

Comparison between Two Quality of Websites for Cinema Service Providers in Indonesia Using Webqual Method

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Abstract- Based on the results of the analysis of the quality of the website, analyzed the XXI and CG cinema providers in Indonesia, the utilization of the facilities is to market the currently aired and aired films. People can choose the movie they want to see, the location of the movie, the price of the movie, and any time available. However, in reality sometimes people also prefer to come directly to the Cinema because of the quality of the website is less user friendly for use by the community. So the quality of the website will greatly affect the level of user satisfaction itself. To know the level of user satisfaction of cinema service website, then do quality comparison between website XXI and CGV using WEBQUAL method (Website Quality) with 3 pieces of X that are information quality, interaction quality, and usability quality plus 1 additional variable Y namely customer satisfaction with smartPLS application.

Index Terms- Analisis, Comparison, WEBQUAL, smartPLS, Customer Satisfaction

I. INTRODUCTION

Today the need for information is increasingly high, thus opening the eyes of the world to unlimited business networks, commonly referred to as e-commerce. All forms of information that are unlimited in nature can be obtained through the internet, one of them is by using the website facilities. With that, promotional activities can be carried out easily, save time and also save energy, can even communicate with consumers.

XXI and CGV (Blitz Megaplex) are among cinema service providers in Indonesia, which also utilize website facilities to market Now Playing films and those who will air (Coming Soon). There the community can choose the film they want to watch, the location of the film screening, how much it costs, and what time is available. However, in reality sometimes there are also people who prefer to come directly because the constraints of the quality of the website are less user friendly for use by the community.

So that the quality of the website will greatly affect the level of satisfaction of the users themselves. The higher the quality of a website, the more users will access the website, the more useful it will be. Therefore, here will be analyzed the quality comparison between the two websites, websites XXI and CGV. Which is better, using the WEBQUAL (Website Quality) method with three X variables, namely information quality, service interaction, and usability quality in which there are 27 indicators, plus one additional Y variable, customer satisfaction, which has 6 indicators

in it.

Where the perception of the end user is used as a benchmark by using several samples. Then the results of the data can be analyzed using SmartPLS.

Identification of Problems

Based on the description of the background above, identification of the problem is carried out, namely comparing the two websites of cinema service providers in Indonesia, whether the categories from information quality, service interaction, and usability quality have met user satisfaction with the quality of the websites provided.

Limitation of the problem based on the description of the identification of the above problems, the limitations of the problems obtained are as follows:

1. The population used is a user of the two websites of cinema service providers in Indonesia.
2. Variable observations carried out in this study are information quality, service interaction, usability quality, and customer satisfaction.
3. The questionnaire was conducted with a sample of respondents of at least 30 people based on a minimum theory of statistics and carried out using Purposive Sampling techniques.

Research Questions

Based on the description of the background and the formulation of the problem to be solved are as follows:

1. Have the two websites met the quality of the information quality, service interaction, and usability quality categories for user satisfaction?
2. Does the XXI website have a better website quality if measured by the webqual method or vice versa better CGV website?

Research Purposes

Based on the description of the background and formulation of the problem above, the objectives of this study are as follows:

1. To find out whether these two websites have fulfilled the satisfaction of end users obtained by using the Webqual method.
2. To find out which website is better, use the webqual, XXI or CGV method

II. MATERIAL AND METHODOLOGY

Website

The website in general is an interconnected website page that contains a collection of information provided either by individuals, groups, or organizations. The website can present information in various forms that have various objectives such as: art, education, entertainment, commercial, business, and personal use. For companies, websites can be used as a medium of information, communication and publications that can affect customer perceptions of the company or the products offered. The types of websites:

1. *E-commerce*

E-commerce is a system for buying and selling products and services electronically to consumers or from one company to another with a computer as an intermediary for business transactions. Based on the purpose and origin of the transaction, e-commerce is divided into: Business To Business (B2B), Business To Consumer (B2C), Consumer To Consumer (C2C), and Consumer To Business (C2B).

