

Quality Analysis of Palembang City Government Website Using WebQual Methods

Usman Ependi

Faculty of Computer Science

Bina Darma University

e-mail: usman@mail.binadarma.ac.id / use_ubd@yahoo.com

Abstract

This study was conducted to evaluate the official website of Palembang city government. Evaluation is done using the website WebQual methods that consists of three components, namely usability quality, information quality and interaction quality. Each component has methods WebQual statement as a statement filed to the respondent. Statement on WebQual methods have answers 1 to 7 scale (1 strongly disagree and 7 strongly agree). The results of the state-ment that has been filed with the respondent relating to the Palembang city gov-ernment website generates average response from a scale of 1 to 7 scale 2 which means that the respondents considered less Palembang city government website quality in terms of usability quality, information quality and interaction quality.

Keywords : *Quality, Palembang City Government Website, WebQual*

1 INTRODUCTION

Palembang is a metropolitan city in the province of South Sumatra and is the capital of South Sumatra province. Palembang is geographically located between 2o 52' to 3o 5' south latitude and 104o 37' to 104o 52' East Longitude with an average height of 8 meters above sea level. The total area of Palembang City is 400.61 km² administratively divided into 16 districts and 107 villages. Palembang is the oldest city in Indonesia at least 1382 years old if based Sriwijaya stele inscriptions known as Notch Hill but it are also the city of Palembang is a tourist destination both domestically and internationally.

Every year the city of Palembang is always evolving both in terms of economic, political, social, cultural and even information technology. Developments in the field of information technology in the city of Palembang are in the field of use of the web-site as a medium of spreading information. Website itself is not a rare item for the people of Palembang; it caused the people of Palembang city have been accustomed to using the internet network. Palembang city government websites have long been used to improve the public service in the field of information technology. So the use of the website requires an evaluation to determine the quality of the website. In addition, the evaluation was conducted because of Palembang city

government's own website spearhead of Palembang city government in providing information to the public in Palembang.

To perform the evaluation in the field of information technology especially the website there are many methods that can be used. Existing evaluation methods such as the technology acceptance model (TAM), end user computing (EUC) satisfaction, task technology fit (TTF) analysis, human organization technology (HOT) fit Model, Waller and WebQual. In the evaluation of information technology Palembang city government website which method suitable for use is WebQual method. The use of this method because the method WebQual emphasis on three main components, namely a website usability, quality information and interaction quality. The third component is to be there for a website, especially a public website. WebQual method has twenty- three (23) questions and three (3) additional questions to be twenty- six (questions). Question on WebQual divided into three categories based on the component questions. Thus all the questions already include all quality websites, and then use WebQual very suitable method for the evaluation of Palembang city government

2 Literature Review

2.1 WebQual Method

WebQual is one method or technique of measuring the quality of a website is based on the perception of the end user. This method is a development of previous SERQUAL widely used in the measurement of service quality. WebQual been developed since 1998 and has undergone several dimensions and interactions in the preparation of the questions [2].

According to existing theories on WebQual, there are three components to measure the quality of a website, namely usability, information quality interaction quality. Each component has some questions to answer scale from 1 to 7, 1 strongly disagree and 7 strongly agree [1]. The questions can be seen in Table 1.

2.2 Quality Define

Quality is a dynamic condition that affects the products, services, people, processes and environments that meet or exceed expectations [5]. While other opinions expressed are quality traits and overall character of a product or service that affect the product's ability to satisfy certain requirements [6].

3 RESEARCH METHODOLOGY

3.1 Research Methods

The method used to accomplish this research is descriptive method. Where do descriptive method is a method in researching the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive study is to create a description, picture, or painting in a systematic, factual and accurate information on the facts, properties and relationships between phenomena are investigated [4].

