Webqual 4.0 Analysis of Java Dancer Resto and Café Ordering Website

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Keywords

Abstract

Java Dancer Resto and Cafe is one of the restaurants in Malang City that has utilized a website as a means of online ordering, this study aims to analyze the quality of usability, information, interaction services, and the overall ordering website of Java Dancer Resto and Cafe using the WebQual 4.0 method. The research method is quantitative descriptive using a survey method to 100 consumers, data analysis using the average and percentage of user satisfaction with the Kaplan and Norton interval scale. The results showed that the overall quality of the Java Dancer Resto and Cafe ordering website was considered very good by users with an average score of 4.34. The usability aspect received the highest rating with a score of 4.41, indicating ease of use and intuitive navigation. The quality of information received a score of 4.35, indicating high accuracy and relevance of information. The service interaction aspect received a score of 4.25 and is still in the very good category, but requires improvement, especially in service personalization and transaction security.

1. Introduction

The presence of the internet has changed the way people socialize, communicate, and work, its existence supports the exchange of information to be faster and more practical. One of the uses of internet technology that is widely used is a website that can be a promotional media [1]; [2]; [3]; [4], a digital face [5]; [6] and even reflects the identity and professionalism of a person or even an organization in cyberspace in the restaurant industry, the existence of a website increases accessibility and customer convenience in making orders [7]; [8]. Many restaurants now provide online ordering features based on applications via the internet and make it very easy for customers to order food and drinks directly from home or anywhere [9]; [10]. In addition, restaurant websites often display complete menus, prices, customer reviews and other information that helps customers make better decisions before visiting or ordering food [11]; [12].

Java Dancer Resto and Cafe is one of the restaurants that has utilized a website as a means of online ordering. The online ordering website allows customers to search for food, make purchases of food and drinks without having to visit the restaurant in person and simply order from home. However, the success of implementing an ordering website is highly dependent on the quality of the website itself [13]. If the website has poor quality, it will cause customer dissatisfaction and potentially reduce their loyalty to the restaurant.

This study was conducted with the aim of analyzing the quality of the Java Dancer Resto and Café ordering website through the WebQual 4.0 method approach. In contrast to several previous findings that focused on the relationship between end-user acceptance and the application (e.g., the website) [7, 8, 9, 13], this study focuses on analyzing website quality at the user level. The selection of the WebQual method in this study was based on its ability to measure the quality of a website based on user perception [14] and implementation of WebQual 4.0 in the context of small and medium cafe ordering [15]. WebQual 4.0 developed by Barnes & Vidgen [14] uses three measures of website quality, including: One, a measure of usability, two, a measure of information quality, three, a measure of service interaction quality [16].

2. Research Method

In order for this research to be more focused, it is necessary to carry out a research design. There are several stages that will be carried out in this research, including:

1. The initial step in this study is to identify the problem, the initial step begins by looking for problems related to consumer satisfaction of Java Dancer Resto and Café when using the Website when ordering food and drinks, then grouping problems and drawing conclusions will be done.
2. Furthermore, this study will conduct a literature study through a study of theories and concepts related to the WebQual theory to obtain more information that is expected to be able to support this study.
3. Data collection was carried out using a survey method to consumers of Java Dancer Resto and Café through measuring 22 questions about Webqual analysis.
4. Furthermore, this study uses the help of Microsoft Excel software in statistical data processing to conduct data analysis and draw conclusions.

The technique used by researchers to obtain data in this study using a questionnaire through Likert scale measurement starting from a score of one for the lowest number choice to five for the highest choice. The data collection technique used Accidental Sampling with a sample size of 100 people. The WebQual dimension size refers to the provisions of Barnes & Vidgen [17] which consists of: usability dimensions totaling 8 questions, information system quality dimensions totaling 7 questions and service interaction quality totaling 7 questions.

This study uses the mean or average value of the measurement results from the Likert method and the percentage or proposition obtained in accordance with the provisions of Kaplan & Norton [18] to obtain the average value of the level of satisfaction possessed by website users according to the WebQual 4.0 method. The average formula that we use is as follows:

$$Average \frac{Total\ Score\ of\ Questionnaire\ Answers}{Total\ Number\ of\ Questionnaires} \qquad (1)$$

The use of a percentage scale or scale value of the average proposition to obtain the value of user satisfaction according to Kaplan and Norton's theory will be presented in Table 1.

Table 1. Customer Satisfaction Interval Scale

Value Size	Information
1 – 1.79	Very Dissatisfied
1.8 – 2.59	Not satisfied
2.6 – 3.39	Quite Satisfied
3.4 – 4.19	Satisfied
4.2 – 5	Very satisfied

3. Result and Discussions

Java Dancer is a coffee shop that is very popular among Gen Z in Malang City, first opened in December 2008 with pure enthusiasm and a very high love for coffee, Java Dancer is present among coffee lovers in Malang City by serving typical Arabica coffee obtained from several of the best coffee producing cities in Indonesia. The cold and cool air in Malang City was the initial impetus for the founders of Java Dancer to introduce the concept of drinking coffee in a relaxed, comfortable way and become a popular place for young people to work, study, or just relax. A beautiful and unpretentious location will be presented when we first visit Java Dancer because the interior design presented by this coffee shop has a classic Javanese nuance of the past, among which we will find puppet images such as Petruk, Semar, Gareng and Bagong on the walls of the cafe. To support this research, the Malang branch of Java Dancer located at Jalan Jakarta, No. 59 Malang was chosen as the main subject of this study.

