

WEBSITE CHARACTERISTICS ON CUSTOMER SATISFACTION

Supriyati

Department of Computerized Accounting, Universitas Komputer Indonesia
Email: timkonferensi4@gmail.com

S P Harahap

Department of Information System, Universitas Komputer Indonesia

ABSTRACT

This study aims to determine how customer satisfaction in the field of online business. The research method used was descriptive qualitative research method to describe or analyze the results of the research. Website characteristics are defined as attributes that consumers consider when evaluating an online site. Website characteristics are measured using five dimensions shopping convenience, design, informative, security, communication. Online business is an important tool for consumers to find products, the purchase intention of consumers through online stores tends to be high. Consumer satisfaction is greatly influenced by the transaction process and trust. And, based on the result of the research, that ease, security, site design, informative and communication as well as features of an online business affect customer satisfaction.

Keywords: Online business, website characteristics, customer satisfaction.

Received: 1 April 2021 ;
Accepted: 5 November 2021 ;
Publish: December 2021

How to Cite:

Supriyati., Harahap, S.P. (2021). Website Characteristics on Customer Satisfaction. *Journal of Business and Behavioural Entrepreneurship*, 5(2), 57-63. <https://doi.org/10.21009/JOBBE.005.2.08>

INTRODUCTION

The Industrial Revolution 4.0 shows that the digital economy era makes various mechanical automations in running the pace of the economy. The digital revolution is a process of computer proliferation and the automation of recording processes in various fields (Supriyati et al., 2019). Trading problems can be overcome by using the internet. With the internet, all items, price lists and payment methods can be accessed by all buyers from all over the world in a short time. A common thing today if someone wants to buy and sell goods without face to face but it can be done via the internet, and all these conveniences are only possible because of the increasingly sophisticated services in the technology. Almost all business companies have websites. At this time, companies, institutions, organizations, and individuals give information, conduct negotiations or business agreements through the internet (Mohseni, et al., 2018). Almost all types of services can be searched via the internet, starting from the services of a helper provider making an appointment with a doctor. And retail store services. The internet is the most perfect market because information is obtained quickly and buyers can compare offers from sellers around the world but the internet also has a negative impact that should be able to influence the development of human character that is rich in morals in the context of *ukhrawi* life, where the content on the internet must have content and appearance that has useful value (Agnihotri, et al., 2016; Zablah, et al., 2016; Chao, et al., 2019; Soegoto & Eliana, 2018)(Supriyati & Bahri, 2020).

There is some previous research related to the study, Soegoto researching that aims to develop the presence of digital applications such as online shops to offer many new opportunities, especially the opportunity to expand the area of the market share with cheaper operating costs and business transactions that are easier to do anywhere. In making this system, the steps to be taken include the study design, type and method of data collection, methods of approach, and the development of the system (Soegoto & Pratama, 2018). Hurt researched Antecedents and Consequences of Customer Satisfaction (Hult, et al., 2019).

Different from the previous research, this research aims to find out how customer satisfaction in the field of online business and make consumers easier to shop because of the convenience provided by online business. This research used a descriptive qualitative method, where the method used to describe or analyze a study.

RESEARCH METHODS

In conducting this research, the research method used was descriptive qualitative research method. A descriptive qualitative method is a method used to describe or analyze a research result. The aims of the descriptive qualitative method is make a systematic, factual, and accurate description, picture, or painting of the facts, properties, and relationships of the phenomenon under investigation. This method also explains the relationship, tests hypotheses, makes predictions, and gets the meaning of a problem to solve. Then the theoretical concepts of various methods. To support the research results, the necessary data collection is derived demand the literature and other research related to the issues discussed. The type of reference used in international literature and local references, namely scientific journals. The data collected is analyzed and the research is systematically arranged.

RESULTS AND DISCUSSIONS

Online shopping is the process by which consumers buy a product or service online. Online shopping is also referred to as E-Commerce is the distribution, purchase, sale, marketing of goods and services electronically such as the internet, television, computer networks. E-commerce can involve electronic transfers, electronic data exchange, automated inventory management systems, and automated data collection systems (Soegoto & Eliana, 2018). E-commerce is a global phenomenon that affects economic and social life throughout the world (Hult, et al., 2019).

By using the search feature on google we can map how many websites are based on their types from e-commerce, education, and others.