2. *E-learning*

E-learning is a common term as a synonym for online education. Electronic learning refers to the use of electronic devices for learning facilities, including the delivery of content through electronic media such as the internet, audio or video, satellite, TV broadcasts, interactive CD-ROMs and so on.

3. *E-government*

E-government is a popular topic, where many countries invest their resources to improve public services. The main users of e-government are citizens. The quality of existing website services must be evaluated to improve the effectiveness and efficiency of services to the public.

From the types of websites, websites have their respective functions in achieving certain goals. So, in assessing the performance of a website it can be done with many approaches, one of which is WebQual, ISO 9126, Technology Acceptance Model (TAM) and others - according to the variables to be tested.

Webqual

The quality of the website has become one of the strategic issues in communication and transactions with customers. Webqual is one of the website quality measurement methods developed by Stuart Barnes and Richard Vidgen. Webqual is based on the concept of Quality Function Deployment (QFD), a process based on the voice of customers in the development and implementation of a product or service.

From the QFD concept, webquals are arranged based on the end user's perception of a website (Barnes and Vidgen, 2002).

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Webqual has experienced several iterations in the preparation of categories and items of questions. The latest version is webqual 4.0 which uses three measurement categories with 22 questions. The three categories are usability, information and service interaction. The usability category is based on a study of the relationship between humans and computers and a study of the usefulness of the website, including the ease of navigation, design compatibility and the images conveyed to the user. Information categories are reviewed based on general information system studies. This category relates to the quality of the website content, namely the appropriateness of information for the user's goals, for example regarding the accuracy, format and relevance of the information presented. Service interaction category relates to the interaction of services perceived by users when deeply involved with the website.

While user perceptions consist of two parts, namely perceived service perceived (actual) and expectation level (ideal), quality websites can be seen from the level of perception of actual services that are high and the gap between actual and ideal perceptions is low.

Webqual 4.0 Dimensions

As explained earlier, Webqual 4.0 is based on three areas, namely usability quality, information quality, service interaction. According to Barnes & Vidgen (2003) quoted from the journal Sastika (2016) define it as follows:

1. **Information Quality**

Information Quality includes accurate information, reliable information, up to date information, information that is in accordance with the topic of discussion, ease of information to understand, detailed information and information presented in the appropriate design format.

2. **Service Interaction Quality**

Service Interaction includes the ability to provide security during transactions, have a good reputation, facilitate communication, create emotional feelings that are more personal, have confidence in providing personal information, are able to create specific communities, provide confidence that the promises delivered will be fulfilled.

3. **Usability Quality**

Usability Quality includes convenience, traceability, ease of use, website reliability, pleasant interface, good competence and a pleasant new experience.

