer satisfaction. In an effort to improve the quality of customer service, there are several dimensions of customer service that must be considered. According to several studies, these dimensions include: Responsiveness: A company's ability to provide services quickly and responsively to customer requests or complaints can increase customer satisfaction. Reliability: A company's ability to provide reliable service, such as resolving customer problems in a timely manner, can increase customer trust in the company. Guarantee: Guarantees or guarantees provided by the company can increase customer confidence in the quality of the products or services offered. Empathy: A company's ability to understand customer needs and desires and provide sufficient attention can increase customer satisfaction. Appearance: The image of the company and its employees can influence customer perceptions of the quality of customer service provided.

Customer satisfaction

Customer satisfaction is the level of satisfaction or happiness felt by customers after using a product or service provided by a company. Customer experience during the purchasing process or using services is included in the factors that influence customer satisfaction, including the ordering process, delivery, interactions with employees, the quality of the product or service received, and handling of problems that may occur. Customer satisfaction is considered important because it can influence customer loyalty, intention to reuse the product or service in the future, and the overall image of the company.

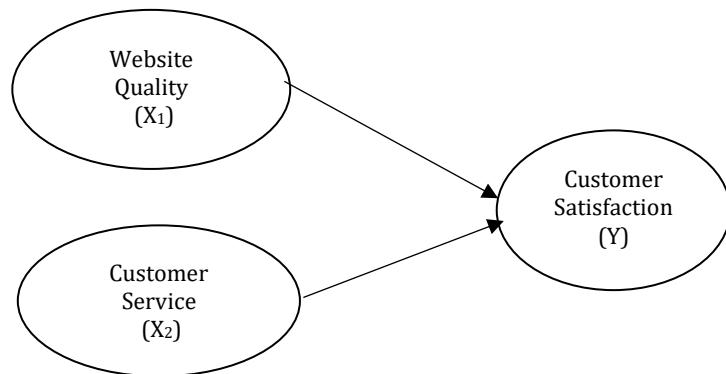


Figure 2.2 Research Framework

Hypothesis

H₁: Website quality significantly influence customer satisfaction

H₂: Customer service significantly influence customer satisfaction

C. METHOD

Quantitative approach was used with a survey method. The survey was conducted by distributing questionnaires to respondents selected randomly from the population studied. The questionnaire contains questions about website quality, customer service, and customer satisfaction. The population in this research are customers from the PT website. Mbeawya Digital Solution Surabaya which has been determined is the customers of PT. Mbeawya Digital Solution Surabaya. Researchers used an online questionnaire method using Google Form as the primary data source. Distribution of questionnaires is carried out by distributing questionnaire links via social media platforms such as WhatsApp, Instagram and

respondents are asked to fill out the questionnaire that has been given. This distribution method was carried out for about two weeks to reach the predetermined number of samples. This research instrument uses a questionnaire (Sugiyono, 2013) which consists of 2 (two) parts. The first part is the profile of the respondent which consists of 6 (six) questions, namely name, gender, age, highest level of education, occupation, and experience of accessing the PT website. Mbeawya Digital Solution Surabaya. The second part contains 13 research questions, consisting of 4 (four) questions from the website quality variable, 6 (six) questions from the customer service variable and 3 (three) questions related to customer satisfaction.

Table 1. Research Instrument

Variable	Questionnaire Questions
Website Quality	This website is easy to understand when used.
	This website has an attractive appearance.
	This website has clear and complete information.
	This website can load quickly.
Customer Service	Satisfied with the speed of PT's customer service. Mbeawya Digital Solution Surabaya.
	Satisfied with the solution provided by PT customer service officers. Mbeawya Digital Solution Surabaya.
	Feel prioritized and cared for by PT customer service officers. Mbeawya Digital Solution Surabaya.
	PT customer service officer. Mbeawya Digital Solution Surabaya is competent in explaining the products or services offered.
	PT customer service officer. Mbeawya Digital Solution Surabaya is very effective in resolving problems or complaints.
Customer Satisfaction	Satisfaction with the availability and ease of access to PT customer service. Mbeawya Digital Solution Surabaya.
	How satisfied are you with the quality of PT's products or services. Mbeawya Digital Solution Surabaya.
	PT. Has Mbeawya Digital Solution Surabaya met your expectations as a customer?

