THE INFLUENCE OF INTERFACE QUALITY, INFORMATION QUALITY AND CUSTOMER SERVICE ON CUSTOMER SATISFACTION AT ONLINE SHOP IN MANADO AT SAM RATULANGI UNIVERSITY STUDENTS

PENGARUH KUALITAS ANTARMUKA, KUALITAS INFORMASI, DAN LAYANAN PELANGGAN TERHADAP KEPUASAN KONSUMEN PADA TOKO ONLINE DI MANADO STUDI PADA MAHASISWA UNIVERSITAS SAM RATULANGI

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Abstract: In today's competitive business environment marketing managers are more influenced from customer expectation and meeting the demand for customer satisfaction is very important for them. Every organization must define customer satisfaction regarding their market. This study objectives are to influences of interface quality, information quality and customer service on consumer satisfaction at online shop in Manado. This study is conducted in Faculty of Economics and Business Sam Ratulangi University at Manado. This research finding that the interface quality, information quality and customer service has a positive and significant influence on customer satisfaction. Based on the results of hypothesis testing found that interface quality, information quality, and customer service has significant and positive impact partially on customer satisfaction of online shop in Manado. Suggestions: for online stores in Manado, these findings must be taken into consideration in making decisions to increase the satisfaction of consumers who buy at online stores, especially for milineal consumers or the younger generation. This is because this consumer is one of the biggest consumers who shop online and start buying online at a young age. This is also supported by money obtained from parents or income derived from doing business online or other businesses carried out by millennial generations.

Keywords: *interface quality, information quality, customer service, customer satisfaction, online shop, university students, Manado*

Abstrak : *Dalam lingkungan bisnis yang kompetitif saat ini, manajer pemasaran lebih dipengaruhi dari harapan pelanggan dan memenuhi permintaan untuk kepuasan pelanggan sangat penting bagi mereka. Setiap organisasi harus mendefinisikan kepuasan pelanggan terkait pasar mereka. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas antarmuka, kualitas informasi dan layanan pelanggan pada kepuasan konsumen di toko online di Manado. Penelitian ini dilakukan di Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi di Manado. Penelitian ini menggunakan metode multiple regression analysis. Penelitian ini menemukan bahwa kualitas antarmuka, kualitas informasi dan layanan pelanggan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Berdasarkan hasil pengujian hipotesis ditemukan bahwa kualitas antarmuka, kualitas informasi, dan layanan pelanggan berpengaruh signifikan dan positif secara parsial terhadap kepuasan pelanggan toko online di Manado. Toko online di Manado, sebaiknya mempertimbangkan dalam membuat keputusan untuk meningkatkan kepuasan konsumen yang membeli di toko online, terutama untuk konsumen milineal atau generasi muda. Ini karena konsumen ini adalah salah satu konsumen terbesar yang berbelanja online dan mulai membeli online pada usia muda. Ini juga didukung oleh uang yang diperoleh dari orang tua atau pendapatan yang diperoleh dari melakukan bisnis online atau bisnis lain yang dilakukan oleh generasi milenial.*

Kata Kunci : *kualitas antar muka, kualitas informasi, layanan konsumen, kepuasan konsumen, toko online, mahasiswa perguruan tinggi, Manado*

INTRODUCTION

Research Background

Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product

Kotler and Keller, (2006) A fundamental understanding of factors impacting online customer satisfaction is of great importance to e-commerce. Customer satisfaction is the consequence of experiences during various purchasing stages: needing something, gathering information about it, evaluating purchasing alternatives, actual purchasing decision, and post purchasing behavior.

Suki, (2008). Shopping for products on the internet has become an alternative for consumer since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and, etc.

McGaughey and Mason, (1998) The internet offers benefits which help consumers to become more efficient and effective towards online shopping. Consumer's efficiency can be enhanced by online shopping to provide rapid access to product related information, saving consumers time, effort and money, quality of the product, and shopping experience.

Ahasanul and Ali, (2007) Products that are being marketed through the internet can be classified into two groups. The first group of products contains items that consumer do not need to see in person before purchasing. These products which include everything from computers, compact discs to scanned goods can be evaluated using just text, pictures and other digitally communicable information. This group of products is ideally suited to internet shopping whereby the internet could serve significant transaction and communication functions. The second group of products is termed as experience products, which items that consumers prefer to see and touch purchasing, such as clothes and groceries.