Table 1 The Provenance of Webqual 4.0

www.ijsrp.org

Table 1: The provenance of WebQual 4.0

Category	WebQual 4.0 Questions	Illustrative Support for Questions
Usability	1. I find the site easy to learn to operate	Bailey and Pearson 1983 ¹ , Davis et al. 1989 ² , Davis 1989 ² , 1993 ¹ , Ventakesh and Davis 2000 ²
	2. My interaction with the site is clear and understandable	Davis et al. 1989 ² , Davis 1989 ² , 1993 ¹ , Shneiderman 1998 ² , Ventakesh and Davis 2000 ²
	3. I find the site easy to navigate	Eighmey 1997 ² , Levi and Courad 1996 ² , Nielsen 1999 ² , 2000a ² , Spool 1999 ²
	4. I find the site easy to use	Davis et al. 1989 ² , Davis 1989 ² , 1993 ¹ , Ventakesh and Davis 2000 ² , Nielsen 1993 ² , 1999 ² , 2000a ²
	5. The site has an attractive appearance	Nielsen 2000a ² , Parasuraman et al. 1988 ¹ , 1991 ² , Pitt et al. 1995 ² , 1997 ²
	6. The design is appropriate to the type of site	From WebQual workshops; no strong support, but tangential to research on customer expectations of appearance, e.g. Zeithaml et al. 1990
Information	7. The site conveys a sense of competency	Parasuraman et al. 1988 ¹ , 1991 ² , Pitt et al. 1995 ² , 1997 ² , Zeithaml et al. 1988 ² , 1990 ² , 1993 ²
	8. The site creates a positive experience for me	Eighmey 1997 ² , Moon and Kim 2001 ² , Nielsen 2000a ² , White and Manning 1998 ²
	9. Provides accurate information	Bailey and Pearson 1983 ² , Strong et al. 1997 ² , Wang 1998 ² , Wang and Strong 1996 ¹ , Wand and Wang 1996 ²
	10. Provides believable information	Strong et al. 1997 ² , Wang 1998 ² , Wang and Strong 1996 ¹ , Wand and Wang 1996 ²
	11. Provides timely information	Bailey and Pearson 1983 ² , Strong et al. 1997 ² , Wang 1998 ² , Wang and Strong 1996 ¹ , Wand and Wang 1996 ²
	12. Provides relevant information	Bailey and Pearson 1983 ² , Strong et al. 1997 ² , Wang 1998 ² , Wang and Strong 1996 ¹ , Wand and Wang 1996 ²
Service Interaction	13. Provides easy to understand information	Bailey and Pearson 1983 ² , Strong et al. 1997 ² , Wang 1998 ² , Wang and Strong 1996 ¹ , Wand and Wang 1996 ²
	14. Provides information at the right level of detail	Bailey and Pearson 1983 ² , Strong et al. 1997 ² , Wang 1998 ² , Wang and Strong 1996 ¹ , Wand and Wang 1996 ²
	15. Presents the information in an appropriate format	Bailey and Pearson 1983 ² , Chau et al. 2000 ² , DeLone and McLean, 1992 ²
	16. Has a good reputation	Aaker 1991 ² , Aaker and Joachimsthaler 2000 ² , Akshay and Mouroe 1957 ² , Cunningham 1966 ² , Nielsen 1999 ²
	17. It feels safe to complete transactions	Parasuraman et al. 1988 ¹ , 1991 ² , Pitt et al. 1995 ² , 1997 ² , Zeithaml et al. 1988 ² , 1990 ² , 1993 ²
	18. My personal information feels secure	Clark 1999 ² , Cranor 1999 ² , Goodwin 1991 ² , Hoffman et al. 1999 ² , Wang et al. 1998 ²
	19. Creates a sense of personalization	Gilmore and Pine 2000 ² , McKenna 2000 ² , Parasuraman et al. 1988 ¹ , 1991 ² , Pitt et al. 1995 ² , 1997 ² , Schubert and Selz 1997 ² , Zeithaml et al. 1988 ² , 1990 ² , 1993 ²
	20. Conveys a sense of community	Armstrong and Hagel 1996 ² , Chang et al. 1998 ² , Hagel and Armstrong 1997 ² , Preece 2000 ² , Rheingold 1993 ² , Schubert and Selz 1997 ²
	21. Makes it easy to communicate with the organization	Bimer et al. 2000 ² , Jarveppaa et al. 2000 ² , Hoffman et al. 1999 ² , Nielsen 2000a ²
	22. I feel confident that goods/services will be delivered as promised	Parasuraman et al. 1988 ¹ , 1991 ² , Pitt et al. 1995 ² , 1997 ² , Zeithaml et al. 1988 ² , 1990 ² , 1993 ²

¹ denotes a primary source for a question - reworded for WebQual 4.0

² denotes a secondary influence for the inclusion of a question in WebQual 4.0

smartPLS

PLS is a model of Structural Equation Modeling (SEM) based on components or variants. PLS is an alternative approach that shifts from a covariant-based SEM approach to variant based.

