

ANALISA KEPUASAN PENGGUNA *WEBSITE* PADA KANTOR BADAN AMIL ZAKAT NASIONAL (BAZNAS) PROVINSI SUMATERA SELATAN MENGGUNAKAN METODE WEBQUAL 4.0

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ABSTRACT

The website is an information service for all users that can be accessed without limits. The use of the website is also widely used, such as at the office of the national amil zakat agency (Baznas) in South Sumatra province which has used the website as a public service. The Baznas website is used as a container for information from the activities of the Baznas office in the city of Palembang. However, to achieve better website results in the future, development is needed in terms of information and services so as to produce a quality website that meets user needs. In this study, the quality of the Baznas website was measured using the Webqual 4.0 method as a benchmark for system development of the website, which includes variables, namely usability quality, information quality, and interaction quality. To find out whether the website is in accordance with what users want, such as a website that is easy to learn, clear and precise in preparing the layout of information, and the quality of the information is also in accordance with employee satisfaction, such as the information provided is clear and up to date and in an appropriate format. collection of data obtained based on facts and data in the field. data sources are primary data sources and secondary data through observation data collection techniques, questionnaires and literature study.

I. INTRODUCTION

Webiste is an integral part of the growth of information technology which cannot be denied, the role of the website is very important in all fields, especially for an organization or company. So without realizing it, the website has become one of the main needs for companies or organizations.

Utilization of the BAZNAS Website is in accordance with the objectives of BAZNAZ. The importance of analyzing the phenomenon of utilization and use from the community's point of view of the BAZNAS Website is the reason this research was conducted. Community satisfaction is a factor or measure of success for any government information system development. Good service quality is not only based on point of view or perception the service provider, but also based on the point of view or perception of the community. People who enjoy services are people who can determine the quality of services. Public perception of service quality is an overall assessment of the excellence of a service. (<http://sumsel.baznas.go.id>) In order for the implementation of the BAZNAS Website to run well, it is necessary to have a quality website. To guarantee a quality website, an analysis of website quality is needed. Website quality analysis needs to be done to find out the extent to which a website is accepted by users or how much the level of success of a website is.

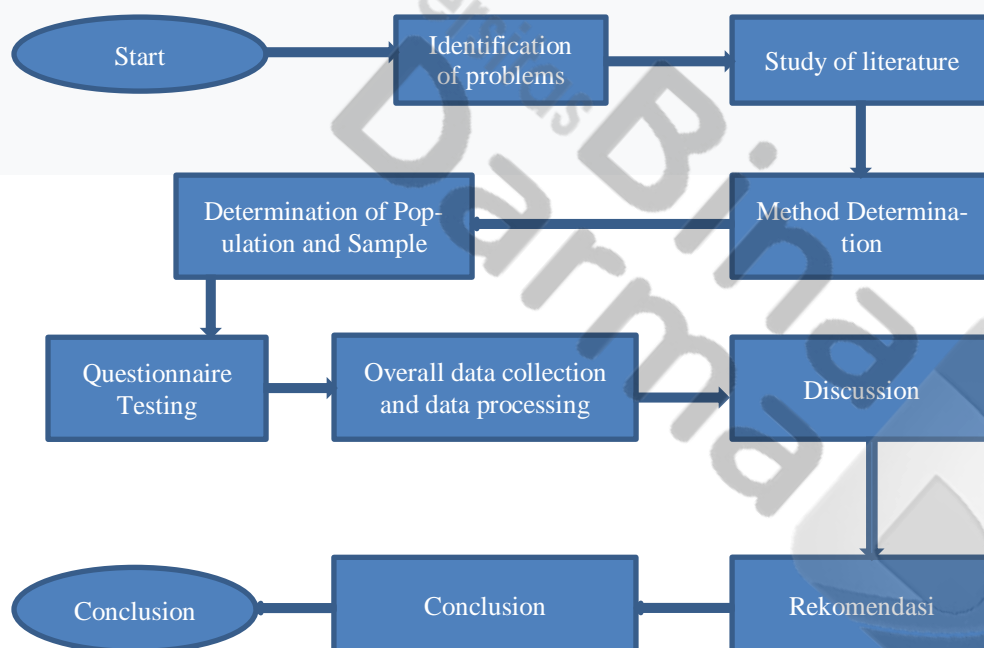
The purpose of this research is to analyze the satisfaction of BAZNAS website users in South Sumatra Province according to user perceptions between the level of performance (performance) on the website and the level of interest (expectations) on the website. Therefore researchers used the Webqual 4.0 method in measuring website user satisfaction at the BAZNAS office in South Sumatra Province.