	PT. Is Mbeawya Digital Solution Surabaya worth promoting to other people based on your experience as a customer?
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Operational definitions of variables are used to provide clear boundaries and prevent multiple interpretations of the variables used in research. The aim is so that all parties involved in the research have a uniform understanding of the meaning and limitations of each variable used in this research:

1. Website Quality (X_1) is: The average score of respondents' assessments of aspects of the visual appearance and design of the PT website. Mbeawya Digital Solution Surabaya. The assessment is carried out using a Likert scale with a value range from 1 to 4, where number 1 indicates a level of dissatisfaction and number 4 indicates a high level of satisfaction.
2. Customer Service (X_2) is: The average value of respondents' assessments of the level of customer service satisfaction provided by PT. Mbeawya Digital Solution Surabaya, which is measured using a Likert scale from 1 to 4. On this scale, number 1 indicates a low level of satisfaction or "not satisfied", while number 4 indicates a high level of satisfaction or "very satisfied".
3. Customer Satisfaction (Y) is: The average value of respondents' evaluations of their level of satisfaction as customers of PT. Mbeawya Digital Solution Surabaya, measured using a Likert scale from 1 to 4. On this scale, number 1 indicates a low level of satisfaction or "not satisfied", while number 4 indicates a high level of satisfaction or "very satisfied".

This research uses data analysis techniques with SmartPLS 3 testing. After getting the results from reliability and validity testing, data analysis was carried out using the Structural Equation Modeling (SEM) method, which is a combination of factor analysis and regression analysis in multivariate statistics. The purpose of SEM analysis is to test the relationship between various variables in a model.

D. RESULTS and DISCUSSION

Indicator Measurement (Outer Model)

Convergent Validity

The purpose of measuring indicator reliability is to determine the extent to which the latent variable measurement indicators are reliable. This is done by evaluating the outer loading results of each indicator. When the outer loading value exceeds 0.7, it indicates that the construct can explain more than 50% of the variation in the indicator (Wong K.K., 2013; Sarstedt et al., 2017).

Table 2. Outer Loading

	Customer Satisfaction (Y)	Website Quality (X ₁)	Customer Service (X ₂)
X1.1		0.850	
X1.2		0.870	
X1.3		0.637	
X1.4		0.810	
X2.1			0.850
X2.2			0.936
X2.3			0.902
X2.4			0.938
X2.5			0.932
X2.6			0.940
Y1	0.959		
Y2	0.907		
Y3	0.951		

Table 2 informs that all items or indicators have an outer loading value of > 0.7 (marked in green), which means that the indicators are valid. The next step is to examine whether there is multicollinearity at the outer model level. The results are based on the VIF Outer Model in the table below:

Table 3. VIF value

	VIF
X1.1	2.040
X1.2	2.248
X1.3	1.452
X1.4	1.683
X2.1	2.751
X2.2	6.607

X2.3	4.419
X2.4	7.292
X2.5	6.748
X2.6	6.047
Y1	6.009
Y2	2.846
Y3	5.585

Table 3, it can be seen that there are no indicators that have a VIF Outer Model value greater than 5 or even greater than 10. Because there are no indicators that have a VIF value greater than 10, there is no multicollinearity problem at the outer model level. The next process is to carry out an analysis of Construct Reliability. Construct Reliability is used to measure the level of construct reliability of latent variables. The value that is considered reliable is a value above 0.70. Construct Reliability can be calculated using the Cronbach's alpha method.

Table 4. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction (Y)	0.933	0.936	0.957	0.882
Website Quality (X ₁)	0.808	0.838	0.873	0.635
Customer Service (X ₂)	0.962	0.962	0.969	0.841

Table 4 it can be seen that all constructs have a Cronbach's alpha value of >0.6, even exceeding this value. Therefore, it can be concluded that all of these constructs are reliable. Based on the Average Variance Extracted value to evaluate convergent validity, it can be concluded that all constructs meet the convergent validity criteria because the AVE value of all variables exceeds 0.5. For example, the AVE of the latent variable (Y) is 0.882, which exceeds 0.5, indicating that the latent variable (Y) is convergently valid.