PLS is more of a Predictive Model. PLS is a powerful analytical method, because it is not based on many assumptions. For example, data must be normally distributed, samples do not have to be large. Besides being used to confirm the theory, PLS can also be used to explain whether there is a relationship between latent variables. PLS can simultaneously analyze the constructs formed with reflective and formative indicators.

The purpose of PLS is to help researchers for predictive purposes. The formal model defines latent variables as linear aggregates of the indicators. The weight estimate to create a score component for latent variables is based on how the inner model (measurement model) is the relation between the indicator and its construct) is specified. The result is the residual variance of the dependent variable.

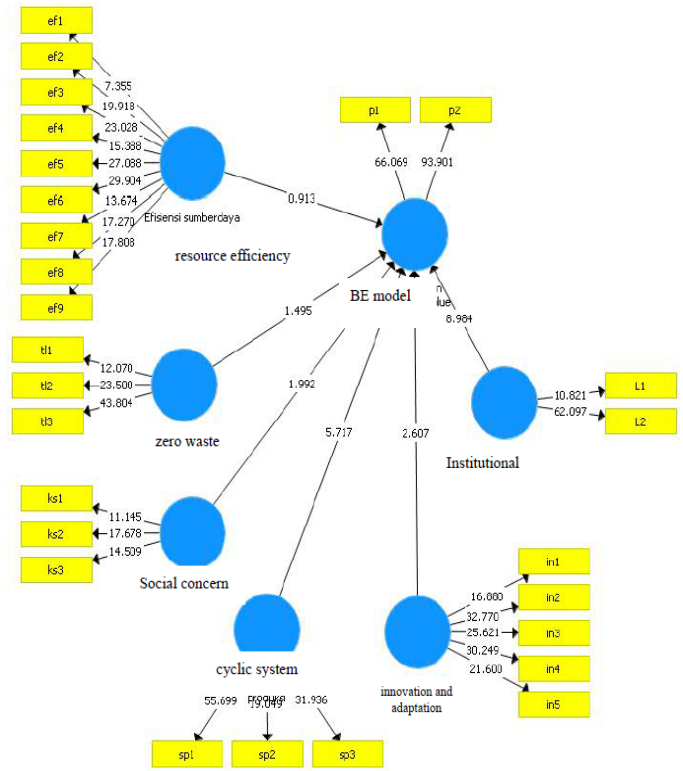


Figure 1 Diagram Path of PLS

Outer Model

This research is reflective because indicators of latent variables effect the indicators, for which 3 measurement methods are used, namely:

- Convergent validity measures the magnitude of the correlation between constructs and latent variables. In convergent validity evaluations of individual checks, reliability items can be seen from standardized loading factors. Standardized loading factors describe the magnitude of the correlation between each measurement item (indicator) with the construct. Colleration can be said to be valid if it has a value > 0.5.
- Discriminant validity is done to ensure that each concept of each latent variable is different from the other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the highest loading value with other loading values for other latent variables. Another way that can be used to test discriminant validity is to compare the square of the AVE for each variable with the correlation value between the variables in the model. A good discriminant validity is shown from the AVE square for each variable greater than the correlation between variables in the model.
- To determine composite reliability, if the reliability composite value is > 0.7 and cronbach's alpha is above 0.60 then the construct is declared reliable. And the criteria table can be seen in table 2.

Table 2 Research Criteria of PLS-SEM

No	Criteria	Explanation
	Evaluation of the Reflexive Measurement Model	
1	Loading Factor (LF)	Value of loading factor (lf) must be >0.7
2	Composite Reliability	Composite reliability measure internal consistency and the value must be > 0.6
3	Average Variance Extracted (AVE)	Value of Average Variance Extracted (AVE) must be > 0.5
4	Validity of Discrimination	Value of AVE square must be > correlation value between latent variables
5	Cross Loading	Another measure of discriminant validity. It is expected that each block indicator has a higher loading value for each latent variable measured compared to indicators for other latent variables.
6	T Statistic	Value of T Statistic must be >1.96 than T Table.
7	P Values	Value of P Values must be >0.05.

