The Effect of Website Quality Using Webqual 4.0 Method on Student's Decision in Registering at University of Kanjuruhan Malang

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Abstract

This study was conducted to find out the effect website quality to the student's decision in registering at an educational organization. The population of this study is students who registered in the University of Kanjuruhan Malang. This paper employed linear regression data analysis. The result of this study is Information quality variable have dominant than the variable Service Interaction quality, and Usability quality. The webqual had a significant influence on the decision of respondents to register at the University of Kanjuruhan Malang.

Keywords
webqual 4.0, student's decision, registering.

1   INTRODUCTION

The development of technology and information in Indonesia has grown rapidly particularly internet access. Internet becomes a need since by using internet various kinds of information are easy to be accessed and explored. The use and utilization of internet are also able to increase the competitiveness potential of a college or an educational organization. The changing pattern of information consumption from traditional into digital and easy access to the internet make students are easier to obtain information through the digital world which provides various types of information that is constantly updated (Qamar, Purwanto and Karim, 2013). The digital world is experiencing rapid development as a means of communication that is not limited by distance and time. This is an opportunity to conduct marketing communication which aims to provide information to the students, to improve brand recognition and awareness, as well as to get students.

The main challenge for a college or educational organization is to understand the needs of students and detailed information on each of these educational organizations. Weak information about an educational organization damage the image of the educational organization itself. It is important that an educational organization assesses and improve the quality of their information, so as to contribute to the trust of students and be able to compete with other educational organizations. Therefore, colleges or educational organizations create sites to introduce and promote the institutions. Site in a college or higher education has some purposes such as: to provide information about the profile, academic programs, facilities and infrastructure, activities that had been done or will be done, achievements that have been obtained and so forth (Sari, 2016). The website also allows users to get information without coming to the location directly.

This paper employed Webqual method to assess the quality of website of the University of Kanjuruhan Malang, www.unikama.ac.id. The Webqual method has evolved since 1998 and gradually was started to conduct research on Webqual. In 2000, Barnes and Vidgen in they journal, Webqual: An Exploration of Web Site Quality, discusses the quality of websites in UK business schools. in their research, only assessed the Information quality of websites (Barnes and Vidgen, 2000).

This paper was conducted to find out the relationship between website quality and the decision of respondents to register at an educational organizational website, that is Kanjuruhan university's website. 100 students were employed as respondents to assess Kanjuruhan university's website. Instruments used in this paper were questionnaires for webqual by Barnes and Vidgen (2000). Instruments used in this paper changed the qualitative perceptions of respondents into quantitative metrics to determine the effect of website quality on the decision of

respondents to register at the University of Kanjuruhan Malang.Be advised that papers in a technically unsuitable form will be returned for retyping. After returned the manuscript must be appropriately modified.

2   LITERATURE REVIEW

2.1   Website Quality

The concept of quality has to be comprehensive both the product and the process. The quality of the product includes the quality of raw materials and finished goods, while the quality of the process includes everything related to the production process of the manufacturing company and the process of providing the services or services of the service company (Lestari, 2017). Quality has to be considered from the beginning, from receiving inputs to generating output for customers.

The website is an internet facility that links documents both locally and remotely. Documents on the website are called web pages, and links within the website allow users to move from one page to another (hypertext), either between pages stored on the same server or servers around the world. Pages are accessed and read through browsers such as Netscape Navigator, Internet Explorer, Mozilla Firefox, Google Chrome and other browser applications (Zalewski, 2008).

Quality of information which suits the needs of users will foster a level of satisfaction for the users themselves. This is outlined in the successful model of an information technology system (DeLone and Mclean, 2003). The quality of a system and single information quality have an impact on the use or operation and the decision of respondents to register at a university (Kinash, Knight and Mclean, 2015).

The perception of the organization is influenced by the users' experience in visiting the organization's website (Barnes and Vidgen, 2000; Kincl and Štrach, 2012). An organization has to assess the quality of its website which includes aspects of the delivery of site objectives, user satisfaction, usability, standards compliance, and editorial quality. The benefits of conducting surveys on user satisfaction include: (1) customer identification or demographic profile of the customer, (2) Identification of website strengths and weaknesses, (3) website improvement recommendations, (4) the results of the survey can be used as input for strategic planning websites, and (5) a better understanding of website performance through benchmarking with other websites.

