ANALYSIS OF THE QUALITY OF THE ZETA SCARVES WEBSITE USING THE WEBQUAL 4.0 METHOD

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Abstract—*This research aims to analyze the quality of the Zeta Scarves website using the WebQual method. The study focuses on three dimensions of website quality: usability, information quality, and service interaction. The data were collected through an online questionnaire distributed to users of the Zeta Scarves website. A total of 296 respondents participated in the study. The collected data were analyzed using descriptive statistics and the WebQual index. The results showed that the Zeta Scarves website received high scores in all dimensions of website quality. The usability dimension, which measures the ease of use and navigation, received a score of 4. The information quality dimension, which assesses the accuracy and relevance of the provided information, received a score of 3,9. The service interaction dimension, which evaluates the customer service and interaction features, received a score of 3,9. Based on the analysis, it can be concluded that the Zeta Scarves website has achieved a high level of quality, as perceived by the users. The findings of this study provide valuable insights for Zeta Scarves in enhancing their website to further improve customer satisfaction and strengthen their competitive position in the online fashion industry*

Keywords: *Customer satisfaction, information quality, service interaction, website quality, WebQual, usability.*

Intisari—*Penelitian ini bertujuan untuk menganalisis kualitas website Zeta Scarves dengan menggunakan metode WebQual. Studi ini fokus pada tiga dimensi kualitas website, yaitu kegunaan (usability), kualitas informasi (information quality), dan interaksi layanan (service interaction). Data penelitian dikumpulkan melalui kuesioner online yang disebar kepada pengguna dan calon pengguna website Zeta Scarves. Sebanyak 296 responden berpartisipasi dalam penelitian ini. Data yang terkumpul dianalisis menggunakan statistik deskriptif dan indeks WebQual. Hasil penelitian menunjukkan bahwa website Zeta Scarves mendapatkan skor High dalam semua dimensi kualitas website. Dimensi kegunaan, yang mengukur kemudahan penggunaan dan navigasi, mendapatkan skor 4, Dimensi kualitas informasi, yang menilai keakuratan dan relevansi informasi yang disediakan, mendapatkan skor 3,9. Dimensi interaksi layanan, yang mengevaluasi pelayanan pelanggan dan fitur interaksi, mendapatkan skor 3,9. Berdasarkan analisis, dapat disimpulkan bahwa website Zeta Scarves telah mencapai tingkat kualitas yang High, sebagaimana yang dirasakan oleh para pengguna. Temuan penelitian ini memberikan wawasan berharga bagi Zeta Scarves dalam meningkatkan website mereka untuk lebih meningkatkan kepuasan pelanggan dan memperkuat posisi persaingan mereka dalam industri fashion online.*

Kata Kunci: *Kepuasan pelanggan, kualitas informasi, interaksi layanan, kualitas website, WebQual, kegunaan.*

INTRODUCTION

Current technological developments are so rapid that they have a lot of influence on our lives, one of which is the internet sector, where by using the internet we can make all the activities we do easier, from working, studying, to shopping. Basically, some people will use website services to find quick and easy access to information. If the opened website service meets the current perceived quality of information services and the expected level in the future, the user will be satisfied (DS & Sanjaya, 2021). Having a website in the current era of information and technology is a process that

encourages society to be more advanced and act effectively and efficiently in the face of very competitive competition (Diana & Sutabri, 2023). Previously, shopping was done by going to the shop or offline, but now with the internet shopping can be done without having to go to the shop directly but online via a website or sales application. Using a website allows companies to create their own virtual marketplace where their customers can order their products and services without having to go directly to a real-world point of sale (Rohi, 2016).

Zeta Scarves is a brand originating from a hijab shop called Zeta Scarves Lifestyle in Jakarta which sells various kinds of accessories for the hijab, Zeta Scarves has several methods of purchasing, apart from being able to buy offline Zeta Scarves can also be purchased online from WA and a website to make it easier for customers to buy products online. Because Zeta Scarves believes that besides information technology brands, such as websites, are very useful for marketing their products to places that are difficult to reach. The availability of information and services is important to increase trust, because before deciding to buy a product, customers will first look for information related to the product.