Characteristics for all respondents in this study will be grouped based on the respondent's age, gender and purchase frequency. Presented in table 2, as follows:

Table 2. Respondent Characteristics

No	Information	Percentage
1.	Gender	
	Man	43%
	Woman	57%
2.	Respondent Age	
	< 20 Years	34%
	20 - 25 Years	28%
	26 - 25 Years	21%
	> 30 Years	17%
3.	Purchase Frequency	
	1 - 2 times come	34%
	3 - 4 times come	52%
	> 4 times come	24%

The results shown in table 2 above illustrate that the largest number of respondents in this study were women with a percentage of 57%, then the largest number of respondents were the younger generation aged less than 20 years with a percentage of 34% and finally consumers had visited Java Dancer more than 3-4 times.

The results shown in table 3 for the usability aspect have an average value of 4.41 and the results obtained are included in the very good criteria.

Table 3. Usability Data Analysis

Item	Question	Min	Max	Mean
X1.1	This site is easy to learn to use.	2	5	4.41
X1.2	This site interaction is clear and understandable.	1	5	4.43
X1.3	This site is easy to navigate.	1	5	4.35
X1.4	This site is easy to use.	2	5	4.36
X1.5	The site has an attractive appearance.	1	5	4.48
X1.6	The design is appropriate for the type of site.	2	5	4.43
X1.7	This site conveys a sense of competence.	3	5	4.44
X1.8	This site created a positive experience for me.	2	5	4.41
	Average Usage			4.41

The results shown in table 4 for the information quality aspect have an average value of 4.35 and the results obtained are included in the very good criteria.

Table 4. Information Quality Data Analysis

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Item	Question	Min	Max	Mean
X2.1	Providing accurate information	1	5	4.34
X2.2	Providing reliable information	3	5	4.53
X2.3	Providing timely information	2	5	4.37
X2.4	Providing relevant information	2	5	4.31
X2.5	Providing easy-to-understand information	2	5	4.25
X2.6	Providing information at the right level of detail	1	5	4.36
X2.7	Presenting information in an appropriate format	1	5	4.32
	Average Information Quality			4.35

The results shown in table 4 for the service interaction aspect have an average value of 4.25 and the results obtained are included in the very good criteria.

Table 5. Information Quality Analysis

Item	Question	Min	Max	Mean
X3.1	Having a good reputation	2	5	4.46
X3.2	Feeling secure completing the filing process	1	5	4.21
X3.3	My personal information feels secure	2	5	4.16
X3.4	Creating a sense of personalization	1	5	4.16
X3.5	Conveying a sense of community	1	5	4.24
X3.6	Making it easier to communicate with organization	2	5	4.23
X3.7	Feeling confident that goods/services	1	5	4.32
	Average Interaction Quality			4.25

Overall, the three aspects of WebQual's size according to the user's perspective are very good, where the usability aspect gets the highest rating with a score approaching 4.41, indicating that users find this website very useful and easy to use. The quality of information gets a score of around 4.35, meaning that the information provided on this website is considered quite good and adequate by users. Meanwhile, the service interaction aspect gets the lowest rating with a score approaching 4.25, indicating that although this aspect is considered quite good, there is still room for improvement in terms of service interaction on this website. There is a need for increased service interaction at the management level in managing this website, especially regarding the protection of customer personal information and personalization of food and beverage ordering services.

Based on the results of WebQual analysis of the Java Dancer Resto and Cafe booking website, it can be concluded that overall the quality of this website is considered very good by users with an average score of 4.34 on a scale of 5. These results are able to show that the website has directly succeeded and is able to meet the expectations of its users in several aspects measured in this study, for example the usability aspect, the information quality aspect, and the service interaction aspect.

4. Conclusions and Future Works

The overall quality of the Java Dancer Resto and Café ordering website was rated very good by users, with an average total score of 4.34 on a scale of 5. These results directly indicate that the presence of a food and beverage ordering website for Java Dancer customers has succeeded in meeting the expectations of its users in various aspects measured using the WebQual method. The usability aspect received the highest rating, followed by information quality and finally service interaction. Future research development can be done by using several research variables such as User Experience (UX), Customer Satisfaction, or Trust to complete the WebQual 4.0 analysis [19][20]. In addition, by integrating several other models such as the Technology Acceptance Model (TAM) or the Unified Theory of Acceptance and Use of Technology (UTAUT) can be used to see user acceptance more holistically.

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