Services Measurement Bina Darma Career and Training Center (BDCTC)'s Website Using the Webqual Method

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Abstract

In the world of education website is a forum for disseminating information. Service information on a website needs to be measured to determine the level of user satisfaction and obtain feedback. Bina Darma Career and Training Center (BDCTC)'s is a training institute and job placement center at Universitas Bina Darma. In this study, website BDCTC will be measured by using the Webqual method. Webqual is one method or technique of measuring the quality of a website based on user perception. Level of satisfaction with the use of quality measurement techniques through the website 3-dimensional (Usability, Information, and Service), on the dimensions of the Usability and Service does not have a significant effect on user satisfaction; while at the Information have any impact on satisfaction. Quantitative Descriptive analysis is used to examine the relationship of the Webqual dimensions to user satisfaction.

Keywords: Webqual, user satisfaction, descriptive quantitative.

I. Introduction

With the development of computer technology is expected to be an effective medium for finding and disseminating information. One is the Internet, where the Internet is a medium of communication to obtain as much information from anywhere and anytime by using a computer and modem plus telephone network or connection via an ISP (internet service provider). In the world of education website is a place to promote and disseminate information. Universitas Bina Darma (UBD) has a website with the address is www.binadarma.ac.id , on this website there is information relating to the Universitas Bina Darma one Traning institute of information about the Job Placement Center and Bina Darma Career and Training Center (BDCTC) the address is www.bdctc.or.id , the institute presented with the aim to establish and maintain mutually beneficial relationships between industry and Universitas Bina Darma , especially in the field of development of quality resource students and alumni in order to meet the needs of professionals . In this study, measurement services BDCTC website located at www.bdctc.or.id with Webqual method.

II. Materials And Method

2.1. Webqual

Webqual is one method or technique of measuring the quality of a website based on user perception. This method is the development of a SERVQUAL-developed by Parasuraman, which is widely used prior to the measurement of service quality. Webqual instrument in the study were developed by the method of Quality Function Development (QFD).
Webqual been developed since 1998 and has undergone several iterations in the preparation of the dimensions and the question items. Webqual 4.0 is compiled based on research in three areas, namely:
1. **Information Quality** is the quality of the content contained on the site, the suitability of such information for the purpose of user accuracy, format and linkages.
2. **Service Interaction Quality** is the quality of service interactions experienced by users when they delve deeper into the site, which is realized by the trust and empathy, for example, the issue of security and transaction information, product delivery, personalization and communication with the site owner.
3. **Usability** is related to the quality of the design site, for example appearance, ease of use, navigation and the picture presented to the user.

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Webqual can be used to analyze the quality of a website, both the company's internal website (intranet) or external websites. The user perception consists of two parts, namely the perception of service quality perceived (actual) with the level of expectations (ideal).

Barnes and Vidgen (2003) conducted a study using the Webqual to measure the quality of a website maintained by the OECD (Organization for Economic Cooperation and Development).

2.2. METHODOLOGY

The method used in this study using survey methods. Data will be collected through a survey using the enclosed questionnaire. Questionnaire was used because of its shape easily provided, namely in the form of the questions that have been given answers selected by the respondent lived. In addition, the questionnaire has the advantage, among others, faster and cheaper.

Nevertheless, difficulties will arise in implementing the methods of questionnaire respondents who are not willing to give information, the respondents were unable to provide information and influence the process of inquiry (questioning process), Questionnaires will be distributed to the respondents are concerned that the alumni, students and stakeholders. Respondents were asked to fill out all the questions that exist to give a scale of 1-5. To facilitate the respondents in the study questionnaire and answer the question then is divided into 3 sections.

1. The first part is namely the demographic data of the respondents. Respondents were asked about Janis, sex, education level, location, have access to, the first access, frequency of access, and the purpose of accessing the website BDCTC.
2. The second part, respondents will ask about the important things in their opinion the scale (5) Very Satisfied, (4) satisfied, (3) Self-satisfied, (2) are satisfied and (1) Very Dissatisfied.
3. The third section, respondents are asked about their perceived according to the scale (5) Very Satisfied, (4) satisfied, (3) Self-satisfied, (2) are satisfied and (1) Very Dissatisfied.

After all questions were answered, respondents were asked to return the questionnaire and only answered all the questions which will be used as material analysis.

III. Result and discussion

3.1. Validity Test

Researchers will describe the results of a description that includes the company respondents, students and alumni. The description for the company and the students obtained information through interviews either in person or using a telephone. In detail can be seen below:

Table 1. Validity Test results of research instruments

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
U1	30,0714	40,556	,734	,874	,933
U2	30,1429	39,686	,731	,828	,932
U3	30,0714	39,531	,776	,846	,931
U4	30,1667	38,484	,809	,783	,929
U5	30,3571	39,796	,746	,725	,932
U6	30,1190	38,546	,807	,688	,929
U7	30,3571	40,138	,623	,695	,937
U8	30,2619	40,832	,687	,758	,934
U9	30,0238	40,658	,735	,579	,933
U10	30,3571	38,625	,806	,809	,929
U11	30,2143	40,221	,656	,638	,936

(sumber : Hasil pengolahan data primer menggunakan SPSS)

3.2. Reliability Test

Reliability means the level of reliability of the results of a measurement. Measurement has high reliability, the measurements are able to provide a reliable measurement results (reliable). Reliability is one of the main character trait or a good measurement instrument.

