INFLUENCE OF DESIGN, INFORMATION QUALITY AND CUSTOMER SERVICES WEBSITE ON CUSTOMER SATISFACTION

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Abstract- This exploration is to discover to break down the impact of Website Design, Information Quality, Customer benefit on Customer Satisfaction. The populace in this investigation is AXA General Insurance clients in Malang inspecting utilizing a base example system of the quantity of tests in this examination 50. The aftereffects of this investigation show that Website Design and Custumer Services significantly affect Customer Satisfaction while the Information Quality variable does not fundamentally impact Customer Satisfaction.

keywords: Website Design, Information Quality, Customer administration to Customer Satisfaction

1 INTRODUCTION

Information and Communication Technology covers several fields of information processing, transmission and communication capable of creating better ways to connect the world through networks and technology. Economic development, globalization, technology are increasingly increasing with opportunities and better lifestyles where the internet has become an important part of everyone's life. According to internet statistics in 2014, almost 75% (2.1 billion) of internet users worldwide (2.8 billion) lived in the top 20 countries. The remaining 25% (0.7 billion) is distributed among 178 other countries and each represents less than 1% of the total users.

Internet users are defined as individuals who have access to the Internet at home, through computers or mobile devices (Rayamajhi, 2017). The growth of the internet and its users is very fast growing in the last few years. This becomes a huge potential where the internet is useful for buying and selling transactions of goods and services or often referred to as e-commerce (Kurniawati, 2017).

E-commerce is doing business via the internet related to information seeking activities, sharing information, buying or exchanging products and services, and maintaining customer relations without face to face. Meetings are not like transactions carried out in traditional ways. Often e-commerce is considered wrong as a way of doing business between web retailers and end-web customers, but on the contrary, e-commerce covers the entire area (Jiradilok et al, 2014).

Customers have hope for the value they will get as a basic criterion in maximizing value. After choosing one among various offers, then it will be evaluated whether it has fulfilled its expectations or not. The results of this evaluation will affect satisfaction and the opportunity to repurchase. Several studies on the value of customers have learned about the effect of customer value variables on variable customer satisfaction. According to (Assauri, 2013) one approach that can be done by the company so that customers can be satisfied and always loyal is to run customer value management or it can be interpreted that sustainable customer satisfaction can be achieved through customer value that can be maintained or improved.

2 LITERATURE REVIEW

Web architecture as one of the attributes of a site that underpins the presence of an online retail, illustrations or pictures must be made alluring so buyers who visit the webpage will be keen on investigating (Lohse and Spiller, 1998). Less appealing or terrible plan components can cause perplexity and will demoralize buyers from making buys (Pastrick, 1997) expressing that internet shopping is viewed as fun and fulfilling to customers when the website configuration is perfect, simple and quick route. Given the tidiness of the simplicity of route and speed of the site can spare time in shopping and not deplete the brains of buyers in making exchanges.

Data Quality is the dimension at which data has the attributes of the substance of the frame and time utilized by shoppers (O'Briens 2005: 703). An application framework from its utilization must have the capacity to give data to help basic leadership in an organization/association. Correspondence innovation implies all data innovation that bolsters all correspondence advances. As indicated by (Jacob, 2012), data will be information that is handled into a shape that is more helpful for beneficiaries.

Client administrations is an action dedicated to giving administrations to each dissension or issue that originates from a client that is claimed by an association or organization if deciphered all the more successfully then the comprehension of client benefit is any movement appeared to serve each issue or client protests experienced by clients so protestations can be settled and at last the dimension of fulfillment can increment.

Consumer loyalty is the way to making client reliability. Numerous advantages are gotten by the organization by accomplishing an abnormal state of

consumer loyalty, which is notwithstanding expanding client unwaveringness however can likewise forestall client turnover, diminish client affectability to costs, decrease showcasing disappointment costs, lessen working expenses caused by expanding quantities of clients, increment publicizing viability, and enhance business notoriety (Fornell, 1992).

3 RESEARCH METHODOLOGY

Population

Populace is a speculation territory comprising of: objects/subjects that have certain amounts and qualities dictated by scientists to be concentrated and after that reached determinations (Sugiyono, 2005). The populace in this examination is As expressed by Bailey on Mahmud (2011, p. 159) which expresses that for concentrates that utilization factual information examination, the base example measure is 30. In accordance with that supposition, Roscoe told Sugiono (2012, p. 91) recommend about the example measure for the investigation as pursues:

a. The suitable example estimate in the examination is somewhere in the range of 30 and 500.
b. If the example is isolated into classes, the quantity of test individuals for every classification is no less than 30.
c. If the examination will complete a multivariate investigation (various relationships or relapse for instance), at that point the quantity of test individuals is somewhere around multiple times the quantity of factors considered. For instance the examination variable is 5 (free + subordinate), at that point the quantity of test individuals = 10 x 5 = 50.
d. For straightforward trial investigate, which utilizes the exploratory gathering and the control gathering, the quantity of test individuals is somewhere in the range of 10 and 20 each.