Table 1. Website Data Analysis

Number	Key Search	Amount of data	Why people make websites
1	E-Commerce Website	1.010.000.000 result (0,73 s)	Very Interesting User Experience
2	Education Website	4.600.000.000 result (0,55 s)	Allows for a customized learning experience
3	E-Services Website	6.290.000.000 result (0,55 s)	Improving Service to Consumers
4	Ads Website	7.800.000.000 result (0,66 s)	Can be inserted anywhere, and accessed anytime

Source: Google (accessed on: 5-11-2021)

If you look at the search results data on Google above, it can be seen that the most data related to advertising websites with 7.8 billion results in 0.66 seconds, followed by e-services websites, education websites and e-commerce websites. With so many websites, every part of website development must make or make the website easy to access, clear, uncomplicated and can meet customer satisfaction or people who access the website.

Entrepreneurship is a creative business that is built on innovation to produce something new, have added value, provide benefits, create jobs and the results are useful for others, and the ability to see new opportunities. This recognition and seizure of opportunities will tend to fix the market and bring it back to balance. (Kaul, 2017; Soegoto, 2013). Website characteristics are defined as attributes that consumers consider when evaluating the website of an online store. Website characteristics are measured using five dimensions shopping Convenience, Site design, Informative, Security, Communication.

Shopping Convenience

When shopping through online media such as e-commerce, consumers expect the shopping or purchasing process to be much easier. This convenience causes consumers to feel comfortable shopping through websites from certain online stores.

Site design

The site must have an attractive design so that it can be liked by consumers. Therefore the company must be able to design the company's website more attractively.

Informative

The information presented on a website must be able to provide detailed information about the product being sold and how to use it.

Security

When making transactions in e-commerce, some consumer data can be known by the seller. Therefore, the seller is obliged to maintain the confidentiality of the consumer's identity. Also, the seller must provide guarantees that the purchase transaction takes place safely.

Communication

In the purchase process, consumers sometimes need information directly with the seller. Based on this, the seller's address or telephone number should be easy to contact (Soegoto, 2013).

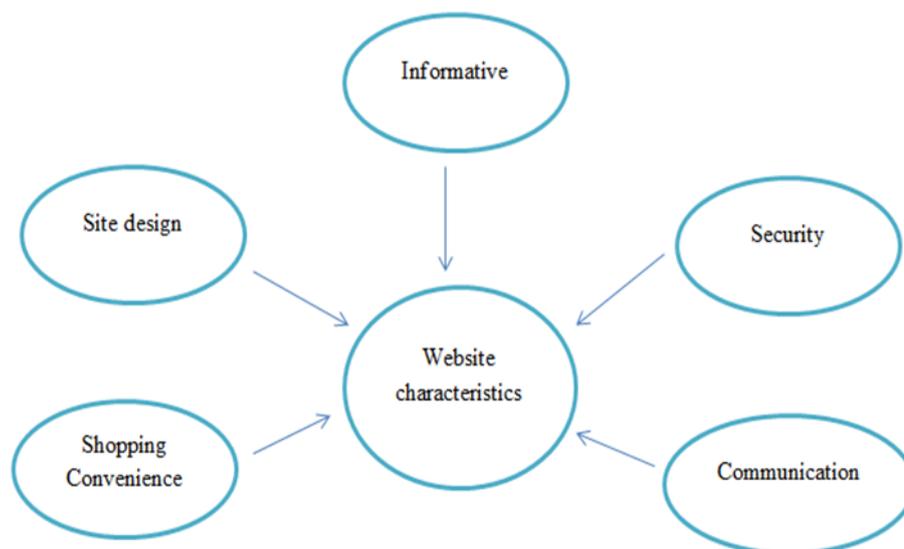


Figure 1. Dimensions of Website Characteristics

They found 4 new dimensions from 12 dimensions that had been revealed; that is, user friendly, good design (multi-media creativity and color graphic site), fast processing (accuracy of the interactive and responsive online process to consumer demand), personal security, and financial information. Customer satisfaction is the best measure of relationship quality. Customer satisfaction is very important for their personal experience in establishing a good relationship between buyer and seller. Customers who are dissatisfied with the service or website design cannot be expected to produce a good relationship, because satisfaction is a customer's need that is important in the transaction. In this context, customer satisfaction is used in the sense of cumulative satisfaction (as opposed to transactions), this shows that customer

satisfaction is a measure to evaluate the quality of all interactions related to the website in doing something that results in an expectation of the quality of future interactions. In this case, it was found that satisfied buyers have a better quality relationship with their vendors. Also, buyers are more broadly satisfied with the roles taken and performed by the seller.