The increasing purchasing power of the Indonesian customers is set to bring online shopping boom in Indonesia. One of the latest additions to online retail or online shopping is advertising or promoting through social media websites like Facebook, Twitter, Google+, etc. Apart from website technologies, retail leaders are trying to adopt video, mobile and social media strategies with a view to provide richer, more engaging and user friendly experience. After bringing revolution in the west of Indonesia e.g. Java, Sumatera, Bali, Kalimantan, online retailing is set to create sensation even in the east of Indonesian e.g. Sulawesi, Maluku, Papua. Furthermore, with the opening up of the Indonesian economy in relation to change in the South East Asia Economic Society, it is a wake-up call for retailers that have done too little to develop an online strategy as retail giants have already started actions and strategy implementation in the Indonesian retail market.

Online consumer behavior parallels that of offline consumer behavior with some obvious differences. The stages of the consumer decision process are basically the same whether the consumer is online or offline. But the general model of consumer behavior needs modification to take into account new factors. In the online model, web site features along with consumer skills, product characteristics, attitudes towards online purchasing and perceptions about control over the Web environment play a vital role.

Quality interfaces are important for customer satisfaction, this is because a good quality interface will make consumers feel satisfied with the company especially those who do online-based business. If the interface is of low quality, consumers feel that it is not easy to access from the site or the interface of software or applications from online stores.

Information quality is also important to customer satisfaction, especially the quality of information provided by companies or online-based stores. The quality of information from online stores in the form of relevant, up to date information, as well as valid and reliable information. The more quality information provided by an online business will have an impact on increasing the satisfaction of consumers who use or buy products and services from the online store.

Research Objectives

Based on the description in the previous section, there are four problems, related with the overall description, which are to identifiy the influence of:
1. Interface Quality, Information Quality and Customer Service on Consumer Satisfaction at Online Shop in Manado.
2. Interface Quality on Consumer Satisfaction at Online Shop in Manado.
3. Information Quality on Consumer Satisfaction at Online Shop in Manado.
4. Customer Service on Consumer Satisfaction at Online Shop in Manado.

THEORETICAL REVIEW

Marketing

Kotler, (2016) Marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

Ddegjust, (2013) Marketing is the business function that identifies unfulfilled needs and wants, define and measures their magnitude, determines which target market the organization can best serve, decides on appropriate products, services and programs to serve these markets, and calls upon everyone in the organization to think and serve the customer. Marketing is the force that harnesses a nation's industrial capacity to meet the society's material wants. It uplifts the standard of living of people in society.

Interface Quality

Parasuraman, (2005) Customer interface quality is a multi-faceted concept that is a measure of the shoppers' perception of quality of a transaction from pre- to post-purchase. Parasuraman developed a scale with four dimensions (i.e. efficiency of the website, system availability, privacy, and the post-transaction experience).

Information Quality

Wang and Strong, (1996) Information quality as examined in previous research includes multi-dimensional aspects. One aspect is information access, which is the extent to which data are available. That is, how easily and quickly the information can be accessed. A second aspect is information integration, which is the extent to which data are available from different data sources. A third aspect is information format, which represents how well the information is presented or delivered (e.g., data visualization). The fourth aspect, information currency, is the extent to which the age of the data or information is appropriate and up to date. A fifth aspect, information accuracy, is the extent to which data is perceived as correct, reliable, and precisely measured.

Customer Service

Beverly, Strong and Richard (2002) Quality has been defined as fitness for use, or the extent to which a product successfully serves the purposes of consumers. Customer service is one of the organizational processes which companies perform considering the growing competition and for attracting entrepreneurial opportunities for increasing profitability and better access to the market and increasing the customer satisfaction and loyalty level.

Customer Satisfaction

Usta and Memiş, (2009: 89) Customer satisfaction is the gratification feeling, derived by the feedback as the result of consumption. In other definition, Oliver defines satisfaction as "the pleasing result". customer satisfaction is the relationship between customers' perceived performance of a product or a service and their expectations.