The WebQual 4.0 method consists of three categories, namely usability, information quality, and service interaction. Usability is a quality related to site design; information quality is the quality of the content contained on the site; And Service interaction is the quality of service interaction experienced by users when users investigate the site more deeply. These three categories are used as a reference in making a questionnaire to analyze BAZNAS Website User Satisfaction. The results of the analysis are expected to be a recommendation for local governments,

especially the Province of South Sumatra, in developing a quality website so that the development of the BAZNAS Website in Indonesia increases to a level of maturation, consolidation and ultimately reaches a level of utilization

II. GUIDELINES FOR MANUSCRIPT PREPARATION

In this study using quantitative research methods Quantitative research methods can be interpreted as research methods based on the philosophy of positivism used for investigations on certain populations or samples of data collection using research instruments, quantitative research, namely research results which are then processed and analyzed to draw conclusions, research that is inductive, objective and scientific where the data obtained is in the form of numbers or questions that are assessed, and analyzed by statistical analysis (Sugiyono, P, 2011). In this research, several stages were carried out including problem identification, literature study, research method handling, population and sample storage, questionnaire testing, overall data collection and data processing, discussion, recommendations and conclusions.



Gambar. 1 Research Flowchart

A. Data Collection Instruments

The instrument or tool used in this research is a questionnaire. Questionnaire is a data collection technique that is done by giving written questions to respondents to answer. Questionnaire about website user satisfaction at the office of the National Amil Zakat Agency (BAZNAS) in South Sumatra Province.

B. Other Recommendations

Recommendations for improvement are focused on the analysis of the first and third quadrants based on the 3 dimensions in Webqual 4.0. Recommendations for improvements to the display dimension (Usability), that the South Sumatra Provincial BAZNAS Office needs to pay attention to additional new knowledge in the form of Website content so that users are easier to operate. Needs improvement in the appearance of the Website to suit the type of Website making it easier to find information. Innovation is needed in designing the layout of Website information so that it is more clearly visible and easy to use.

Recommendations for improvements to the Information dimension (Information quality), that the South Sumatra Provincial BAZNAS Office needs to add detailed information presented so that users are more focused on reading the information presented. The information presented needs to be reviewed so that the information can be directly useful for those who read it (relevant). In providing Website information, it is necessary to pay attention to aspects of accuracy and up-to-date information.

Recommendations for improvements to the dimension of interaction (service interaction), that the South Sumatra Provincial BAZNAS Office needs to build a personalization space that suits user habits. In information interaction, it is necessary to increase the ease of communication with institutions so that users can find out what they need. Need to build a commitment to the suitability of promised Website services

III. MATH

A. Equations

The data obtained in this study amounted to 50 data or respondents. The first step after obtaining the data is to carry out the Validity Test and Reliability Test which will be carried out in this study are:

Samples are more feasible if the research is intended to explain the characteristics of each element of a population (Husein Umar, 2004)

$$n = \frac{N}{1 + N e^2}$$

..... slovin formula

Where :

n = sample size

N = population size

e = percentage of inaccuracy due to sampling error that is tolerable or desirable, for example 2%.

1) Validity Test

Validity test is a measure that shows the level of reliability or validity of a measuring instrument. Invalid measuring instrument means it has low validity. To test the validity of the measuring instrument, first find the correlation price between the parts of the measuring instrument as a whole by correlating each measuring instrument item with a total score which is the sum of each item's score, with the Pearson Product Moment formula is: (Arikunto, Suharsimi 1995) .