Some experts or researchers have developed various models of website quality measurement. Barnes and Vidgen (2000) developed a model of website quality with Usability variable, Information Quality variable and Service Interaction variable. These three variables are described as follows.

1.   *Usability*

Usability is the quality associated with the site design, for example, appearance, ease of use, navigation, and the picture presented to the user. Quality Usage includes ease of learning, ease of understanding, ease of use, ease of use, great interest, pleasant visual displays, good competence, and delightful new experiences.

2.   *Information Quality*

Information Quality is the quality of the content contained on the site, appropriate information for the purposes of the user such as accuracy, format, and interrelationship. Information Quality includes such things as accurate information, information that can be Information Quality from information system research (Information Quality), reliable, information appropriate to the topic of information discussion is easy to understand, very detailed information, and information presented in the format design accordingly.

3.   *Service Interaction*

Service Interaction is the quality of service interactions experienced by users as they investigate deeper sites manifested with trust and empathy as examples of issues of transaction security and information, product delivery, personalization and communications with site owners. Interaction quality includes the ability to provide a sense of security during the interaction, have a good reputation, facilitate communication, create more personal emotional feelings, have confidence in storing personal information of users, able to create a more specific community, able to give confidence that the promises delivered will be kept.

The questionnaire was based on Usability variable, Information Quality variable and Service Interaction variable. The measurement in questionnaire of website quality that developed from Barnes and Vidgen (2000) are showed in table 1.

Table 1: Model of Website Quality Management.

Category	WebQual 4.0 Questions
Usability	The site easy to learn to operate
	Interaction of the site is clear and understandable
	The site easy to navigate
	The site easy to use
	The site has an attractive appearance
	The design is appropriate to the type of site
	The site conveys a sense of competency
	The site creates a positive experience
Information Quality	Provides accurate information
	Provides believable information
	Provides timely information
	Provides relevant information
	Provides easy to understand information
	Provides information at the right level of detail
	Presents the information in appropriate format
Service Interaction	Has a good reputation
	It feels safe to complete transaction
	My personal information feels secure
	Creates a sense of personalization
	Convey a sense of community
	Makes it easy to communicate with the organization

2.2 Student Candidate's Decision to Register

In educational institutions, the enrolment decision may be referred to as a purchase decision. A decision can be made only if there are several alternatives selected. The consumer purchase decision is to buy the most preferred brand from a variety of alternatives, but two factors can lie between purchasing intent and purchasing decisions (Kotler and Keller, 2009). The consumption of services can be divided into 3 stages of pre-purchase, transactions show that each stage consists of two or more steps (Lovelock and Wirtz, 2011). The specific decision-making process consists of the following sequence of events: Introduction Needs, Search Information, Evaluation Alternative, Purchase Decision, and Post Purchase Behavior (Blackwell, Miniard and Engel, 2001). In detail these stages can be described as follows:

1. Introduction Needs, i.e. consumers are aware of the need. Consumers are aware of the difference between the actual conditions and the conditions expected.
2. Information Search, i.e. consumers want to find more consumers who may only increase the attention or search for information actively.
3. Alternative Evaluation, which is studying and evaluating the alternatives obtained through information search to get the best alternative choice that will be used to make purchasing decisions.
4. Purchase Decision, which is making a decision to make purchases that have been obtained from an alternative evaluation of the brand to be selected.
5. Post-Purchase Behavior, which is where after the purchase of a product or service then the consumer will experience some degree of satisfaction or dissatisfaction.

2.3 Research Hypothesis

This paper drew conclusions based on hypotheses that have been determined by each research variable. In the aspect of Website Quality, it could be determined the research hypothesis as follows:

Webqual (X) against the decision to register (Y)

H0: i = 0, meant that the website quality (webqual 4.0) did not significantly influence the students' decision to register.

H1: i ≠ 0, meant that website quality (Webqual 4.0) had a significant influence on the student's decision to register.