Based on the calculation of the reliability of the questionnaire obtained assessed for each variable are as follows:

Table 2. Test Reliability instruments Usability (X_1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,938	,939	11

Table 3. Reliability Test Results instruments (X_2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,925	,924	7

Table 4. Reliability Test Results instruments Service (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,924	,925	4

Table 5. Reliability Test results of user satisfaction instrument (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,954	,954	2

From the above calculation, all values under column Cronbach's Alpha of more than 0,600 which means that all the items studied variables are reliable or have a level of reliability is high (reliable), and the calculation is no longer QUOTE item variables excluded for not meeting criteria of reliability.

3.3. Anova

In the table below are shown the results of calculations for ANOVA (Analysis of Variance).

Table 6. *Anova*

		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	19,566	3	6,522	38,772	,000[a]
	Residual	6,392	38	,168		
	Total	25,958	41			

a. Predictors: (Constant), Service, Usability, Information

b. Dependent Variable: Kepuasan

(sumber : Data Primer yang diolah menggunakan SPSS)

From the above table is known that the calculated F value is 38.772 with a significance level of P-Value (Column Sig) = 0.000, this means that there is a highly significant effect of Usability, Information and Service together on User Satisfaction, because the value is less of the value of determination α = 5% (Pv < α).

3.4. Regression Coefficient Test Results

Table 7. Regression Coefficient Test Result

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,444	,334		-1,330	,191
	Usability	,311	,208	,245	1,495	,143
	Information	,649	,216	,499	3,010	,005
	Service	,210	,167	,175	1,253	,218

a. Dependent Variable: Kepuasan

(sumber : Data Primer yang diolah menggunakan SPSS)

Based on the table above, since all the variables determining the significance level of P, <α is set at 0.05 so from the regression model can be developed multiple linear regression equation as follows:

$$\hat{Y} = -0,444 + 0,311X_1 + 0,649X_2 + 0,210X_3 + e$$

From the equation above it can be interpreted as follows, the value of -0.444 means that if Usability (X_1), Information (X_2), and Service (X_3) is equal to zero then the performance will be worth -0.444.

X_1 coefficient = 0.311 means that if Usability change the score by 1 unit Satisfaction will also undergo a change of 0.311 with the provision that the Information (X_2) and Service (X_3) is constant.

Coefficient X_2 = 0,649 means that if Usability changes by 1 unit then the satisfaction score statistics will also unchanged at 0,649, with a note that Usability (X_1) and Service (X_3) is constant.

Ccoefficient X_3 = 0.210 means that if the communication had a change of 1 unit of the statistical score performance will also change the value of 0.210, with a note that Usability (X_1) and Competency Information (X_2) is constant.

Next to be seen whether the influence of variables Usability, Information, and Service to the satisfaction of significant partial t-test will be used. Based on the above table obtained significance level (α = 5%) for Satisfaction Pv = 0.143 (P-value> α), This means that the partial Usability no significant effect on user satisfaction..

Information is the significance level to 0.005 (P-Value <α), this means that the partial Usability significant effect on satisfaction, and Service with was 0.218 (P-Value>α) also means that the partial service no significant effect on satisfaction.

3.5. Variabel *Usability*

Usability variable that is associated with quality website design and its use. Website Interface BDCTC. Based on the descriptive analysis in the table above was found that the more dominant respondents argued quite satisfied.

Also in line with 5.21 regression results that test and partial regression coefficients (t test) from Usability variable has a value that is not significant. This means that the usability variables have no direct relationship to variable customer satisfaction.

3.6. Variabel *Information*

Variable Information is a match between the information available with the existing goals. Users do not feel the information is useful and easy to understand. Based on the descriptive analysis in the table above that the more dominant respondents found information variables offered by the Website BDCTC have quite satisfied assessment..

Also in line with the regression results in the table above that the regression coefficients or partial test (t test) of the variable information shows the value significantly. This means that the variable information has a direct relation to variable customer satisfaction.

3.7. Variabel *Service*

Service is variable service perceived by the users for accessing websites such: admin does not have a quick response on the menu and contact quest book.

Based on the descriptive analysis in the table above, that more respondents think that the dominant variable service offered by Website BDCTC's had quite satisfied assessment

Also in line with the regression results in the table above that the regression coefficients or partial test (t test) of the variable Service showed insignificant value. This means that the variable Service does not have a direct relation to variable customer satisfaction.

All the variables that have been in if the Usability, Information and Service Information is the dominant variable is very influential to the satisfaction of the alumni of the user must update the menu BDCTC career / job opportunities every day, the number of visitors will increase BDCTC website.

VI. CONCULSION

Based on the research and discussion that has been described in the previous chapter, it can be concluded based on t test (partial) that the level of satisfaction of users of the Website BDCTC seen from 3 dimensions: Usability and Service has no significant effect on satisfaction, while at the Information to have significant impact against complacency. The third dimension of the most dominant influence is information.

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