Several main factors need to be considered in customer satisfaction, namely, product quality, service quality, emotional, price, and cost. These five factors will affect customer satisfaction if they get good service as they expected. Satisfied customers will show the possibility of buying the same product again. Quality of service to customers cannot always satisfy customers. Many service failures cause dissatisfaction. Customers after buying a product or service they buy will feel satisfied or dissatisfied depending on the quality of service received from the seller. Furthermore, customers will feel satisfied or dissatisfied with the consumption of products or services they have done. Customer satisfaction can provide several benefits, namely the relationship between the company and customers becomes harmonious, provides a good basis for repeat purchases, creates customer loyalty to certain products and forms profitable word of mouth recommendations for the company (Rahimi & Kozak, 2017).

More specifically, fourteen variables affect customer satisfaction. The top three of these variables are security, integration and ease and suitability (related to needs) that can be seen in the following figure:

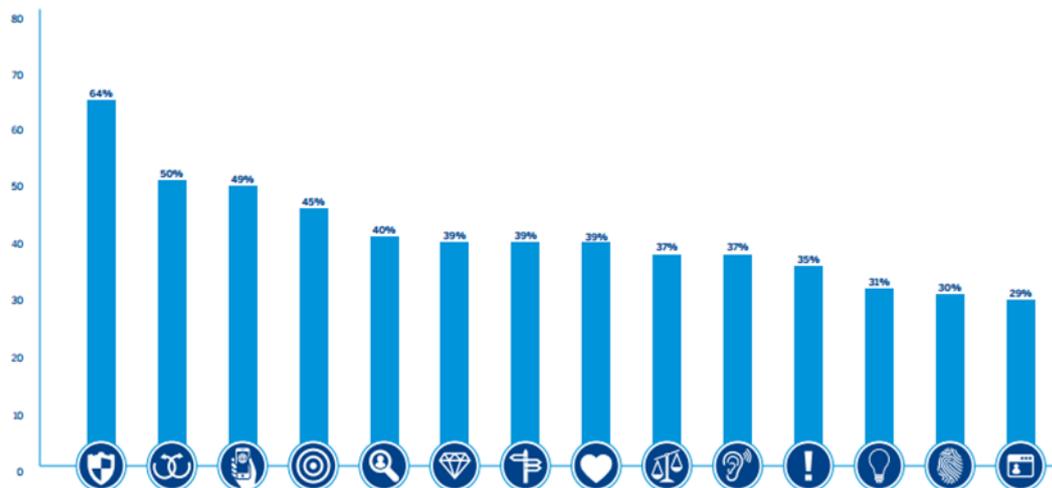


Figure 2. reports from SAP about statistic factors that influence satisfaction

Trust is the most important thing between seller and buyer. It is very difficult if the consumers do the transaction with online retail without trust.

Consumer trust in a product can be created by giving deliver the product according to the specifications advertised on the website company. When consumers receive goods or services that match the advertising company on the website, it will foster consumer confidence in the company. Consumer trust can also be created with the honesty of the producers or marketers in conveying the characteristics of the product or service being sold in details to consumers. Also, the provision of guarantees from company or marketer (such as exchanging or replacing goods because they are damaged, service for damaged products) to consumers after the purchase of the product will contribute to the level of consumer confidence (Soegoto & Eliana, 2018) (can be seen in the figure below).

