

Can The Usability of Website, The Quality of Website Information, and The Quality of Website Interaction Influence Trust and Loyalty of Customers Online Shopping Site?

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Abstract

This research aims to analyze the influence of website usability, information quality, and quality of interaction on customer trust and the loyalty of online shopping sites. Quantitative is applied with smartPLS analysis techniques. The population of this study are all people who have purchased online shopping sites, with a sample of 50 respondents who were selected using a purposive sampling technique. The results of the research show that the usefulness and quality of information of the website has an effect on the customers' trust in online shopping sites, while the quality of website interactions does not affect the customers' trust in online shopping sites, and trust influences customer loyalty on online shopping sites.

Keywords: *usability, information quality, quality of interaction, trust, loyalty.*

I. INTRODUCTION

The development of technology affects every aspect of the life of the Indonesian people, including business, which is proven by many business people switching from the conventional system to the internet as their business media. The behavior of using the internet as a business medium is then known as electronic commerce or e-commerce. Survey data [1] mentions 98.6% or 130.8 million people understand the internet can be a place to sell and buy goods or services, and 63.5% or 84.2 million people have done online transactions. This shows that e-commerce opportunities will be even greater in Indonesia, even in the world. The most important factor in supporting e-commerce is a website, because this is the main media for business people to interact with customers. E-commerce websites in Indonesia are growing rapidly. This phenomenon is characterized by the emergence of many e-commerce websites that are increasingly recognized by the public such as bukalapak.com, lazada.com, tokopedia.com, olx.co.id, and many more. Survey result [2] shows that internet users do not shop online because they have the assumption that it will take a long process, and the items sold are not the same as those displayed in the image. The reason shown by internet users is one form of their distrust for conducting online transactions. Therefore trust is one of the factors that can influence customers in conducting online transactions. To make customers put more trust in the Bukalapak.com website, this site needs to improve the quality of its website. Because the higher the quality of an online store website, the more customers will trust the website [3]. This research focuses on e-commerce Bukalapak.com which is one of the e-commerce websites that provides a means of buying and selling from consumers to consumers. Everyone can open an online store at the Bukalapak.com website and can serve and transact with buyers throughout Indonesia. This site has the vision of becoming the number 1 online marketplace in Indonesia, but they are still ranked third in e-commerce websites in Indonesia.

The tool used to measure website quality is Webqual version 4.0, which takes measurements based on the perceptions of end users. Webqual 4.0 has 3 main variables, usability, information quality, and interaction quality. If the quality of the website is improved based on these 3 variables, customer trust is assumed to increase. After e-commerce websites have gained trust from customers, loyalty will

be formed [3]. Customer loyalty [4] is a commitment that is held firmly to re-purchase selected products or services in the future, thus causing repeated purchases of products or services with the same brand, even though there are situational influences and marketing efforts that have the potential to cause behavior switch to a product or service with another brand.

ISO FDIS 1941-210 [5] explains that usability is the expansion of a system, product or service that is used by users to achieve its objectives in effectiveness, efficiency and satisfaction. [6] Usability relates to how users feel interacting with a website (website), such as whether it is easy to navigate, whether the design matches the type of site, and so on. Usability is also related to design principles such as the use of frames, structuring the website or website design which is the responsibility of the website designer to be able to increase usability. There are 8 usability indicators [7]: (a) Websites are easy to learn to operate, (b) Interactions are clear and easy to understand, (c) Navigation is easy to find and navigate, (d) Easy-to-use websites, (e) Websites that have appearance interesting, (f) Website design is like an online store website in general, (g) Website looks competent, (h) This website creates a positive experience. The use of the website is an important thing to always be evaluated and improved to become a media or facility that can be trusted by customers [8]. The theory [5] explains that there is an influence of e-commerce website usability factors on customer trust.

The quality of information is the customer's perception of the quality of the product or service information provided by a website, Park and Kim in [9]. [6] defines information quality is the quality of the content or content of the website, conformity of website information with the user's goals in accuracy, form, format and relevance. There are 7 indicators [7] regarding information quality:(a) Accurate information, (b) Reliable information, (c) Information provided on time or up to date, (d) Information provided is relevant to user needs, (e) Information that is easy to understand, (f) Information presented in detail, (g) Information in the appropriate format. [10] explains that customers who have a high level of satisfaction believe that the information provided by shopping sites is reliable, with high quality information and high quality site design that makes online customers feel trustworthy. The theory is supported by results [11] which prove that there is a positive effect of the information variable on customer trust in online shopping sites.