Previous Research

Janahi (2017) The purpose of this paper is to examining the impact of different factors of customer service quality on customer satisfaction. The paper presents a model which is not frequently used in Islamic banking literature and shows relationships between six factors of customer service quality and customer satisfaction in the Islamic banking sector. This paper finds demonstrates strong and positive relationships between the six main dimensions of customer service quality (Compliance, Assurance, Reliability, Tangibility, Empathy and Responsiveness) and customer satisfaction. This paper can influence the current Islamic banks with regard to service quality with an ultimate aim of increasing customer satisfaction and retaining customers . Value this study is one of the few that focus on effects of customer service quality dimensions on customer satisfaction in the Islamic banking sector.

Abdeldayem (2016) The critical importance of customer satisfaction in online shopping stores has been recognized in academic research and its literature, in particular. The purpose of this study is to test empirically the integrated model of customer satisfaction with online shopping. The analysis of these surveys reveals that attitudes toward online shopping and the intention to shop online in the UAE are not only affected by ease of

use, usefulness, and enjoyment, but also by some other factors such as perceived Web-store traits, channel traits and consumer traits.

Schwake, Sukoharsono, Handayani (2015) The purpose of this study is to analyze and explain the influence of information quality, system quality and service quality on customer satisfaction and customer loyalty. Hypothesis testing is done by using the calculation F tables and calculations T tables to analyze the data in PLS (Partial Least Square). The results of the data analysis on PLS (Partial Least Square) are: There is a significant effect on the Quality Systems Customer Satisfaction. There is a significant effect on the Quality Systems Customer Loyalty. There is a significant effect on the Quality of Service Customer Satisfaction.

Conceptual Framework

In this research conceptual framework is provided to create a comprehensive understanding of a phenomenon or phenomena that is being observed
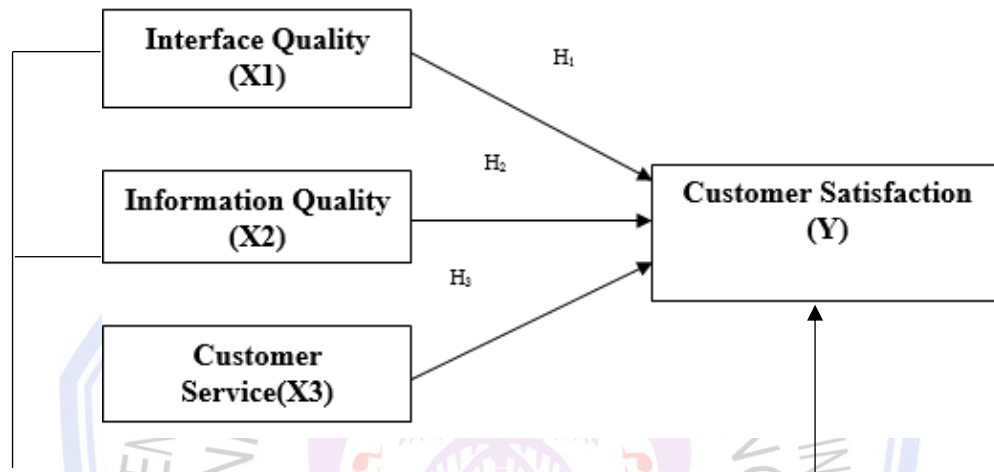

Figure 1. Conceptual framework
Source: Theoretical Framework, 2018

Research Hypothesis

H_1 :   There is partial and significant impact of interface quality to customers satisfaction.
H_2 :   There is partial and significant impact of information quality to customers satisfaction.
H_3 :   There is partial and significant impact of customer service to customers satisfaction.
H_4 :   There are significant interface quality, information quality and customer service to customers satisfaction simultaneously.

Type of Research

This research type is causal uses quantitative type of research method. Quantitative research or quantitative method as research method based on positivism paradigm that used to investigate spesifice population or samples. The method used in this research is regression analysis method especially online shop customer in Manado.

Place and Time of Research

The research was conducted by distributing questionnaires to Faculty of Economics and Business Management Student. Data collection and processing will take place in May to June 2018.

Population and Sample

Sekaran and Bougie (2010) defined population is the entire group of people, events, of things of interest that the researcher wishes to investigate. In this study, researchers took the population of Faculty of Economics and Business amounting to 100 students who have using online shop (buying or selling products).