Therefore, by alluding to the feelings of Roscoe and Baily, the scientists took the quantity of tests in this investigation upwards of 50 client respondents in 2017.

Sample

The whole populace is tested in light of the fact that the populace is moderately little and needs to make speculations with little mistakes (Sugiyono, 2013). The system of deciding the example utilized is soaked examining or enumeration.

Concept of the framework

The autonomous variable of web architecture is reflected by 4 pointers, to be specific framework soundness, page stacking speed, great structure, by and large masterful. Autonomous data quality factors are reflected by 4 pointers, to be specific exactness, integrality, opportune updates, importance. The autonomous variable client benefit is

reflected by 3 markers reacting rapidly, client accommodation, intelligent activities. Factors attached to consumer loyalty are reflected by 4 pointers to be specific items or administrations, frameworks and bolster administrations, specialized execution, components of communication with clients
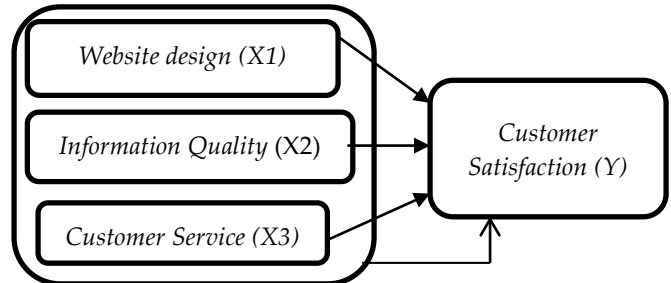
Conceptual framework

Research Hypotheses:

H1: It is suspected that there is a huge impact on web composition, data quality client benefit, on consumer loyalty

H2: Allegedly web composition impacts consumer loyalty

4 FINDING

Attributes of respondents

Respondents engaged with this investigation were ruled by respondents matured 37-46 years upwards of 25 respondents (half), at that point pursued by respondents aged> 46 years upwards of 15 respondents (30%) and respondents matured between 27-36 years 10 respondents (20%).

Instrument testing

In the event that - t table ≤ t check ≤ + t table then Ho is acknowledged and Ha is rejected,

In the event that t check ≤ - t table or t count> + t table then Ho is rejected and Ha is acknowledged.

In this t test completed on the degrees of opportunity (n-k-1), where n is the quantity of respondents and k is the quantity of factors. For the dimension of certainty utilized is 95% or $\alpha = 5\%$.

Validity test

Legitimacy testing brought out through the SPSS program ver. 20.0 by utilizing item minute relationship creates the estimation of every thing articulation with the general thing score. sig esteem. r thing questions are littler than 0.05 (α = 0.05) which implies that every thing variable is substantial, so it tends to be inferred that these things can be utilized to quantify inquire about factors.

Reliability Test

Instrument dependability testing is done on things that are legitimate. The instrument was proclaimed not dependable if the dependability esteem got was not solid if the estimation of unwavering quality got did not achieve 0.60. The unwavering quality test outcomes exhibited in the table above demonstrate that every dependability coefficient esteem is more prominent than 0.60 with the goal that the instrument utilized is announced solid.

Classic assumption test

a. Multicollinearity

Multicollinearity Test Results

Model		Colliearity Statistics	
		Tolerance	VIF
1	Website Design (X1)	0,783	1,276
2	Information Quality (X2)	0,785	1,274
3	Customer Service (X3)	0,725	1,380

Source: Data processed.2018

In light of the consequences of VIF estimations, it tends to be seen that the Website Design, Information Quality and Customer Service factors have a VIF esteem <5, in this way it very well may be inferred that the relapse show does not have a multicollinearity issue.

b. Heteroscedasticity

Heteroscedasticity Test

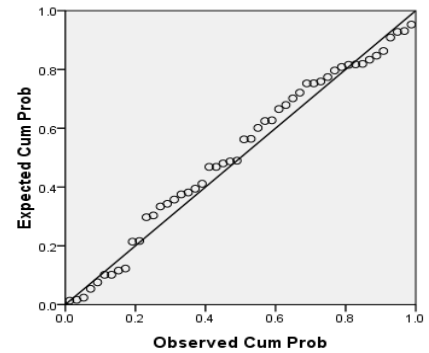Scatterplot
Dependent Variable: CUSTOMER SATISFACTION

c. Normality

Normality test

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: CUSTOMER SATISFACTION

Source: Data processed.2018

The image above demonstrates that the information (point) spreads around and approaches the askew line. This demonstrates the exploration information incorporates the factors Website Design, Information Quality, Customer Service and typical dissemination.