Inner Model

Inner model (inner relation, structural model and substantive theory) describes the relationship between latent variables based on substantive theory. Structural models were evaluated using R-square for the dependent construct, Stone-Geisser Q-square test for predictive relevance and t test and significance of the coefficient of structural path parameters. Interpretation of the R2 value is the same as the R2 linear regression interpretation, namely the magnitude of the variability of endogenous variables that can be explained by exogenous variables.

According to Chin (1998) (in Haryono, 2017) R2 criteria consist of three classifications, namely 0.67, 0.33, and 0.19. as substantial, moderate (moderate) and weak (weak). changes in the value of R2 can be used to see whether the effect of exogenous latent variables on endogenous latent variables has substantive effect. And for the initial stage of research on the development of a scale of measurement the loading value of 0.5 is considered sufficient.

Besides looking at the R-square value, the PLS model was also evaluated by looking at Q-square predictive relevance to measure how well the observation value was generated by the model and also its parameter estimation. Q-square value greater than 0 (zero) indicates that the model has a predictive value of relevance, while the Q-square value of less than 0 (zero) indicates that the model lacks predictive relevance.

Likert Scale

Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, social phenomena are specifically determined by research, which is then referred to as the research variable. In a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as the starting point for compiling the items that can be in the form of statements or questions.

The answer of each item using a Likert Scale has gradations from very positive to very negative, which can be in the form of words, among others.

For the purposes of quantitative analysis, the answer can be given a score, for example:

- a. Strongly Agree is scored 5
- b. Agree given a score 4
- c. Neutral is given a score 3
- d. Disagree is scored 2
- e. Strongly Disagree is scored 1

User Satisfaction

Buyer satisfaction depends on bid performance in meeting buyer expectations. Satisfaction is the feeling of being happy or disappointed someone who comes from a comparison between his impression of the performance or results of a product and his expectations. This customer satisfaction can be formulated as follows:

- S: Satisfaction
- F: Function
- E: Expectation
- P: Performance

Customer expectations can come from a variety of things, such as from previous purchase experience, friends and market information. Customer satisfaction can create customer loyalty or high image. For example the product brand / company. Here are some customer satisfaction:

1. The level of one's feelings after comparing the results of perceived performance, compared to expectations.
2. Methods for tracking customer satisfaction:
 - a. System of complaints and suggestions; where a customer system can give a complaint to the services provided and suggestions for services in order to provide better service.
 - b. Customer satisfaction survey; conduct surveys in order to find out whether the customer is satisfied or not with the service provided.
 - c. Stealth buyers are hiring people to pretend to be buyers, to report on their experience buying company products and competing products.
 - d. Analysis of lost customers. That is knowing and looking for why customers can disappear by analyzing the results of the surveys that have been conducted.

Hypothesis

The hypothesis is a temporary statement that needs to be tested for truth. To test the truth of a hypothesis, a test is called a hypothesis testing.

Testing hypotheses will lead to conclusions to reject or accept the hypothesis. Thus we are faced with two choices. In order for our selection to be more detailed and easy, an alternative hypothesis is needed which is then abbreviated as H_a and the null hypothesis, hereinafter abbreviated as H_0 . H_a is also called a work hypothesis or research hypothesis. H_a is the opponent or counterpart of H_0 . H_a tends to be expressed in positive sentences. Whereas H_0 is expressed in negative sentences.

The stages of the method of work in the preparation of this research are divided into five stages:

1. Abstract
2. Introduction
3. Research Elaborations
4. Hypothesis
5. Conclusions

1. Introduction

In this study, the object that was created as research material was two cinema service provider websites in Indonesia. The website is www.21cinplex.com and www.cgv.id.

2. Research Elaborations

Determining Research Objects & Variables

In this study, the object that was created as research material was two cinema service provider websites in Indonesia. The website is www.21cinplex.com and www.cgv.id.

