

BUILD REPURCHASE INTENTION THROUGH THE DIMENSIONS OF WEBQUAL 4.0 ON THE COMPANY J&T

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Abstract: This research is aimed to analyze usability and information quality in building repurchases intention. This study uses a quantitative approach. The sampling method used on this research is probability sampling with random sampling technique. The research was conducted through an online survey of 192 respondents using google form. This research uses descriptive analysis method and path analysis, using IBM SPSS Statistics 24. The analysis methods used were validity test, reliability test, t-test analysis, f-test analysis, determination coefficient test analysis. The results show that Usability has a positive and significant effect on Repurchase Intention. Information Quality has a positive and significant effect on Repurchase Intention. Furthermore, the existence of positive and significant influence of both Usability and Information Quality has an effect on Repurchase Intention.

Keywords: Webqual, Usability, Information Quality, Repurchase Intention, Logistics (

Introduction

Advances in information technology that developed and still exists today is the internet that makes it easier for humans to access information easily. One proof of the progress of the technology is that a human has entered the digital age where the condition when the human can access information easily and quickly and be able to disseminate information by digital technology. The development of the digital era in Indonesia is more advanced with a lot of business people spreading their wings in the market-based internet. A company requires a policy that focuses on the marketing methods of the company, one of them is through e-commerce.

Businesses within the company to get effective marketing and efficient as a means of information in the transaction. One of the companies that utilize the digital economy to improve the service business and help entrepreneurs in e-commerce is a company Jet & Tony or commonly known as J&T. With the development of technology and information, then the logistics company to

utilize technology and information such as the website to facilitate its customers and develop a system that can track the goods consumers with quick and easy access in order to satisfy customers.

On August 20, 2015, the company was engaged in the field of service provider of the expedition that was founded by PT. Global Jet Express then spreads its wings in 2018. J&T work together with the launch of a new service, namely Air cargo by using the airline Trigana Air. Flight air transportation that contains 150 tons and Trigana intended for the area of Sumatra. With this new service then can balance between the businesses of the expedition with the business of e-commerce increased during the pandemic. The ministry of aircraft transport contains of 150 tons and Trigana intended for the area of Sumatra. With this new service then can balance between the businesses of the expedition with the business of e-commerce increased during the pandemic. J&T to develop a site that provides information about goods and shipments.

Website with quality standards well be a very important factor for the perception of the customer. Standard quality website that is better measured using the dimensions of usability, information quality. Website good quality in particular that gives security can reduce the perceived risk of the customer. This research was done because of some of the results of the preliminary study found WebQual has a positive effect on purchase intention, WebQual no effect on repurchase intention, and WebQual negative effect on repurchase intention. This gap makes the researchers to test the direct influence of WebQual to purchase intention on the website of the J&T.

A. Usability

Dimensions of quality of use include easy to navigate, easy to use, very enjoyable, easy to learn and always fun. According to Nielsen (1994) from Larasati (2010), usability has five components: 1.Learnability: Users can understand easily at a glance. 2.Efficiency: How quickly can complete the command or instruction (input). 3.Memorability: When the user reuses how much memory (available) to its use. 4.Errors: The number of errors that occurred during use. 5.Satisfaction: The level of user comfort with the interface. In WebQual 4.0 usability is related to website design such as the appearance of ease of use, navigation and also the appearance presented on the website.

B. . Information Quality

Information Quality how to produce information that refers to the system output produced by the company which aims to provide guidance to customers in making decisions. Information Quality provided by the website