Based on these problems, it is necessary to assess the quality of the zeta scarves website using the Webqual 4.0 method. The webqual method was chosen because it focuses on assessing the quality of websites, by looking at the perceptions or views of end users (Liani, Fikry, & J. Hutajulu, 2020). Quality evaluation is needed to measure the effectiveness of website performance so that it can be developed and improved and become a reference for developers in creating quality websites (Yunianto, Purnomo, & Prasetyo, 2021)

Webqual is a method of measuring website quality based on end user perceptions (Habiba & Wijaya, 2022). This method is an extension of Servqual which has been used widely in measuring service quality (Purwandani & Syamsiah, 2021). This method is the result of the development of ServQual, a method that has been used by many experts previously in measuring service quality (Sari, 2022)

MATERIALS AND METHODS

In this section, materials and methods will be discussed with research stages divided into 6 steps, namely problem identification, literature review, data collection, questionnaire creation, data processing and research results.
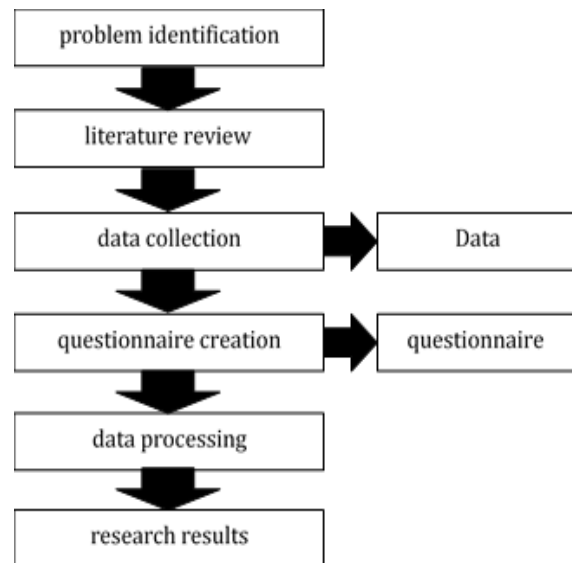
Source : (Research Results, 2024)
Figure 1. The Research Workflow

The following each step in this research are explained in points A to F

A. Problem identification

Identify problems by reviewing the Zeta Scarves website and the problems found on the Zeta Scarves website

B. Literature Review

Literature study is needed to obtain basic information regarding theories relevant to the proposed research, as well as literature that has been carried out previously in similar fields and produce a research program framework

C. Data Collection

The data collection process is a very crucial stage in research, considering that the main aim is to obtain the necessary data. There are several data collection techniques used in this research, including:

1. Observation, The word observe is given the meaning, namely as observing what you want to examine (Hartono, 2018). this research was carried out by observing or observing directly at the research location, namely at PT. Zeta Eka Tunas Adhika from 15 May 2023 – 16 June 2023. This was done to obtain data that is relevant to this research

2. Interview, One of the first techniques used In collecting data it is called an interview (Fadhallah, 2021). this research uses direct interviews with HRD from the company PT. Zeta Eka Tunas Adhika to collect valid data. From this interview, the researcher obtained information about the number of visitors to the Zeta Scarves website in the period March 2022 - March 2023,

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totaling 1,135 visitors, which will later be used as a population figure by the researcher.

3. Questionnaire, The data collection method which is carried out by giving written questions to respondents is the definition of a questionnaire (Herlina, 2019). data collection is carried out by giving a list of questions or written statements to respondents to answer

D.   Questionnaire Creation

Making the questionnaire is based on the existing questionnaire in the WebQual 4.0 method, which consists of four variables with a total of 26 question dimensions.