The variables used are three dimensions of X variables found on Website Quality and one Y variable, namely:

1. Variable X_1 is the dimension of information quality
2. Variable X_2 is the dimension of the service interaction quality
3. Variable X_3 is the dimension of usability quality
4. Y variable is the dimension of customer satisfaction

In relation to this research, the state of the method is considered as a good guideline or foundation where in this case data collection and analysis of data will give good direction. Dependent variable, In this study the dependent variable is User Satisfaction. Whereas the independent variable is Information Quality, Interaction Quality, and Usability Quality.

Table 3 Webqual Questions

No	Statement	Code
Indicator Information Quality (X1)		
1	The website provides accurate information	INF1X/INF1C
2	The website provides reliable information	INF2X/INF2C
3	The website provides timely information	INF3X/INF3C
4	The website provides relevant information	INF4X/INF4C
5	The website provides information that is easy to understand	INF5X/INF5C
6	The website provides information at the right and detailed level	INF6X/INF6C
7	The website presents information in the appropriate format	INF7X/INF7C
Indicator Service Interaction Quality (X1)		
8	The website has a good reputation	INT1X/INT1C
9	The website gives you security when accessing it	INT2X/INT2C
10	The website provides space to register as a member	INT3X/INT3C
11	The website maintains the security of your personal data	INT4X/INT4C
12	The website provides space for discussion between members	INT5X/INT5C
13	The website presents information according to your needs	INT6X/INT6C
Indicator Usability Quality (X3)		
14	You find it easy to learn website operations	USA1X/USA1C
15	Interaction with the website is clear and easy to understand	USA2X/USA2C
16	You find it easy to navigate the website	USA3X/USA3C
17	You feel the website is easy to use	USA4X/USA4C
18	The website has an attractive appearance	USA5X/USA5C
19	Design according to the type of website	USA6X/USA6C
20	The website contains competencies	USA7X/USA7C
21	The website provides a positive experience	USA8X/USA8C

Table 3 Webqual Questions (pt.2)

Indikator User Satisfaction (Y)		
22	You feel like the appearance of the website	US1X / US1C
23	You feel happy interacting with the website	US2X / US2C
24	Switching access from the main page to another page feels fast	US3X / US3C
25	Switching access from the main page to another page feels fast	US4X / US4C
26	Website can be accessed properly through many browsers (Mozilla, Chrome, Opera, Internet Explorer, etc.)	US5X / US5C
27	The website can be used as an example for other websites	US6X / US6C

Data Collection Phase

This study uses data sources that are primary data. The primary data is obtained in two ways, namely distributing questionnaires to respondents through the google forms. The population used in this study is website users in Indonesia who use both the websites of cinema service providers in Indonesia, namely the website www.21cinplex.com and www.cgv.id. And what will be used as a sample in this study are those who are at least 17 years of age who actively access the website several times in one month. This is done so that the data obtained is more accurate assuming that those who have fulfilled these requirements are people who already understand and feel the quality of the site www.21cinplex.com and www.cgv.id, totaling 100 people.

Table 4 Gender of The Respondent

Gender	Data
Men	37
Woman	63

Table 5 The Respondent's Work

Work	Data
Colleger	44
Employee	45
Etc	11

Table 6 Age of The Respondent

Age	Data
<25 Years Old	41
25-30 Years Old	50
>30 Years Old	9

Validity & Reliability Test

There are two conditions that apply to a questionnaire that must be valid and reliable. Anket is called valid if it is able to measure what is desired and can measure the meticulously analyzed data variables. The high and low validity of the instrument shows how far the data collected does not miss the estimate of the variable under study.

In this study the validity test is done by correlating the scores of each item with the total score. The technique used is the Pearson product Moment.

An analysis is said to be reliable if the respondent's answer to the question is consistent over time. The measurement used to determine the reliability of the questionnaire in this study is to use one shot / measured once. In order for the data collected to be utilized, then the data is processed and analyzed first so that later it can be used as a basis for decision making. In this study data analysis used the Partial Least Square (PLS) approach.