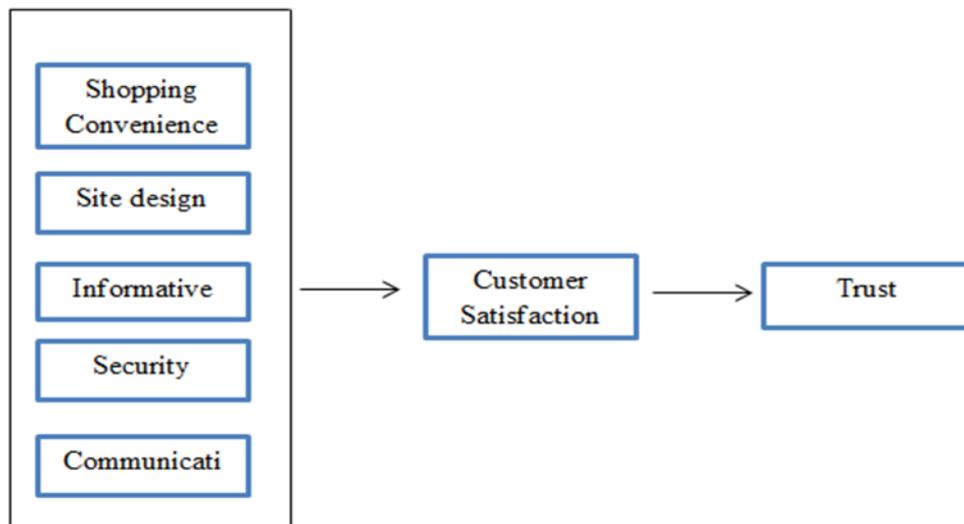


Figure 3. The characteristics of the website as customer satisfaction and trust in online stores.

CONCLUSION

Online business is an important tool for consumers to find products, the purchase intention of consumers through online stores tends to be high. Consumer satisfaction is greatly influenced by the transaction process and trust. And based on the result of the research, that ease, security, site design, informative and communication as well as features of an online business affect customer satisfaction so that it allows loyal customers to e-commerce and will return to visit the website.

REFERENCE

- Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. 2016. Social media: Influencing customer satisfaction in B2B sales. *Industrial Marketing Management*, 53, pp. 172-180.
- Chao, P. H., Yu, C. P., Chang, J. P., & Chueh, H. C. 2019. Effectiveness of family-oriented interpretive media with different design characteristics: A study of family visitors' satisfaction on the worksheets of a botanical garden. *Applied Environmental Education & Communication*, 18(4), pp. 331-349.
- Hult, G. T. M., Sharma, P. N., Morgeson III, F. V., & Zhang, Y. 2019. Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? *Journal of Retailing*, 95(1), pp. 10-23.
- Kaul, D. 2017. Customer Relationship Management (CRM), Customer Satisfaction and Customer Lifetime Value in Retail. *Review of Professional Management*, 15 (2), pp. 55-60.
- Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. 2018. Attracting tourists to travel companies' websites: the structural relationship between website brand, personal value, shopping experience, perceived risk, and purchase intention. *Current Issues in Tourism*, 21(6), pp. 616-645.
- Rahimi, R., & Kozak, M. 2017. Impact of customer relationship management on cus-

- tomers satisfaction: The case of a budget hotel chain. *Journal of Travel & Tourism Marketing*, 34(1), pp. 40-51.
- Soegoto, E. S., and E. Eliana. 2018. "E-Commerce and Business Social Media Today. In *IOP Conference Series: Materials Science and Engineering*. 407(1), p. 012034.
- Soegoto, E. S., & Pratama, A. 2018. Making Online Shop Based on Web as a Business Opportunity. In *IOP Conference Series: Materials Science and Engineering*. 407(1), p. 012007.
- Soegoto, E. S. 2013. *Entrepreneurship Menjadi Pebisnis Ulung*. Elex Media Komputindo.
- Supriyati, Bahri, R. S., & Komarudin, E. (2019). Computerized of International Financial Report Standard for Good Governance in Small Medium Enterprises. *IOP Conference Series: Materials Science and Engineering*, 662(5). <https://doi.org/10.1088/1757-899X/662/5/052009>
- Supriyati, S., & Bahri, R. (2020). Model Perancangan Sistem Informasi Akuntansi Laporan Keuangan Pondok Pesantren Berbasis SAK ETAP. *@is The Bestn Accounting Information Systems and Information Technology Business Enterprise*, 4 (2 SE-Articles). <https://doi.org/10.34010/aisthebest.v4i02.2749>
- Zablah, A. R., Carlson, B. D., Donovan, D. T., Maxham III, J. G., & Brown, T. J. 2016. A cross-lagged test of the association between customer satisfaction and employee job satisfaction in a relational context. *Journal of Applied Psychology*, 101(5), pp. 743.