In general, interactions [12] occur when an individual takes actions that give rise to reactions from other individuals. [6] defines that the quality of interaction is the experience experienced by customers when digging in more detail in a website that is realized with trust and empathy, for example such as security in transactions, information, product delivery, communication with between visitors or with the person in charge of the website. There are 7 indicators stated [7] regarding the quality of service interactions, namely: (a) Good reputation, (b) A sense of security in transactions, (c) Security of customer personal data, (d) Creating a sense of personalization or customers can change the appearance of the website , (e) There is interaction between customers, (f) Easy to communicate with customer service, (g) Suitability of goods with information received by customer information from [13] explains that in service settings there is a positive relationship between interaction quality and the results of services that have a direct or indirect effect in building trust. The theory is supported by opinions [14] which explain that the quality of interactions has a positive relationship to trust.

Consumer trust is the strength of consumer knowledge and all conclusions made by consumers about a product have objects, attributes, and benefits [3]. Trust [15] is one's belief in the intentions and behavior of others. Thus customer trust is defined as a customer's expectation that the service provider can be relied upon or trusted in fulfilling his promises. According to Robbins and Judge [9] trust has 3 indicators: (a) Integrity: related to the truth of the product or service expected, (b) Competence: related to the knowledge, skills, and interpersonal that an individual has of the product or service expected , (c) Consistency: related to constraints, the ability to predict and evaluate individuals in handling the situation of the expected product or service. [3] explains that customer loyalty will be formed, one of which is the existence of trust between managers and employees, and between the company and its

customers. The theory is supported by [16] who get the result that there is a significant relationship of the variable trust in the variable of customer loyalty.

PROBLEM FORMULATION

Based on the background of the problem, it is concluded that the problem is whether the usefulness of the website, the quality of website information and the quality of website interaction affect the trust of the customers of the site, Bukalapak.com, and whether the trust affects customer loyalty at Bukalapak.com.

RESEARCH OBJECTIVE

Based on the problem statement, the purpose of this study is to determine the effect of website usability, website information quality and website interaction quality on Bukalapak.com site customer trust and the influence of trust in customer loyalty at Bukalapak.com site.

CONCEPTUAL FRAMEWORK

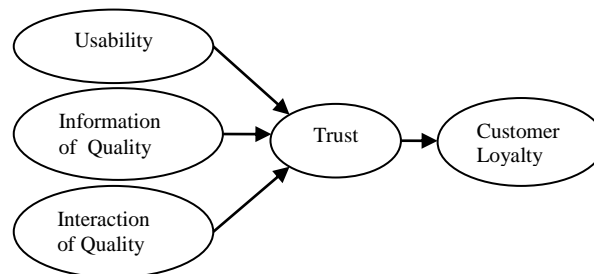


Figure 1. Conceptual Framework

HYPOTHESIS

1. The usefulness of the website affects customer trust The quality of the website information influences the trust of customers at Bukalapak.com.
2. The quality of website interactions affects customer trust at Bukalapak.com.
3. Trust affects customer loyalty at Bukalapak.com.

II. RESEARCH METHOD

The research was conducted with Bukalapak.com customers who are spread throughout Indonesia as the object. The type of data used in this study is primary data which is obtained directly from the object of research. Data is obtained through the distribution of questionnaires obtained from customers of the site Bukalapak.com.

the population of this study were all people who had made a purchase on the website of Bukalapak.com. The samples taken were 50 respondents using purposive sampling technique with the criteria of people who had made a purchase at Bukalapak.com website at least once and were at least 16 years old. Using partial least square analysis techniques using the software SmartPLS version 2.3.7.

III. RESULT AND DISCUSSION

RESULT

1. Goodness-fit model Test

Table 1. *R-Square* Test

	<i>R Square</i>
<i>Trust</i>)	0,797
<i>Loyalty</i>	0,577

Source: data *SmartPLS* 2.3.7

It can be seen that the R-square value shows the trust variable of 0.797, which means that the influence of usability, information quality, and quality interaction on trust is 79.7 % and the remaining 20.3% are influenced by other variables outside the research model. Furthermore, for loyalty variables (loyalty) of 0.577, which means that the influence of the variable trust (loyalty) is equal to 57.7% and the remaining 42.3% is influenced by other variables outside the research model.