Table 1: Questionnaire WebQual

Quality	Description
Usability Quality	I find the site easy to learn to operate
	My interaction with the site is clear and understandable
	I find the site easy to navigate
	I find the site easy to use
	The site has an attractive appearance
	The design is appropriate to the type of site
	The site conveys a sense of competency
	The site creates a positive experience for me
Information Quality	Provides accurate information
	Provides believable information
	Provides timely information
	Provides relevant information
	Provides easy to understand information
	Provides information at the right level of detail
	Presents the information in an appropriate format
Interaction Quality	Has a good reputation
	It feels safe to complete transactions
	My personal information feels secure
	Creates a sense of personalization
	Conveys a sense of community
	Makes it easy to communicate with the organization
	I feel confident that goods/services will be delivered as promised
Overall impression	My overall view of this Web-site

3.2 Data Collection Method

Collecting data in this research using a questionnaire. In the questionnaire contained twenty-six (26) questions based on the instrument at WebQual. The questions asked relate to the website Palembang.go.id. While the answers of the questionnaire using a scale of 1 to 7. Scale 1 strongly disagrees and 7 strongly agree.

4 RESULTS AND DISCUSSION

Respondents' answers to the Palembang city government website quality obtained by 115 respondents. Characteristics of respondents who answered the questionnaire were 40% female and 60% male. With the line of work of employees 23%, 17% students, lecturers and 59% other 8%. While the education level of the respondents in the High School level as much as 4%, Diploma 6%, 35% Bachelor Degree, Master and Doctoral as much as 54% as much as 1%. For each component of the questionnaire showed the following results.

4.1 Usability Quality

The results of the questionnaire that was distributed to respondents about Palembang city government website usability quality associated with the result that respondents said the website is easy to operate with a scale value of 1 to 7; the highest value is the answer 3 by 22 % and 21% answer 5. It can be concluded that the city of Palembang government websites difficult to operate. Furthermore, respondents answered statements interaction with the site is clear and understandable with a scale of 1 to 7 then the answer is the answer most 2 as much as 24 % and as much as 22 % 5 answers , it can be concluded that the interaction of users with the website is still having trouble . The next statement is the site easy to navigate , this statement received the highest response in answer 2 of a scale of 1 to 7 as much as 26 % , can be concluded respondent is not easy to look for the links at the website of Palembang city government . In the statement of Things easy to find on the site is the highest respondents to answer 2 and 5 as much as 24 % , it was concluded that the respondent can find information easily. In a statement The site has a fast response time to get the ultimate answer to the value of 5 , based on a scale of 1 to 7 as much as 27 % , it can be concluded that the rapid response website . The next statement The site has an attractive appearance to get the highest response from a scale of 1 to 7 is the answer 2 as much as 27 % , can be said to be less interactive website to the user . The next statement is the design is appropriate to the type of site, to the statement that the highest value is the answer to 2 is 26%, and then concluded the design does not match the type of the website. The last statement relating to the usability quality is the site creates a positive experience for me, this statement received the highest response in answer 2 as much as 24%, it was concluded that the website does not provide good experiences for respondents. It can be concluded Palembang city government websites usability in the field of quality is still not good. The results for the Palembang city government website on average scored the highest on the scale value of 2 from 1 to 7, where the values to 1 strongly disagree and 7 strongly agree.

4.2 Information Quality

Palembang city government website when viewed in terms of quality of information to get an answer on average 2 with a scale of 1 to 7, where 1 strongly disagree and 7 strongly