Validity test should be done on each question in the validity test. We compare the results of r calculation with r table where $df = n - 2$ with sig 5%. If $r_{table} < r_{count}$ then it is valid (Wiratna Sujarweni 2015).

2) Reliability Test

Reliability test (reliability is a measure of the stability and consistency of respondents in answering questions related to the constructs of questions which are the dimensions of a variable and arranged in a questionnaire form. The reliability test can be carried out jointly on all questions. If the Alpha value > 0.6 then reliable (Vanessa Mayrahma Swastika 2015).

IV. UNITS

In this study it has been explained that the respondents are muzaki and employees working at the National Zakat Agency (BAZNAS) Office of South Sumatra Province who have an active status using the BAZNAS Website. muzaki and employees at the National Amil Zakat Agency (BAZNAS) Office of South Sumatra Province. So that the data that can be processed in data processing is 50 people.

1) Validity Test Results

The validity test is carried out by comparing the values of $r_{count} > r_{table}$, so the item is declared valid by using the $r_{table} = \frac{t_{df}}{\sqrt{df}}$ formula. Where in this study there were 50 respondents, so $df = 50 - 2 = 48$, with a significant level of 0.1, the r_{table} was 0.3218. If the Pearson correlation value $>$ the comparison value is r_{table} then the item is declared valid. Or if sig $<$ 0.05 means the item is valid and vice versa. The following is a correlation table and the results of the validity test analysis.

Tabel 1. Hasil Variabel Usability

Indikator Penelitian	r _{tabel}	rPearson Correlation (r _{hitung})	Sig.(2-tailed)
U1	0,3218	0,849	0,000
U2	0,3218	0,699	0,000
U3	0,3218	0,664	0,000
U4	0,3218	0,774	0,000
U5	0,3218	0,858	0,000
U6	0,3218	0,789	0,000
U7	0,3218	0,682	0,000
U8	0,3218	0,620	0,000

Sumber : SPSS versi 25

Based on table 1 above, it can be seen that the result of the distribution of the percentage of answers based on usability is 0.858. From these results, it can be interpreted that users feel very much in agreement that the Baznas website hopes that in the future the website will be easier to operate and have complete facilities in terms of features. its features as well as the results of validity calculations show that all rcount>rtable values are at a significance value of 10%. Therefore it can be concluded that all items for the Usability variable in this research questionnaire are valid so that they can be used as research instruments.

Tabel 2. Hasil variabel *Information Quality*

Indikator Penelitian	r _{tabel}	rPearson Correlation (r _{hitung})	Sig.(2-tailed)
IQ1	0,3218	0,881	0,000
IQ2	0,3218	0,903	0,000
IQ3	0,3218	0,840	0,000
IQ4	0,3218	0,907	0,000
IQ5	0,3218	0,800	0,000
IQ6	0,3218	0,849	0,000

Sumber : SPSS versi 25

From table 2 above it can be seen that the results of the distribution of the percentage of answers based on the Information Quality variable is 0.907. These results mean that the user feels very agreeable about expectations in

the future that the Basnaz website provides clear, detailed and always up to date information. And the results of the calculations validity indicates that all $r_{count}>r_{table}$ values are at a significance value of 10%. Therefore it can be concluded that all items for the Information Quality variable in this research questionnaire are valid so that they can be used as research instruments.

Tabel 3. Hasil variabel *Service Interaction/Interaction Quality*

Indikator Penelitian	r_{tabel}	$r_{Pearson}$ Correlation (r_{hitung})	Sig.(2-tailed)
SI1	0,3218	0.883	0.000
SI2	0,3218	0,907	0.000
SI3	0,3218	0,872	0.000
SI4	0,3218	0,910	0.000
SI5	0,3218	0,812	0.000
SI6	0,3218	0,858	0.000
SI7	0,3218	0,784	0.000

Sumber : SPSS versi 25

From table 3 above it can be seen that the results of the distribution of the percentage of answers based on service interaction quality is 0.910 which means that users strongly agree that in the future the website must have room with Basnaz website processing and also the results of validity calculations show that all $r_{count}>r_{table}$ values 10% significance. Therefore it can be concluded that all items for the Service Interaction/Interaction Quality variable in this research questionnaire are valid so that they can be used as research instruments.