Table 1. Webqual Dimensions

Dimensions	Description	Code
usability	The site is easy to learn and operate	US1
	interaction with the website is clear and easy to understand	US2
	easy to find menus on the website	US3
	the website is easy to use	US4
	has an attractive website appearance	US5
	website design that suits the type of website	US6
	the website has competence	US7
	The website creates a positive experience for users	US8
Information Quality	The website provides accurate information	IQ1
	The website provides reliable information	IQ2
	The website provides timely information	IQ3
	The website provides relevant information	IQ4
	The website provides information that is easy to understand	IQ5
	The website provides information with precise details	IQ6
	The website information in the right format	IQ7
Service interaction	The website has a good reputation	SI1
	feel safe in interacting	SI2
	feel safe with user personal data	SI3
	creating a sense of personal or guaranteed privacy	SI4
	can easily communicate with the company	SI5
	convey a sense of community or sociability	SI6
	deliver products or services as promised	SI7

Dimensions	Description	Code
User Statisfaction	I am satisfied with the quality of service	KP1
	I am satisfied with the products offered	KP2
	I will often use this website when shopping online	KP3
	I am willing to recommend this website to friends and relatives for online shopping	KP4

(Aminoto & Agustina, 2020)

To obtain samples, the Slovin formula is used as in equation 1 (Riyanto & Hatmawan, 2020)

$$n = \frac{N}{1+Ne^2}$$ .... (1)

n = number of samples
N = number of population
e = The maximum error margin that can be tolerated in this study is 5% or 0.05

Based on an existing population of 1,135 visitors to the Zeta Scarves website in March 2022 – March 2023, the results obtained from the slovin t echnique are as follows

$$n = \frac{1135}{1 + 1135(0.05)^2}$$
= 296 people

Based on the Slovin formula above, the sample used was 296 people with a margin of error of 5% and a confidence level of 95%.

The results of the data analysis below illustrate the percentage of respondents based on age group as seen in the following table 2:

Table 2. respondents by age

Age	Amount	Percentage
20-25 years	264	89.2%
26-31 years	25	8.4%
> 31 years	7	2.4%
Total	296	100.0%

Source: (Research Results, 2024)

Based on data analysis, there are percentages of respondents divided by gender as seen in the following table 3.

Table 3. respondents by gender

Jenis Kelamin	Jumlah	Persentase
laki-laki	108	36.5%
perempuan	188	63.5%
Total	296	100.0%

Source: (Research Results, 2024)

E.   Data Processing

After the data has been collected, the data will be managed in a structured and detailed manner.

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Data management is an activity carried out after all data from respondents has been collected. Activities in data management include:

a. Validity Test

Validity refers to the extent to which the data collected in a questionnaire can measure the construct you want to measure (Monalisa, 2021). Validity in this study was evaluated by correlating the score on each item with the total score

b. Reliability Test

reliability indicates the level of reliability or consistency of the measurement instrument. Reliability tests are carried out to determine whether the instrument provides consistent measurement results at different times.

c. Classic assumption test

1) Normality Test

Aims to check whether the residual value has a normal distribution or not. A good regression model is one that has residual values that are normally distributed

2) Multicollinearity Test

used to evaluate the existence of correlation between independent variables in the regression model. The purpose of this test is to ensure that there is not a high correlation between the independent variables in a good regression model

3) Heteroscedasticity Test

Used to check whether there is a deviation from the classic assumption of heteroscedasticity, which indicates inequality of residual variance across all observations in the regression model used in this research.

d. F Test

The F test is carried out by comparing the calculated F value with the table F value. Where if the sig value is F table then there is a simultaneous influence of variable

e. T Test

The T test (T-test) is a statistical method used to compare two samples or populations in terms of average or mean. The T test is generally used to test differences between two groups, such as the difference between the control group and the experimental group in an experiment

RESULTS AND DISCUSSION

This section discusses the results of calculations from the research that has been carried out.

A. Validity Test Results

This validation test was carried out using correlation techniques. This means that by considering the value of the r-calculation relationship, the value of this relationship is compared using an r-table, where a measuring instrument is said to be valid if the r-calculation relationship (correlation coefficient) > r-table (critical table value). In this study, with a sample size of 296 (N = 296) and a significance of 0.05, an r-table value of 0.113647 was obtained. The following is a validity analysis relationship table based on each variable:

1. Dimensions of usability

Table 4. Usability Validity Test Results

question	rHitung	rTabel	Status
1	0,759949054	0,113647	valid
2	0,77040679	0,113647	valid
3	0,733876967	0,113647	valid
4	0,717024051	0,113647	valid
5	0,735709672	0,113647	valid
6	0,724453613	0,113647	valid
7	0,714177028	0,113647	valid
8	0,700165907	0,113647	valid