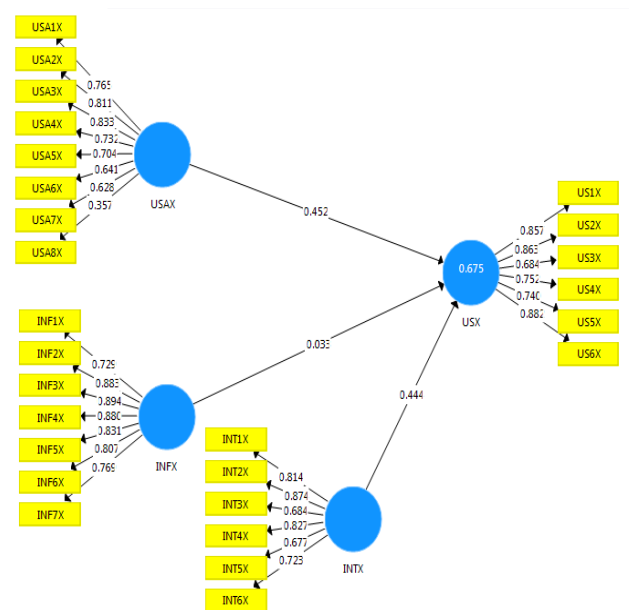


Figure 2 The First Diagram Path of XXI

Table 7 Outer Loadings of XXI

Variable	First Model	Modification
Information Quality		
INF1X <- INFX	0.729	0.729
INF2X <- INFX	0.883	0.883
INF3X <- INFX	0.894	0.894
INF4X <- INFX	0.880	0.880
INF5X <- INFX	0.831	0.831
INF6X <- INFX	0.807	0.807
INF7X <- INFX	0.769	0.769
Service Interaction		
INT1X <- INTX	0.814	0.831
INT2X <- INTX	0.874	0.807
INT3X <- INTX	0.685	0.769
INT4X <- INTX	0.827	0.831
INT5X <- INTX	0.677	0.807
INT6X <- INTX	0.723	0.769
User Satisfaction		
US1X <- USX	0.857	0.857
US2X <- USX	0.863	0.863
US3X <- USX	0.685	0.685
US4X <- USX	0.751	0.751
US5X <- USX	0.740	0.740
US6X <- USX	0.881	0.881
Usability Quality		
USA1X <- USAX	0.764	0.764
USA2X <- USAX	0.815	0.815
USA3X <- USAX	0.840	0.840
USA4X <- USAX	0.732	0.732
USA5X <- USAX	0.711	0.711
USA6X <- USAX	0.642	0.642
USA7X <- USAX	0.627	0.627
USA8X <- USAX	0.357	-

Table 8 Outer Loadings of CGV

Variable	First Model	Modification
Information Quality		
INF1C <- INFC	0.850	0.850
INF2C <- INFC	0.858	0.858
INF3C <- INFC	0.807	0.807
INF4C <- INFC	0.801	0.801
INF5C <- INFC	0.890	0.890
INF6C <- INFC	0.810	0.810
INF7C <- INFC	0.885	0.885
Service Interaction		
INT1C <- INTC	0.846	0.846
INT2C <- INTC	0.873	0.873
INT3C <- INTC	0.691	0.691
INT4C <- INTC	0.854	0.854
INT5C <- INTC	0.638	0.638
INT6C <- INTC	0.816	0.816
User Satisfaction		
US1C <- USC	0.868	0.868
US2C <- USC	0.805	0.805
US3C <- USC	0.792	0.792
US4C <- USC	0.804	0.804
US5C <- USC	0.774	0.774
US6C <- USC	0.783	0.783
Usability Quality		
USA1C <- USAC	0.815	0.815
USA2C <- USAC	0.804	0.804
USA3C <- USAC	0.849	0.849
USA4C <- USAC	0.808	0.808
USA5C <- USAC	0.823	0.823
USA6C <- USAC	0.776	0.776
USA7C <- USAC	0.652	0.652
USA8C <- USAC	0.571	0.571

Factor usability quality 8 (USA8X) of XXI has a value of 0.357 so it is deleted from the diagram because it does not meet the criteria (invalid).