Tabel 4. Hasil Variabel *Overall Impression*

Indikator Penelitian	r_{tabel}	$r_{Pearson}$ Correlation (r_{hitung})	Sig.(2-tailed)
O1	0,3218	0.854	0.000
O2	0,3218	0,781	0.000
O3	0,3218	0,822	0.000

Sumber : SPSS versi 25

From table 4 above it can be seen that the results of the percentage distribution based on the Overall Impression variable is 0.854 which means that users strongly agree with high hopes that the website as a whole must be good. And the results of validity calculations show that all values $r_{count} > r_{table}$ at a significance value of 10%. Therefore it can be concluded that all items for the Overall Impression variable in this research questionnaire are valid so that they can be used as research instruments.

2) Reliability Test Results

The reliability test is carried out using the alpha formula (α). The instrument can be said to be reliable if the alpha value is greater than r_{table} (0.3218) and the Cronbach alpha value > 0.6 and describes whether the questionnaire data obtained from respondents can be declared reliable or not. The closer to number 1 the better the level of internal consistent reliability in research indicators. The final results of this reliability test are processed using the SPSS tool.

Tabel 5. Reliability Test Results on the Usability variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.878	8

Sumber : SPSS 25

From table 5 above it is known that the reliability test of the Usability variable shows 878 which is greater than 0.6 which means that the data tested has high reliability and can be trusted and also based on the reliability test results above it can be concluded that the Cronbach's Alpha value which has been processed using SPSS has the value is 0.878 and when viewed from the value Cronbach's Alpha shows each indicator of the questionnaire on the variable usability is declared reliable.

Table 6. Reliability Test Results on Information Quality Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	7

Sumber : SPSS 25

From table 6 above it is known that the test of the reliability of the Information Quality variable shows 941 which is greater than 0.6, which means that the data being tested has high reliability and can be trusted. based on the results of the reliability test above it can be concluded that the Cronbach's Alpha value which has been processed using SPSS has a value of 0.941 and when viewed from the Cronbach's Alpha value it shows that each indicator of the questionnaire questions on the Information Quality variable is stated to be reliable.

Table 7. Reliability Test Results on Service Interaction Quality Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	7

Sumber : SPSS 25

From table 7 above it is known that the test of the reliability of the Service Interaction Quality variable shows 941 which is greater than 0.6, which means that the data tested has high reliability and can be trusted. Based on the results of the reliability test above, it can be concluded that the Cronbach's Alpha value which has been processed using SPSS has a value of 0.941 and when viewed from the Cronbach's Alpha value, it shows that each indicator of the questionnaire questions on the Information Quality variable is stated to be reliable.

Table 8. Reliability Test Results on Overall Impression Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.754	3

Sumber : SPSS 25

From table 8 above it is known that the test of the reliability of the Overall Impression shows 754 which is greater than 0.6, which means that the data tested has high reliability and can be trusted. Based on the results of the reliability test above, it can be concluded that the Cronbach's Alpha value which has been processed using SPSS has a value of 0.754 and when viewed from the Cronbach's Alpha value, it shows that each indicator of the questionnaire questions on the Overall Impression variable is declared reliable.

3) Multiple Regression Test Results

Table 9 Multiple Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.687	2.130		5.487	.000
USABILITY (X1)	.020	.050	.059	.405	.688
INFORMATION QUALITY (X2)	.054	.292	.180	.187	.853
SERVICE INTERACTION (X3)	-.024	.294	-.079	-.083	.935

a. Dependent Variable: KEPUASAAN PENGGUNA (Y)

Sumber : output olahan data primer pada SPSS 25

From the output of the multiple regression test above, the following analysis is obtained:

The value (constant) shows a value of 11.687 meaning that the value of the independent variable is zero, so the value of the dependent variable is 11.687. In this case, if the usability, information quality, and service interaction ratios are 0, then the BAZNAS website user satisfaction ratio will increase by 11,687.