Source: (Research Results, 2024)

The following is a correlation table 4. and the results of the validity analysis of each measuring instrument, it is found that the correlation between each question item and its score has a high correlation, because above the r-table value, namely (US1) 0.760 > 0.113, (US2) 0.770 > 0.113, (US3) 0.734 > 0.113, (US4) 0.717 > 0.113, (US5) 0.736 > 0.113, (US6) 0.724 > 0.113, (US7) 0.714 > 0.113, and (US8) 0.700 > 0.113. So it can be concluded that all questions for the Usability (US) variable can be considered valid

2. Dimensions of information quality

Table 5. Information quality Test Results

question	rHitung	rTabel	Status
9	0,737925416	0,113647	valid
10	0,761719004	0,113647	valid
11	0,781850708	0,113647	valid
12	0,76963082	0,113647	valid
13	0,74553335	0,113647	valid
14	0,758328821	0,113647	valid
15	0,736115012	0,113647	valid

Source: (Research Results, 2024)

From table 5 the correlation results of the Information Quality Variable, it can be seen that the correlation between each question item and its score has a high correlation, because the above r-table values are (IQ1) 0.738 > 0.113, (IQ2) 0.762 > 0.113, (IQ3) 0.782 > 0.113, (IQ4) 0.770 > 0.113, (IQ5) 0.746 > 0.113, (IQ6) 0.758 > 0.113, and (IQ7) 0.736 > 0.113. Thus, all questions for the Information Quality variable can be considered valid

3. Dimensions of quality interaction

Table 6. Information Quality Interaction Test Results

question	rHitung	rTabel	Status
16	0,707893625	0,113647	valid
17	0,774046077	0,113647	valid
18	0,796180847	0,113647	valid
19	0,792822576	0,113647	valid
20	0,728775484	0,113647	valid
21	0,77674881	0,113647	valid
22	0,737324118	0,113647	valid

Source: (Research Results, 2024)

From table 6 the correlation results for the Interaction Quality variable are that the correlation between each question item and its score has a high correlation, because above the r-table value, namely (SI1) 0.708 > 0.113, (SI2) 0.774 > 0.113, (SI3) 0.796 > 0.113, (SI4) 0.793 > 0.113, (SI5) 0.729 > 0.113, (SI6) 0.777 > 0.113, and (SI7), and 0.737 > 0.113 Therefore, all questions for the Quality of Interaction (SI) variable can be considered valid

4. Dimensions of user satisfaction

Table 7. user satisfaction test results

question	rHitung	rTabel	Status
23	0.715482468	0.113647	valid
24	0.668740549	0.113647	valid
25	0.606432001	0.113647	valid
26	0.705159131	0.113647	valid

Source: (Research Results, 2024)

From table 7 the correlation results of the Information Quality Variable, it can be seen that the correlation between each question item and its score has a high correlation, because above the r-table value, namely (KP1) 0.715 > 0.113, (KP2) 0.668 > 0.113, (KP3) 0.606 > 0.113, and (KP4) 0.705 > 0.113. Thus, all questions for the Information Quality variable can be considered valid

B. Reliability Test Results

Table 8. reliability test results

Cronbach's Alpha	N of Items
.889	4

Source: (Research Results, 2024)

To assess the reliability of the questionnaire, it was tested using a reliability test with a Cronbach's Alpha score > 0.7. In a total of 26 questions, the researcher obtained an alpha value of 0.889, meaning that the data has very good/reliable reliability.

C. Classic Assumption Test Results
1. Normality Test

The normality test in this research uses the One Sample Kolmogorov Smirnov graph with the criterion that if the significance value is > 0.05 then the data used in the research has a normal distribution. However, on the contrary, if the significance value is <0.05 then the data used does not have a normal distribution

Table 9. normality test results

		Unstandardized Residual
N		296
Normal Parameters a,b	Mean	.0000000
	Std. Deviation	.82742986
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.056
Test Statistic		.060
Asymp Sig. (2-tailed)		.011
Excat Sig. (2-failed)		.223
Point Probability		.000

Source: (Research Results, 2024)

From table 9 the results of the graph above, using the Asymp calculation, you can get a significance value of <0.05, namely 0.011, so the data used in the research does not have a normal distribution. But after testing using Exact calculations the data obtained was > 0.05, namely 0.223, which means the data is normally distributed.