3   RESULT

The result of T-test that consist of usability, information and service interaction is shows in table 2.

Table 2: The result of T-test.

Model	Unstandardized Coefficients	Sig.
Usability	.181	.005
Information	.503	.000
Service Interaction	.278	.003

3.1   Usability Variable

Based on the results of T-Test T on the table above was found that the value of t score of usability variable (2.866) > t table value (1.985). It meant that H0 was rejected and Ha was accepted. The result showed that usability variable had a significant impact on the decision of respondents to register at the website of the University of Kanjuruhan Malang, www.unikama.ac.id. Thus, the better usability quality, the more respondents decided to register. Conversely, the worse usability quality, the lower respondents decided to register.

3.2   Information Quality Variable

Based on the results of T-Test T on the table above was concluded that the value of t score of information quality variable (6.510) > t table value (1.985). It meant that H0 was rejected and Ha was accepted. The result showed that information quality variable had a significant impact on the decision of respondents to register at the website of the University of Kanjuruhan Malang, www.unikama.ac.id. Thus, the better information quality, the more respondents decided to register. Otherwise, the worse information quality, the lower the respondents decided to register.

3.3   Service Interaction Quality

Based on the results of T-Test T on the table was found that the value of t score of service interaction quality variable (3.104) > t table value (1.985). It meant that H0 was rejected and Ha was accepted. The result showed that service interaction variable had a significant impact on the decision of respondents to register at the website, www.unikama.ac.id. Thus, the better service interaction quality, the more respondents decided to register. Conversely, the worse service interaction quality, the lower respondents decided to register.

Table 3: The result of ANOVA.

Model	Sum of Squares	df.	Mean Square	F	Sig.
Regression	21.477	3	7.159	88.796	.000
Residual	7.740	96	.081		
Total	29.217	99			

a. Predictors: (Constant) Service Interaction, Usability, and Information Quality
b. Dependent Variable: Decision to Register

Based on table 3, it can be concluded that F score (88.796) > F table (2.70). it meant that H0 was rejected and Ha was accepted. Overall, it was found that usability quality, information quality and service interaction quality on the website www.unikama.ac.id had a significant impact on the decision of respondents to register at the University of Kanjuruhan Malang's website.

4   DISCUSSION

Webqual is a method to assess a website's quality based on the user's perception. University of Kanjuruhan Malang's website is a website of the educational organization that used the website as a media to promote and to provides a complete and detail information about the Kanjuruhan University. Based on Webqual 4.0 method found that the most influential decision to register is information quality and the other is weak that is usability quality and service interaction quality. It clear that the website provides information that needs by the candidates. But, the usability and service interaction still need to complete the Information Quality.

This study involved 100 respondents who registered at the University of Kanjuruhan Malang's website. The results of the analysis show that the three variables greatly affect the decision of respondents to register at the University of Kanjuruhan Malang's website. The results of analysis use linear regression. It shows that 73.5% of respondents ultimately determine the decision to register at Kanjuruhan university after seeing the website quality of Kanjuruhan university. While 26.5% of respondents are influenced by other variables.

The highest value that greatly influenced the decision of respondents to register at Kanjuruhan university is Information Quality (50.3%). The Second position is Service Interaction Quality (27.8%). The lowest value is the Usability Quality (18.1%).

The result of hypothesis test shows that the quality of University of Kanjuruhan Malang's website has a positive and significant impact on the decision of respondents to register at the University of Kanjuruhan Malang. The results show that respondents' perception about website quality of the University of Kanjuruhan Malang gives a positive contribution to raising the total number of students at the University of Kanjuruhan Malang.

5   CONCLUSIONS

Based on the results of research on the quality assessment of Kanjuruhan website on the decision of respondents to register generates conclusions as follows:

1.   The variables on the webqual for measuring the quality of the website www.unikama.ac.id significantly influence the decision of respondents to register at the University of Kanjuruhan Malang's website.

2.   The most dominant variable affecting the decision to register is the quality of information. Based on the result of the linear regression test, 0.503, can be concluded that 50.3% respondents assume that the quality of website information www.unikama.ac.id is greatly affected the decision to register.

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