The usability variable shows a value of 0.020, meaning that if the variable (X1) increases by one unit, then satisfaction (Y) will increase by 0.020. The coefficient is positive, meaning that between usability (X1) and user satisfaction (Y) has a positive relationship, so that an increase in the quality of usability will increase the quality of usability and will increase the satisfaction of BAZNAS Website users.

The Information quality variable shows a value of 0.054, meaning that if the Information quality variable (X2) increases by one unit, then user satisfaction (Y) will increase by 0.054, the coefficient is positive, meaning that between information quality (X2) and user satisfaction (Y) has a positive relationship, so improving the quality of information will increase the satisfaction of BAZNAS Website users

The service interaction variable shows a value of -0.024, meaning that if the service interaction variable (X3) increases by one unit, then user satisfaction (Y) will increase -0.024, the coefficient is negative, meaning that between service interaction (X3) and user satisfaction (Y) has a negative relationship, so that a decrease in the quality of information will reduce the satisfaction of BAZNAS Website users.

V. SOME COMMON MISTAKES

After processing the data through the SPSS 25 program, it can be seen that :

1) The validity test is carried out by comparing the value of $r_{count} > r_{table}$, so the item is declared valid by using the r_{table} formula $df = n-2$. Where in this study there were 50 respondents, so $df = 50-2 = 48$, with a significant level of 0.1, the r_{table} was 0.3218. If the Pearson correlation value $>$ the comparison value is r_{table} then the item is declared valid. Or if $sig < 0.05$ means the item is valid and vice versa. From the results of the validity calculation, it shows that all the variables used as instruments in this study show that all $r_{count} > r_{table}$ values are at a significance value of 10%, it can be concluded that all items for each variable in each research questionnaire can be declared valid.

2) The reliability test was carried out using the alpha formula (α), the instrument can be said to be reliable if the alpha value is greater than r_{table} (0.3218) and the Cronbach alpha value $>$ 0.6 in this study it can be concluded that all variables in this study are reliable because Cronbach-Alpha value (α) of each the variable value is greater than 0.6, namely usability has a value of 0.878, information quality variable has a value of 0.941, Service Interaction Quality variable has a value of 0.941, Overall Impression variable has a value of 0.754. So from the reliability test that has been carried out, it can be concluded that all Cronbach Alpha variable values in this research are greater than 0.6.

3) The results of the paired t-test above can be concluded that the value of Sig. (2-tailed) of each sample in the questionnaire is greater than 0.05 and this means that there are differences between one variable and another. Then the research hypothesis is accepted (H_1 is accepted). Where the coefficient is positive, which means that the quality of service increases with the level of service quality, the satisfaction of service users also increases.

4) Multiple regression test from the output of the multiple regression test using SPSS 25. The value (constant) shows a value of 11.687, meaning that the value of the independent variable is zero, then the value of the dependent variable is 11.687. In this case, if the usability, information quality, and service interaction ratios are 0, then the BAZNAS website user satisfaction ratio will increase by 11,687. of each usability variable shows a value of 0.020 the coefficient is positive, meaning that between usability (X1) and user satisfaction (Y) has a positive relationship, so an increase in usability quality will increase usability quality will increase user satisfaction information quality variable shows a value of 0.054 coefficient is worth positive means that between usability (X2) and user satisfaction (Y) has a positive relationship, so an increase in the quality of usability will increase the quality of usability will increase user satisfaction and the service interaction variable shows a value of -0.024 meaning that the coefficient is negative, meaning between service interaction (X3) and user satisfaction (Y) has a negative relationship, so that a decrease in the quality of information will reduce user satisfaction

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