Data Collection Method

　　　Sekaran and Bougie, (2010) the source of data that used is primary data which is the information that we obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. In this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire.

Operational Definition and Measurement of Research Variables
Independent variables

　　　Independent variables are the variables that affect or the cause of change or the emergence of the dependent variable. Interface Quality(X1), Information Quality (X2), Customer Service (X3).

Dependent variable

　　　Dependent variable is variable that influenced or which become result, because existence of independent variable. In this research, Consumer Satisfaction (Y) become its dependent variable.

Data Analysis Method
Validity and Reliability

　　　Sekaran and Bougie (2010) reliability is a test of how consistently a measuring instrument measures whatever concept is measuring. Validity is the extent to which a test measures what it is supposed to measure (Hair *et al* 2007).

Multiple Linear Regression Analysis

　　　The analysis used in this study is the multiple linear regression analysis. Multiple linear regression analysis regresses where the dependent variable (Y) relates to more than the variable. Analysis regression is used to find a dependency of grades from one variable our use to draw a conclusion on the effect from the independent variables to the dependent variables. This analysis used to determine the effect of work discipline and competence on employee's performance. The shape of the regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \ldots + e$$

Y	= Customer Satisfaction	e	= Standard Error
X1	= Interface Quality	α	= Intercept
X2	= Information Quality	β1,β2	= The regression coefficient of each variable
X3	= Customer Service		

RESULT AND DISCUSSION

Result
Table 2. Validity Test

Variables	Indicators	Correlation (r)			Coeeficients	
		R	Sig	Explanation	Alpha Cornbach	Explanation
Interface Quality (X₁)	X1.1	0,807	0.000	Valid	0,941	Reliable
	X1.2	0,952	0.000	Valid		
	X1.3	0,923	0.000	Valid		
	X1.4	0,892	0.000	Valid		
	X1.5	0,926	0.000	Valid		
Information Quality (X₂)	X2.1	0,783	0.000	Valid	0,870	Reliable
	X2.2	0,933	0.000	Valid		
	X2.3	0,917	0.000	Valid		
	X2.4	0,758	0.000	Valid		
	X2.5	0,679	0.000	Valid		
Customer Service (X₃)	X3.1	0,859	0.000	Valid	0,947	Reliable
	X3.2	0,966	0.000	Valid		
	X3.3	0,860	0.000	Valid		

	X3.4	0,922	0.000	Valid		
	X3.5	0,951	0.000	Valid		
	Y1.1	0,931	0.000	Valid		
Customer	Y1.2	0,978	0.000	Valid		
Satisfaction	Y1.3	0,978	0.000	Valid	0,975	Reliable
(Y)	Y1.4	0,930	0.000	Valid		
	Y1.5	0,954	0.000	Valid		

Source: Data Processed, 2018.

Based on the table 2, shows the whole item of questions for the variable is valid because it is above the critical value r_{table} = 0.256 (Spearman Rho table, df = (n= 40, α= 0.05, df=40-4 = 36) so that items such instruments can be used to measure the variables study. The average value of r count compared with the average r table, the average r count is higher than r_{table} is 0.256 (n = 40, = 5% significance level).

Table 2 shows that the total value of the items of all the variables indicated reliable. It can be seen from Cronbach's alpha value of each variable both independent variables and the dependent variable has an average value of reliable ie above 0.60. Variables construct valid and reliable so that it can be accepted and used for further statistical analysis
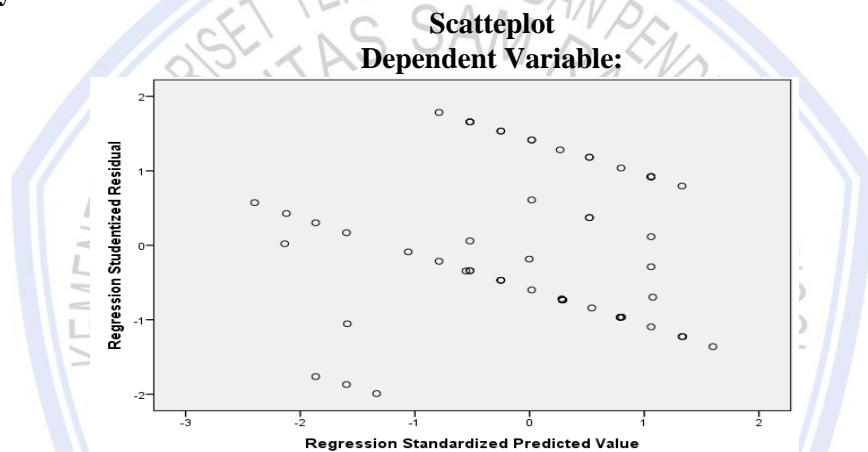
Heteroscedasticity