Table 5. Fornell Larcker Criterion Test

	Customer Satisfaction	Website Quality	Customer Service
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	(Y)	(X ₁)	(X ₂)
Customer Satisfaction (Y)	0.939		
Website Quality (X ₁)	0.825	0.797	
Customer Service (X ₂)	0.946	0.799	0.917

Table 5 inform that all the roots of the AVE (Fornell-Larcker Criterion) for each construct are greater than the correlation with other variables. The cross-loading method is used as a way to test discriminant validity by paying attention to the cross-loading value. If the loading value of each item on the corresponding construct is higher than the cross-loading value, then discriminant validity is fulfilled. The following is a cross-loading table that shows the cross-loading values for each item and its construct.

Table 6. Cross Loading

	Customer Satisfaction (Y)	Website Quality (X ₁)	Customer Service (X ₂)
X1.1	0.671	0.850	0.630
X1.2	0.660	0.870	0.653
X1.3	0.431	0.637	0.390
X1.4	0.794	0.810	0.789
X2.1	0.870	0.779	0.850
X2.2	0.843	0.676	0.936
X2.3	0.874	0.703	0.902
X2.4	0.850	0.741	0.938
X2.5	0.844	0.720	0.932
X2.6	0.918	0.772	0.940
Y1	0.959	0.763	0.937
Y2	0.907	0.765	0.839
Y3	0.951	0.799	0.887

From Table 6, it can be seen that all indicator loadings on the construct have a higher value than the cross-loading. It can be concluded that this model meets the discriminant validity criteria. The results of the analysis at the inner level are as follows: (Calculated T value from loading factor and path coefficient). The p value of the loading factor and path

coefficient are as follows:

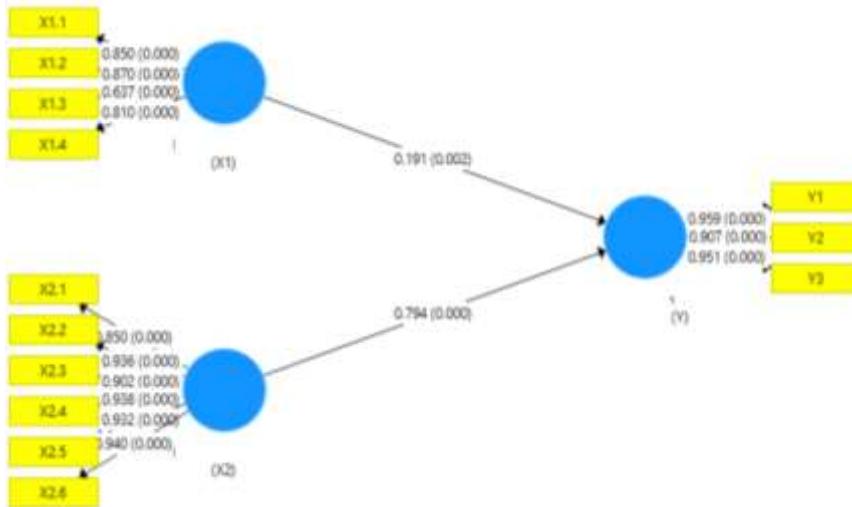


Figure 1. P value and Path Coefficient

In the output the path coefficient as seen in Table 7 informs the extent of the direct influence (direct effect) of each independent variable (exogenous) on the dependent variable (endogenous).

Table 7. Output Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Website Quality (X ₁) -> Customer Satisfaction (Y)	0.191	0.184	0.061	3.152	0.002
Customer Services (X ₂) -> Customer Satisfaction (Y)	0.794	0.798	0.057	13.871	0.000

The parameter coefficient for the variable X₁ on Y is 0.191, indicating that there is a positive influence of X₁ on Y. This can be interpreted that the higher the value of A one unit increase in X₁ will increase Y by 19.1%. Based on analysis using bootstrapping or resampling, the test result of the estimated coefficient of Therefore, it can be concluded that the direct influence of X₁ on Y is statistically significant.