2. Multicollinearity Test

Testing whether multicollinearity occurs or not is carried out by looking at the Variance Inflation Factor (VIF) value as seen in the VIF value < 10, meaning that all independent variables do not experience multicollinearity.

Table 10. multicollinearity test results

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig	Collinearity Tolerance	Statistics VIF
(constan)	2.527	.433		5.842	.000		
INFORMASI	.225	.022	.455	10.014	.000	.371	2.698
PELAYANAN	.062	.021	.125	2.985	.000	.436	2.292

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Mod el	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig	Collinearity Tolerance	Statistics VIF
KEG UNA AN	.170	.019	.386	9.052	0.000	.421	2.375

Source: (Research Results, 2024)

In this research, to identify symptoms of multicollinearity, we can look at the VIF value in the output results above. It is said that there are no symptoms of multicollinearity if VIF < 10. Above VIF 2.69, 2.29 and 2.37, which is less than 10, there are no symptoms of multicollinearity.

3. Heteroscedasticity test

Table 11. heteroscedasticity test results

	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
(const atn)	3.916	.368		10.627	.000
PELAY ANAN	.001	.017	.005	.053	.958
INFOR MASI	.003	.019	.015	.165	.869
KEGUN AAN	-.003	.015	-.020	-.223	.823

Source: (Research Results, 2024)

It can be seen in table 11 that the Sig value is obtained. between the independent variable and the absolute residual variable is 0.958, 0.869, 0.823. The values of 0.958, 0.869, and 0.823 are more than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity in all observations of the regression model

D. F Test

Table 12. F test results

Mode	Sum of Squares	Df	Mean Square	F	Sig
Regression	700.622	3	233.541	337.646	.000 b
Residual	201.969	292	.692		
Total	902.591	295			

Source: (Research Results, 2024)

From the table 12, the calculated F result is 337,646, which means that the calculated F value > F table = H0 is rejected, meaning that the variables of usefulness, quality of information and quality of interaction together have a significant influence on the satisfaction variable.

E. T Test

Table 13. T test results

Mode	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
(const atn)	2.527	.433		5.842	.000
KEGUN AAN	.170	.019	.386	9.052	.000
INFOR MASI	.225	.022	.455	10.014	.000
PELAY ANAN	.062	.021	.125	2.985	.003

Source: (Research Results, 2024)

1. Usability variable, .052 and T-table = 1.968 so that T-count > T table (9.052 > 1.968) means H0 is rejected. Thus, the usability variable partially has a significant effect on the satisfaction variable,
2. Information quality variable, T-count = 10.014 and T-table = 1.968 so T-count > T table (10.014 > 1.968), meaning H0 is rejected. Thus, the information quality variable partially has a significant effect on user satisfaction.
3. Interaction quality variable, T-count = 2.985 and T-table = 1.968 so T-count > T table (2.985 > 1.968), meaning that H0 is rejected, thus, interaction quality partially has a significant effect on user satisfaction

F. Descriptive Analysis of Respondents' Responses

In this study, a Likert scale was used to calculate the results of the questionnaire. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group about social events or phenomena (Rahardja, Sudaryono, & Chakim, 2023)

Descriptive respondents' answers in this case aim to analyze data based on the results obtained from respondents' answers to each variable measurement indicator. The measurement uses a Likert scale, where a score of 1 is given for the answer "Sangat Tidak Setuju" to a score of 5 for the answer "Sangat Setuju". Within the range of average score values, the Likert scale categories are interpreted as follows:

$$\frac{The\ highest\ score\,(5) - Lowest\ value\,(1)}{number\ of\ levels\,(5)} = 0{,}8$$

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So the Likert scale value range categories are as follows:
1.00 – 1.80 = Very low/STS
1.81 – 2.60 = Low/TS
2.61 – 3.40 = Medium/N
3.41 – 4.20 = height/S
4.21 – 5.00 = very high/SS