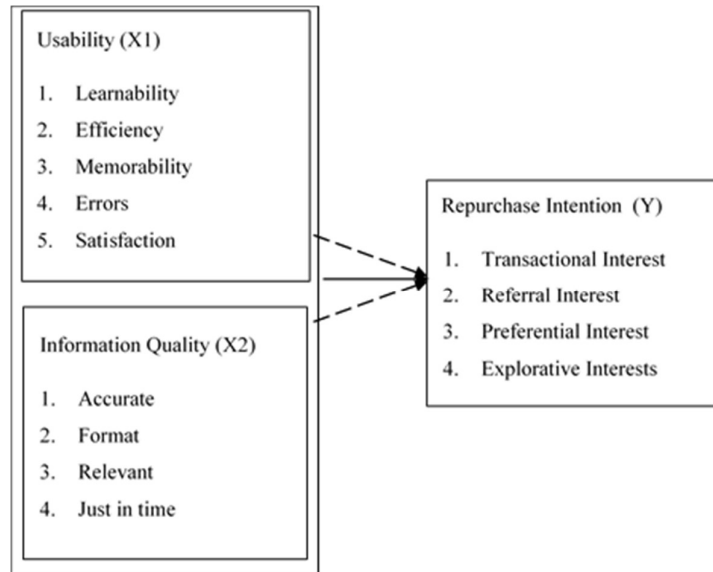
becomes a consumer's commitment to repeat purchases. Information Quality have details such as information obtained from a system, accuracy. Information, relevance of information, timeliness, and completeness of information. Information Quality is a key dimension regarding the instrument of end-user satisfaction. Information Quality which is intended in this study is the user's perception of the quality of information generated by the internet that is used by customers to obtain the information needed. The quality of information, how information is presented, is complete and clear and educates users. When buying a product, the completeness of information becomes the main point that is used as the basis for consumers when making decisions to buy products. Seddon (1997), defines the benefits obtained as having an effect on consumer perceptions of information service users. Information Quality is a benchmark for consumers in meeting the requirements and expectations of people who need information to make decisions.

C. Repurchase Intention

Repurchase interest shows the activities of buyers to make repeat visits in the future. Repurchase behavior is often associated with loyalty. However, the two are different, repurchase behavior mostly involves repurchasing the same particular brand over and over again, while loyalty reflects a psychological commitment to a particular brand, namely: "Post-purchase consumer actions, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will affect subsequent behavior. If consumers are satisfied, they will show a higher probability of repurchasing the product. There are 4 dimensions of repurchase interest according to Ali Hasan (2018:131) as follows:

1. Transactional interest, namely a person's tendency to buy a product.
2. Referential interest, namely the tendency of a person to refer to others.
3. Preferential interest, which is an interest that describes the behavior of someone who has a primary preference for the product, this preference can only be replaced if something happens to the product of his preference.
4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is asking for and looking for information to support the positive properties of the same product.

Framework and Hypothesis



Framework

Information:

- > : Partial relationship
—————> : Simultaneous relationship

The hypothesis is a temporary answer to the formulation of the research problem, the formulation of the problem has been stated in the form of questions (Sugiyono, 2018:63).

H1 : While Usability (X1) is suspected, it is very influential and significant to Repurchase Intention (Y)

H2 : Allegedly Information Quality (X2), very influential and significant to Repurchase Intention (Y)

H3 : It is suspected that Usability (X1) and Information Quality (X2) greatly affect and significantly affect Repurchase Intention (Y)

Method

This study uses a quantitative approach. Because the dimensions and indicators of research results are converted into numbers that will be analyzed using statistics. Quantitative research explains how variables affect other variables. According to (Sugiyono, 2010) quantitative methods are experimental and survey methods, therefore survey methods are used. The

survey method is used to obtain data from certain natural places, researchers collect data by distributing structured questionnaires.

Discussion and Result

Table 1. Results of X1 . t-test analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.359	0.802		5.433	0
X1 Usability	0.728	0.051	0.722	14,387	0
a. Dependent Variable: Y Repurchase Intention					
Source: SPSS version 24 . processing data output					

Table 2. Results of X2 . t-test analysis Coefficients^a

Model		Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.122	0.817		6.267	0
	X2 Information Quality	0.564	0.043	0.691	13,192	0
a. Dependent Variable: Y Repurchase Intention						
Source: SPSS version 24 . processing data output						

Based on the above formula, it can be seen that the way to determine the t-table in this study is by looking at the 0.025 column in the 189th row, the t-table that will be obtained is 1.973.

1) The effect of Usability on Information Quality based on the results of the analysis, it can be seen that the Usability variable has a t-count of 14,387 > t-table of 1.973 while a significant value of 0.000 < 0.050 then the Usability variable H1 is accepted, meaning that Usability (X1) has a positive and significant effect on Repurchase Intention. (Y).

This means that if usability is increased, it can result in increased repurchase intention.

2) The effect of Information Quality on Repurchase Intention based on the results of the analysis, it can be seen that the Information Quality variable has a t-count of 13,192 > t-table of 1,973 while a significant value of 0.000 < 0.050 then the Information Quality variable H2 is accepted, meaning that Information Quality (X2) has a positive influence and significant to Repurchase Intention (Y).