Figure 2. Heteroscedasticity Test Output
Source: Data processed, 2018

Figure 2 shows that heteroscedasticity test shows dots that spread randomly and no clear pattern is formed and in spreading those points spread below and above number 0 on the Y axis. This identifies the absence of heteroscedasticity in the regression model, so that the data worthy of use.
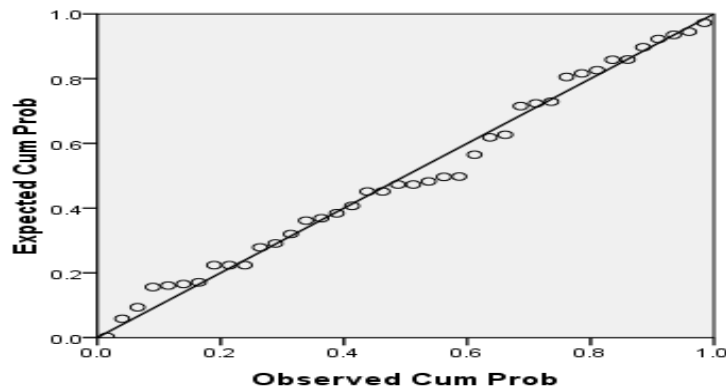
Normality Test

Figure 3. Normal P- P Plot of Regression Standarized Residual
Source: Data Processed, 2018.

Figure 3 shows that the statement that there is no problem in the normality test because based on the graph above shows the coordinate points between the observed values with the data following the diagonal line, so it can be concluded that the data has data that is normally distributed.

Multiple Regression Analysis
Table 3. Multiple Regression Analysis

	Regression Coefficient (b)	Std. Error	Beta	t_{count}	Sig.	Description
Constant	15,275	4,563		3,348	,002	
Interface quality -X_1	,160	,167	,149	2,961	,003	Significant
Information quality - X_2	,292	,134	,343	2,674	,006	Significant
Customer satisfaction X_3	-,185	,127	,222	2,453	,005	Significant
R (*Multiple* R)	=	0.433				
R *Square*	=	0.188				
Adjusted R *Square*	=	0.120				
F_{count}	=	2,774				
F_{table}	=	2,605				
t_{table}	=	2,028				
F Sig.	=	0.005				
α	=	0.05 (5%)				

Source: Data Processed, 2018.

Based on Table 3 can be written in the form of regression equation Coefficients Standardized forms obtained by the following equation:
$Y = 15,275 + 0,160X_1 + 0,292X_2 + 0,185X_3 + e$

The regression equation can be explained as follows:
1. Constanta value of 15,275 independent variables consist of interface quality, information quality and customer satisfaction, equals to zero thancustomer satisfactionvalue are 15,275.
2. The regression coefficient of interface quality is0,160 means if interface quality increased by +1 scale in the answers of respondents will increase customer satisfaction by +0,160.
3. The regression coefficient of interface quality is0,292 means if information quality increased by +1 scale in the answers of respondents will increase customer satisfaction by +0,292.
4. The regression coefficient of customer service is0,185 means if customer service increased by +1 scale in the answers of respondents will increase customer satisfaction by +0,185.

Coefficient of Multiple Correlations (R), Coefficient of Determination (R2)
Correlation Coefficient and Determination Coefficient Test Results
The influence of interface quality, information quality, and customer servicecan be seen via the correlation coefficient is mainly used to customer satisfaction at online shop in Manado. The correlation coefficient R is 0,433 or this suggests that the influence of interface quality, information quality, and customer service to the customer satisfaction, have a positive effect for 0,433, or strong correlation.