2. T-Statistic Test

Table 2. *Path Coefficients*

	<i>Original Sample Mean (O)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/S)</i>	<i>P Values</i>
<i>Usability -> (Trust)</i>	0,305	0,296	2,041	0,021
<i>Trust -> Loyalty</i>	0,760	0,762	8,325	0,000
<i>Information Quality -> Trust</i>	0,544	0,544	3,270	0,001
<i>Interaction Quality -> Trust</i>	0,090	0,103	0,640	0,261

Source : data of *SmartPLS* 2.3.7

- The t-statistic value for usability for trust is $2.041 > 1.96$. It can be concluded that the website usability variables affect customer trust.
- The t-statistic value for information quality variable (information quality) on trust is $3.270 > 1.96$. So that it can be concluded that the variable quality of website information affects customer trust.
- The statistical t value for interaction quality variable on trust is $0.640 < 1.96$. So that it can be concluded that the variable quality of website interaction does not affect customer trust.
- The statistical t value for the trust variable for loyalty is $8.325 > 1.96$. So that it can be concluded that trust variables affect customer loyalty.

DISCUSSION

The analysis that has been done proves that the website usability variable affects customer trust on the site Bukalapak.com. This explains that Bukalapak.com has made a website system that is good and easy to use by customers. It is also seen based on the responses of respondents in the dominant website use questionnaire to statements that explain that websites are easy to learn to operate, easy to understand interaction through websites and websites. easy to use with agreed responses.

The results of this study are supported by theory [8] which states that the usefulness of websites is the most important thing to always be evaluated and improved to become a media / facility that can be trusted by customers. This research is relevant to research [5] which explains that there is an influence of e-commerce website usability factors on customer trust.

Based on the analysis, it is proven that the variable information quality of the website affects customer trust on the site Bukalapak.com. This explains that Bukalapak.com has succeeded in providing the content or information provided to customers accordingly and can be trusted by its customers, this can be seen through the responses of respondents in the questionnaire about the quality of Bukalapak.com website information which is dominant in the statement describing the information given Bukalapak.com easy to understand, the information provided by Bukalapak.com is relevant to customer needs, information has the appropriate format and information provided by Bukalapak.com can be trusted with responses agreed.

The results of this study are supported by theory [10] which explains that customers who have a high level of satisfaction believe that the information provided by shopping sites is reliable, with high quality information and high quality site design that makes online customers feel trustworthy. The results of this study are relevant to research [11] which proves that there is a positive influence of the information variable on customer trust in online shopping sites

Based on the analysis that has been done, it is proven that the variable quality of website interaction does not affect customer trust on the site Bukalapak.com. It explains that Bukalapak.com cannot provide a sense of security to customers in conducting transactions, and Bukalapak.com does not provide convenience in communicating through customer service, and many are still unsure of the security of their personal data entered at Bukalapak.com. This is based on the number of respondents who gave doubtful responses.

The results of this study contradict the theory [13] which explains that in service settings there is a positive relationship between the quality of interaction quality and the results of services that have a direct or indirect effect in building trust. The results of this study also contradict the results of the study [14] which explained that the quality of interactions has a positive relationship to trust.

Based on the analysis that has been conducted, it is proven that the trust variable influences customer loyalty on the site Bukalapak.com. This explains that Bukalapak.com is quite successful in making customers who believe it to be loyal customers of products provided by Bukalapak.com. It is explained by looking at respondents' responses to the dominant trust variable in the customer's trust statement that Bukalapak.com will provide good service, and customer trust that the product sent is as the same as the information on the website with the agreed response and can also be seen from the respondent's response to the dominant loyalty variable in the statement that the customer said positive things about Bukalapak.com to others, recommending Bukalapak. com to others in need, and make more purchases at Bukalapak.com with agreed responses.

The results of this study are supported by theory [3] which explains customer loyalty will be formed, one of which is the existence of trust between managers and employees, and between the company and its customers. The results of this study are relevant to the research [16] which found that there was a significant relationship of the variable trust in the variable customer loyalty.

IV. CONCLUSION

Based on the results of the analysis of the research and discussion conducted on the influence of website usability, the quality of information on the website, and the quality of website interactions on customer trust and loyalty at Bukalapak.com, it can be concluded that variables on website usability affect customer trust at Bukalapak.com, The results of this study are relevant to research [11] which proves that there is a positive influence of the information variable on customer trust in online shopping sites

Variable quality of website information affects customer trust at Bukalapak.com. The results of this study also contradict the results of the study [14] which explained that the quality of interactions has a positive relationship to trust.

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