The parameter coefficient for the variable X₂ on Y is 0.794, indicating that there is a positive influence of X₂ on Y. This can be interpreted that the higher the value of A one unit increase in X₂ will increase Y by 79.4%. Based on analysis using bootstrapping or resampling, the test result of the estimated coefficient of Therefore, it can be concluded that the direct effect of X₂ on Y is statistically significant. Based on these results, in these two models, X₁ and X₂ have a significant influence on Y because the p value is <0.05.

Coefficient of Determination

The coefficient of determination (R²) is used to evaluate the extent to which endogenous constructs can be explained by exogenous constructs. The expected range of R² values is between 0 and 1. R² values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak levels of model strength (Sarstedt et al., 2017). Chin also provided criteria with R² values of 0.67, 0.33, and 0.19 as signs of a strong, moderate, and weak model (Chin, 1998 in Ghazali and Latan, 2015).

R-Square

Table 8. Coefficient of Determination (R Square)

	R Square	R Square Adjusted
Customer Satisfaction (Y)	0.909	0.907

The R-Square value for the influence of X₁ and By considering that the adjusted R-Square of 90.7% exceeds 67%, it can be concluded that the influence of the independent variable X on Y is included in the strong category.

F Square

Apart from testing the significance of the relationship between variables, it is important for researchers to evaluate the extent of influence between variables using the Effect Size (f-square) measure (Wong, 2013). The f-square measure is used to measure the level of influence between variables. An f-square value of 0.02 is considered small, 0.15 is considered medium, and a value of 0.35 is considered large. Values less than 0.02 are considered insignificant or negligible (Sarstedt et al., 2017).

Table 9. F Square

	Customer Satisfaction (Y)
Website Quality (X ₁)	0.144
Customer Service (X ₂)	2.488

Table 9 has informed that the F Square value, X₂ on Y has a large size effect while X₁ on Y has a medium size effect.

Relevance of Predictions

The Cross-validated Redundancy (Q₂) or Q-square test is used to measure the level of relevance of predictions. Q₂ that exceeds 0.05 indicates that the model has an accurate level of predictive relevance to the related construct, while a Q₂ value of less than 0.05 indicates a low level of predictive relevance (Sarstedt et al., 2017). Prediction relevance is used to evaluate whether the predictions obtained have a good level of relevance. In PLS SEM analysis, this is measured using Q Square.

Table 10. Relevance of Predictions

	SSO	SSE	Q ² (=1-SSE/SSO)
Customer Satisfaction (Y)	300.000	64.215	0.786
Website Quality (X ₁)	400.000	400.000	
Customer Service (X ₂)	600.000	600.000	

So based on the Q Square value above, the prediction of Y is relevant or accurate because the Q Square value is > 0.05.

DISCUSSION

Based on the results of a research survey, 15.2% of respondents stated that they felt very satisfied when using the PT Website. Mbeawya Digital Solution, 60.75% satisfied, 11.2% dissatisfied, and 12% very dissatisfied. They felt that the website did not provide complete information. In this research, an analysis was carried out to assess whether service has a significant influence on the level of customer satisfaction. Findings from the analysis indicate a significant relationship between service and customer satisfaction. The analysis results also show that the path coefficient shows a positive and significant influence of service on

customer satisfaction. Thus, this research shows that the higher the quality of the service provided, the higher the level of customer satisfaction. In this research, analysis was also carried out to evaluate the significant influence of website quality on customer satisfaction. The analysis results have shown that website quality has a relevant influence on customer satisfaction. The path coefficient obtained shows that there is a positive and significant relationship between website quality and customer satisfaction. In simple terms, the results of this research show that the better the quality of the website provided, the higher the level of customer satisfaction that can be achieved.

E. Conclusion

All indicators meet the requirements for validity and reliability. In the customer satisfaction survey of PT. Mbeawya Digital Solution Surabaya, respondents felt very satisfied when using the company's website. Several respondents also stated that the website did not provide complete information. There is a significant relationship between service and customer satisfaction. The analysis results show that the path coefficient shows a positive and significant influence of service on customer satisfaction. Thus, the higher the quality of the service provided, the higher the level of customer satisfaction. The analysis results show that website quality has a significant influence on customer satisfaction. The path coefficient shows that there is a positive and significant relationship between website quality and customer satisfaction. In simple terms, the results of this research show that the better the quality of the website provided, the higher the level of customer satisfaction that can be achieved.

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