Recapitulation of Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	t count	Sig.	Information
Website Design (X1)	0,265	2,208	0,032	significant
Information Quality (X2)	0,185	1,513	0,137	Not significant
Customer Servcie (X3)	0,424	3,393	0.001	significant
Constants	0,120			
R	0,695			
Adjusted R square	0,445			
Fcount	14,122			
Sig. F	0.000			
N	50			

Dependent variable = Customer Satisfaction (Y)

F table = 2.79

t table = 1.675

Source: Data processed.2018

In the table above For testing the main theory utilizing the F test. From the aftereffects of the relapse examination the underlying with SPSS got a tally of 1414.122, while Ftabelopada α = 5%, osebesar 2.79; haloini implies Fitung> Ftable (14.122> 2.79) while the estimation of robbability is littler than α = 0.05 (0.00> 0.05), the strategy in the rejects is acknowledged as implies that the variable is free: web architecture (X1), data quality (X2), and client benefit (X3) affects consumer loyalty. Thusly the speculative first theory is acknowledged. In light of the consequences of different

relapse investigation it tends to be seen that the greatest relapse coefficient is client administration of 0.424, this implies client benefit is a variable that has the overwhelming effect on consumer loyalty, trailed by the web composition variable of 0.265. While data quality does not influence consumer loyalty. In this manner the second speculation is measurably dismissed.

5 Discussion

The examination planned to discover the impact of Website Design, Information Quality, Customer benefit on Customer Satisfaction on AXA General Insurance clients in Malang City. The investigation method utilized is different relapse can be clarified as pursues:

a. Effect of Website Design on Customer Satisfaction

In light of the graphic aftereffects of AXA General Insurance clients, the (clients) give a decent impression of framework solidness and site alleviation, implying that they are extremely fulfilled when the arrangement of the site can run and light. The aftereffects of this examination are the equivalent as the consequences of past research led by (Yeng et al, 2012) demonstrate that Website Design impacts Customer Satisfaction. This is fortified by (Gao, 2013) which demonstrates that the impact of Website Design can outwardly influence Customer Satisfaction.

b. Effect of Information Quality on Customer Satisfaction

The aftereffects of this examination are like past research directed by (Andriany, 2012) which expresses that the nature of data does not influence consumer loyalty. In view of distinct outcomes on AXA General Insurance clients, (clients) give a decent impression of four parameters of precision, integrality, significance and auspicious updates. Precision portraying truthful data is verifiable. The data distributed by the site is precise, not obscure or even off-base. Integrality is data distributed by a site is an image of a total and not halfway subject. Convenient updates are the more sites refreshed, the more dynamic associations will show up. Significance is as per the reason for the site.

c. Effect of Customer benefit on Customer Satisfaction

The aftereffects of this investigation are comparable (Bhawarna, 2013) which demonstrate that there is a relationship dependent on client benefit measurements on consumer loyalty. In view of the spellbinding consequences of AXA General Insurance clients in Malang city, the (clients) give great impression of a few measurements incorporating speed in reacting to clients, client accommodation, simple cooperation with clients (intuitive).

Conclusion

Based on the results of the research and discussion that have been submitted in the discussion that was presented in the previous chapter, the following conclusions can be made regarding the Effect of Website Design, Information

Quality, Customer Service on Customer Satisfaction (case study on AXA General Insurance, Malang City)

a. The results of testing descriptive analysis through the mean values of each variable, it can be concluded that the average respondent's answer to the Website Design (X1) Information Quality (X2) Customer Service (X3) variable is likely to agree.

b. Based on website design statistics has a significant effect on customer satisfaction, Information Quality does not significantly influence customer satisfaction, while customer service has a significant effect on customer satisfaction.

c. Based on the results of multiple regression analysis, it can be seen that the biggest regression coefficient is customer service, this means that customer service is a variable that has the dominant effect on customer satisfaction, followed by website design variables. While information quality does not affect customer satisfaction. Thus the second hypothesis is statistically rejected.

d. The results of the study still have limitations, therefore it still needs improvement in the next study. Based on the results of analysis and conclusions, it turns out that information quality variables have an influence with a negative direction. This is contrary to the results of Xian Chen's research (2009) which states that information quality has a positive influence on customer satisfaction. Based on the results above, new research variables or indicators can be added to enrich the model used for this study. Thus the next researcher can add other variables such as system satisfaction, system quality and application system quality, so that add indicators that have a positive contribution to Customer Satisfaction and can raise Rsquare values.

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