This means that if Information Quality is increased, it can lead to an increase in Repurchase Intention.

Table 3. Results of F . Test Analysis**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335,953	2	167,977	121.772	.000b
	Residual	260,713	189	1.379		
	Total	596,667	191			
a. Dependent Variable: Y Repurchase Intention						
b. Predictors: (Constant), X2 Information Quality, X1 Usability						
Source: SPSS version 24 . processing data output						

The results of the ANOVA^a calculation in the table above prove that the hypothesis can be accepted, which is indicated by a significance value ($0.000 < 0.05$). Thus, it is proven that Usability and Information Quality simultaneously have an effect on Purchase Intention.

From these results, it is known that the F-count is 121.772 while the F-table is 3.04. To see the F-table in testing the hypothesis on the regression model, it is necessary to determine the degree of freedom (df). This can be done by specifying the formula:

Df 1 = $k - 1$ and df 2 = $n - k$

Information:

n = number of observations in the data period k = number of variables (free and dependent)

So it can be seen that the value of df1 is $3 - 1 = 2$ and df2 is $192 - 3 = 189$, in this test it is carried out with a confidence level of 5% or 0.05. To find the F-table can be done by looking at column 2 in line 189 then the F-table is obtained at 3.04. Based on the results of the output that has been done, it can be seen that the F-count > F-table where $121.772 > 3.04$ with a significant level below 0.05, which is 0.000. This is tested simultaneously (simultaneously) has a significant effect on Repurchase Intention.

Table 4. Results of the X1 . Determination Coefficient Test Analysis Model Summary

Table 5. Results of the X2 .

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate

1	.722 _a	0.521	0.519	1.226
a. Predictors: (Constant), X1 Usability				
Source: SPSS version 24. processing data output				

Determination Coefficient Test Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 ^a	0.478	0.475	1.280
a. Predictors: (Constant), X2 Information Quality				
Source: SPSS version 24 . processing data output				

Table 6. Results of the Analysis of the Y . Determination Coefficient of Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 _a	0.563	0.558	1.174
a. Predictors: (Constant), X2 Information Quality, X1 Usability				
Source: SPSS version 24. processing data output				

Based on the table above, it shows that the R² of Usability to Repurchase Intention is 0.521 or (52.1%). This shows that Usability has a role in Repurchase Intention, while the remaining 47.9% of the Repurchase Intention variable is determined by other factors.

Based on the table above, it shows that R² of Information Quality on Repurchase Intention is 0.478 or (47.8%). This shows that Information Quality has a role in Repurchase Intention, while the remaining 52.2% of the Repurchase Intention variable is determined by other factors.

Based on the table above, it shows that R² of Usability and Information Quality on Repurchase Intention is 0.503 or (50.3%). This shows that Usability and Information Quality have a role in Repurchase Intention, while the remaining 49.7% of the Repurchase Intention variable is determined by other factors.

Conclusion

Based on the above results of the research and discussion the following conclusions are

1. Usability has a positive and significant effect on Repurchase Intention. This is based on the calculated T value of 14,387 with a significant level of 0.000 and the results of testing the hypothesis are declared acceptable. However, the item with the lowest score was still found, namely item number 1 with the number 0.772 "I can easily access and find the J&T website". This needs to be improved in terms of promotion.
2. Information Quality has a positive and significant effect on Repurchase Intention. This is based on the calculated T value of 13,192 with a significant level of 0.000 and the results of testing the hypothesis are declared acceptable. However, the items with the lowest scores were still found, namely items number 2 and 6 with the number 0.744 regarding the problem of service information provided by J&T.
3. The existence of a positive and significant influence of Usability and Information Quality together has an effect on Repurchase Intention. This is based on the calculated F value of 121.772 with a significant level of 0.000 and the results of testing the hypothesis are declared acceptable. However, the item with the lowest score was still found, namely item number 1 with the number 0.362 "J&T has complete facilities in shipping services."

Managerial Implications

Based on the conclusions obtained in this study, the following suggestions are proposed:

1. J&T is expected to increase information on the website through promotions, such as placing advertisements on the web, social media, and mass media.
2. J&T is expected to improve information regarding the navigation of goods delivery through the services used, the information provided must be more detailed. Navigation in the delivery of goods should be improved to be more accurate.
3. J&T is expected to improve service facilities in delivery, so that customer satisfaction regarding service facilities will increase

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