agree. The first statement is presented to the respondent provides accurate information, this statement get answers 2 as the ultimate answer as much as 26%. Answer it shows what the respondents considered the information presented is less accurate. The next statement provides believable information is presented, this statement also get answers 2 as the ultimate answer as much as 26%, so it can be concluded respondents lack confidence in the information submitted. The next statement is presented to the respondent provides timely information, this statement get answers 2 by 27%, it can be concluded respondents felt that the information submitted is not in accordance with the time. Furthermore, the statement provides relevant information contained in the answer to the ultimate answer 2 as much as 28%, this indicates that respondents considered Palembang city government website does not provide information that is relevant to the needs of the respondent. The next statement provides easy to understand information, this statement got the answer 2 as the ultimate answer as much as 26%, it can be concluded that the information presented on the website of the city government of Palembang difficult to understand. Another statement relating to the quality of the information is provides information at the right level of detail, this statement was the ultimate answer on the answer 2 and 5, respectively by 25%, so it can be concluded that the information submitted on the website of the city of Palembang in enough detail. The next statement presents the information in an appropriate format, this statement gets the highest response from a scale of 1 to 7 scale 2 is as much as 28%. The response indicates that the respondent considers the information presentation of information on the website is not in accordance with the requirements of Palembang city government. Furthermore, it can be concluded also that the quality of information on the website of Palembang city government less qualified, it is known from most respondents to answer an average of 2 on the scale of 1 to 7.

4.3 Interaction Quality

The quality of interaction in Palembang city government website when viewed by the responses of respondents from several statements can be seen from the statements in question to the respondent. The first statement is presented to the respondents is the website has a good reputation. These statements obtain the highest response on a scale of 2 as much as 25 %, it shows the respondents felt that the website does not have a good reputation. Another claim is presented to the respondent feels safe website to complete transactions; this statement gets the highest response on a scale of 2 as much as 28 %. The next statement is my personal information feels secure , this statement still get the highest response on a scale of 2 as much as 26 % . In the statement creates a sense of personalization, the answer is highest on a scale of 2 to 30 %. Aside from the statement that in another statement is to convey to the respondent conveys a sense of community, the statement conveys a sense of community received the highest response on a scale of 2 as much as 28 %. While the statement makes it easy to communicate with the organization answer is highest on a scale of 2 as much as 29 % . The last statement is I feel confident that goods / services will be delivered as promised; this statement gets the highest response on a scale of 2 as much as 29 %. Of those respondents who answered the statements with the highest average response to the scale 2, from a scale of 1 to 7, which means 1 strongly disagree and 7 strongly agree. Means that the quality of the interaction of respondents to the Palembang city government website is not qualified. Respondents also answered a statement to assess the overall quality

of a website with the statement of my overall view of this web-site, for this statement have the same scale is from 1 to 7, but 1 means very poor and 7 excellent. To this statement the respondents answered as much as 3% scale 1, scale 2 as much as 25%, , scale 3 as much as 11%, scale 4 as much as 10%, 23% 5 scale, scale 6 as much as 23% and as much as 11% 7 scale. Of the response can be interpreted that the overall lack of Palembang city government website quality.

5 CONCLUSION

Respondents to the statements based WebQual theory to measure the quality of Palembang city government website is as follows:

1. Respondents answer the statements relating to the usability quality, information quality and quality of interaction scale of 1 to 7 (1 strongly disagree and 7 strongly agree) to get an answer with an average value of 2. It shows the lack of Palembang city government website quality.
2. Respondents replied to the website overall assessment of the scale of 1 to 7 (1 very poor through and 7 excellent) to get the highest response on a scale of 2, it means the city of Palembang government websites less overall quality.

References

- Anwariningsih, Sri, H., (2011), *Multi faktor kualitas website*, <http://jurnal.usahidsolo.ac.id/index.php/GI/article/view/30/0> Vol 4, No 1 : 1729. Accessed January 7, 2014.
- Nazir, M.,(2003), *Metode Penelitian*. Jakarta: Salemba Empat.
- Tjiptono, F., (2001), *Strategi Pemasaran*, Edisi Pertama. Yogyakarta: Andi Ofset.
- Wijaya, (2014), *Quality Management*, <http://huangcorp.wordpress.com/2008/04/29/manajemen-kualitas-quality-management/>. Accessed January 8, 2014.
- WebQual, (2014), *WebQual Instrument*, <http://www.webqual.co.uk/instrument.htm>., Accessed January 7, 2014.