Based on the table 14, it was found that respondents had a high perception of the Usability variable, with an average value of 4.05, which means they have an answer interpretation of S (Agree)

Table 14. Respondents' responses to the Usability variable

No.	Indikator Usability	Average Value of Answers	Category
1	Website Zeta Scarves mudah untuk dipelajari dan dioperasikan	4.02	High
2	Interaksi dengan website Zeta Scarves jelas dan mudah dimengerti	4.01	High
3	Mudah untuk menemukan menu-menu didalam website Zeta Scarves	4.06	High
4	Website Zeta Scarves mudah untuk digunaka	4.08	High
5	Website Zeta Scarves memiliki tampilan website yang menarik	4.15	High
6	Desain website Zeta Scarves cocok dengan jenis websiteny	4.08	High
7	Website Zeta Scarves memiliki kompetensi	4.00	High
8	Website Zeta Scarves menciptakan pengalaman positif bagi penggunanya	3.99	High
	Rata – rata	4.05	

Source: (Research Results, 2024)

Based on the table 15, respondents' perceptions of the Information Quality variable have an average value of 4.00, which means they have an answer interpretation of S (Agree).

Table 15. Respondents' responses to the Information Quality variable

No.	Indikator Information Quality	Average Value of Answers	Category
1	Website Zeta Scarves menyediakan informasi yang akurat	3.92	High
2	Website Zeta Scarves menyediakan informasi yang dapat dipercaya	3.95	High
3	Website Zeta Scarves memberikan informasi yang tepat waktu	4.02	High
4	Website Zeta Scarves menyediakan informasi yang relevan	3.99	High
5	Website Zeta Scarves menyediakan informasi yang mudah dimengerti	4.14	High
6	Website Zeta Scarves menyediakan informasi dengan detail yang tepat	4.02	High
7	Website Zeta Scarves menyajikan informasi dalam format yang tepat	3.96	High
	Rata - rata	4.00	

Source: (Research Results, 2024)

Based on the table 16, respondents' perceptions of the Service Interaction variable have an average value of 3.95, which means they have an answer interpretation of S (Agree).

Table 16. Respondents' responses to the Service Interaction Quality variable

No.	Indikator Service Interaction Quality	Average Value of Answers	Category
1	Website Zeta Scarves memiliki reputasi yang baik	3.94	High
2	Pengguna merasa aman dalam bertransaksi dalam website Zeta Scarves	3.89	High
3	Pengguna merasa aman dengan data pribadi pengguna di dalam website Zeta Scarves	3.89	High
4	Website Zeta Scarves menciptakan rasa personal atau terjaminnya privasi	3.92	High
5	Pengguna dapat dengan mudah berkomunikasi dengan perusahaan melalui website Zeta Scarves	3.99	High
6	Website Zeta Scarves menyampaikan rasa bermasyarakat atau bersosial	4.00	High
7	Website Zeta Scarves memberikan produk atau layanan sesuai dengan janji	4.00	High
	Rata - rata	3.95	

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Source: (Research Results, 2024)

Based on the table 17, respondents' perceptions of the User Satisfaction variable have an average value of 4.00, which means the answer is S/ (Agree).

Table 17. Tanggapan Responden pada variabel Kepuasan Pengguna

No.	Indikator User statisfaction	Average Value of Answers	Category
1	Merasa puas dengan kualitas pelayanan Website Zeta Scarves	3.98	High
2	Merasa puas dengan produk yang ditawarkan didalam Website Zeta Scarves	3.99	High
3	Akan sering menggunakan Website ini ketika berbelanja produk Zeta Scarves	4.02	High
4	Bersedia merekomendasikan Website ini kepada teman dan kerabat untuk belanja online	4.02	High
	Rata - rata	4.00	

CONCLUSION

The results of the evaluation of the quality of the Zeta Scarves website using the WebQual 4.0 method which has been carried out from this research can be concluded that overall the quality of usability, quality of information and quality of interaction have a positive effect on the quality of the website. And the most dominant positive influence is the quality of use. This is proven by the results of the analysis which provide positive results for each independent variable on the dependent variable (user satisfaction). Apart from that, the results of the test prove that each independent variable has a positive relationship with the dependent variable, namely user satisfaction

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