Coefficient of Determination results, or R square (r^2) is 0,188 which showed that 18,8% of customer satisfaction on online shop in Manado, influenced by interface quality, information quality, and customer service variables while the rest of variable which is 0.812 or 81,2% (1-.0.188 = 0.812 or 100 % - 18.8% = 81.2%) influenced by other variables are not examined in this study.

Hypothesis Test
Table 4. F Test and T Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	41,384	3	13,795	2,774	,005[b]
	Residual	179,016	36	4,973		
	Total	220,400	39			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

Source: Data Processed, 2018.

Table 4 test results for the overall regression model variables indicate the value of F count = 2,772 with 0.005 significance. By using the 0.05 limit (5%). The results found that the significance value less than 0.05 (<5 %). With the direction of the positive coefficients, thus found that the hypothesis that the variables interface quality, information quality, and customer services imultaniously have a significant effect on customer satisfaction is accepted or proven. Thus H_1 is accepted.

Based on Table 4 T Test is:

1. Interface quality variable, t count 2,961>t table 2,028, there by Ha accepted , and reject Ho who claim there is no influence of interface quality to customer satisfaction. Thus the second hypothesis which states there is the influence of interface quality to customer satisfaction is accepted or proven. Thus H_2 is accepted.
2. Information quality variable, t count 2,674>t table 2,028, thereby Ha accepted, and reject Ho who claim there is no influence of information quality to customer satisfaction. Thus the third hypothesis which states there is the influence of information quality to customer satisfaction is accepted or proven. Thus H_3 is accepted.
3. Customer service variable, t count 2,453>t table 2,028, thereby Ha accepted , and reject Ho who claim there is no influence of customer service to customer satisfaction. Thus the fourth hypothesis which states there is the influence of customer service to customer satisfaction is accepted or proven. Thus H_4 is accepted.

Discussion
Impact of Interface Quality To Customer Satisfaction

Based on the test that the t test statistics can be explained that the effect of interface quality to customer satisfaction of online shop at Manado with a significant and positive coefficient.

Results of this study together and support previous research from research which are: Hidayat, Saifulah and Ishak (2016), in the study found that interface quality variables affect the customer satisfaction. In this study also found interface quality influenced to customer satisfaction. These results prove or reinforce previous research.

Impact of Information Quality To Customer Satisfaction

Based on the test that the t test statistics can be explained that the effect of information quality to customer satisfaction of online shop at Manado with a significant and positive coefficient.

Results of this study together and support previous research from research which are: Hidayat, Saifulah and Ishak (2016), Schwake, Sukoharsono and Handayani (2015) in the study found that information quality variables affect the customer satisfaction. In this study also found information quality influenced to customer satisfaction. These results prove or reinforce previous research.

Impact of Customer Service To Customer Satisfaction

Based on the test that test statistics can be explained that the effect of customer service to customer satisfaction of online shop at Manado with a significant and positive coefficient.

Results of this study together and support previous research from research which are: Hidayat, Saifulah and Ishak (2016), Janahi (2017), Schwake, Sukoharsono, and Handayani (2015). In this study also found customer service influenced to customer satisfaction. These results prove or reinforce previous research.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: interface quality, information quality and customer service has a positive and significant influence on customer satisfaction. This model applies on online shop in Manado.
2. Based on the results of hypothesis testing found that interface quality has significant and positive impact on customer satisfaction of online shop in Manado. Interface quality become the third highest impact variable that influence customer satisfaction in this research.
3. Based on the results of hypothesis testing found that information quality has significant and positive impact on customer satisfaction of online shop in Manado. Information quality become the highest impact variable that influence customer satisfaction in this research.

Recommendations

There are practical recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Companies and stores, especially those focusing on e-commerce, must pay attention to the findings of this study by applying the findings of this study. Where in order to improve the satisfaction of consumers who will buy at online stores, the company must focus on information quality, customer service and quality interfaces.
2. For online stores in Manado, these findings must be taken into consideration in making decisions to increase the satisfaction of consumers who buy at online stores, especially for milineal consumers or the younger generation. This is because this consumer is one of the biggest consumers who shop online and start buying online at a young age. This is also supported by money obtained from parents or income derived from doing business online or other businesses carried out by millennial generations.
3. Other researchers are focusing on the research field of management science and the science of marketing management needs to pay attention to these findings by replicating the results of this research on the object of other research in other Internet-based companies.

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