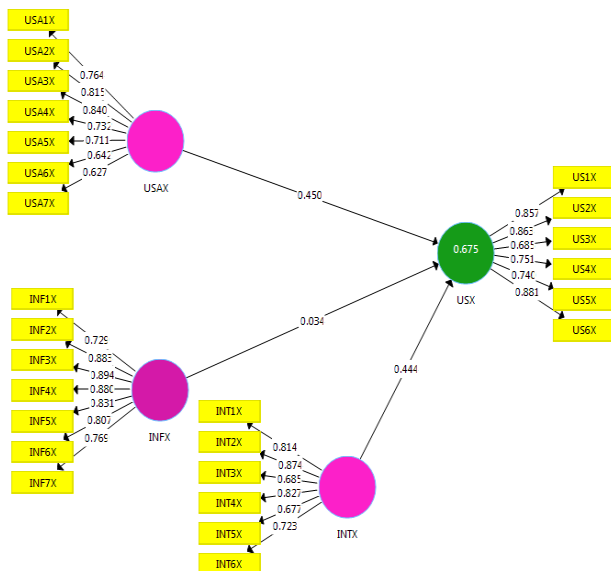


Figure 3 The Final Diagram Path of XXI

Whereas for CGV all variables are valid.

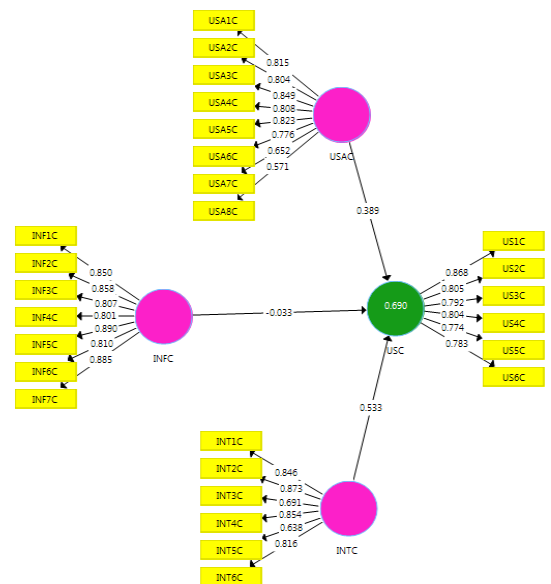


Figure 4 The Final Diagram Path of CGV

✚ Designing a Structure Model (Inner & Outer) & Diagram Path

Inner model (inner relation, structural model and substantive theory) describes the relationship between latent variables based on substantive theory. Structural models were evaluated using R-square for the dependent construct, Stone-Geisser Q-square test for predictive relevance and t test and significance of the coefficient of structural path parameters.

Convergent validity measures the magnitude of the correlation between a construct and a latent variable. In convergent validity evaluation of individual inspection items reliability, can be seen from standardized loading factors. Standardize loading factor illustrates the magnitude of the correlation between each measurement item (indicator) and its construct.

Table 9 Cross Loadings of XXI

Variable	INFX	INTX	USAX	USX
INF1X	0.729	0.568	0.506	0.502
INF2X	0.883	0.693	0.507	0.543
INF3X	0.894	0.671	0.472	0.615
INF4X	0.880	0.679	0.493	0.594
INF5X	0.831	0.677	0.514	0.543
INF6X	0.807	0.695	0.561	0.515
INF7X	0.769	0.65	0.524	0.531
INT1X	0.725	0.814	0.554	0.655
INT2X	0.736	0.874	0.487	0.599
INT3X	0.418	0.685	0.33	0.394
INT4X	0.544	0.827	0.457	0.551
INT5X	0.416	0.677	0.204	0.449
INT6X	0.727	0.723	0.543	0.65
US1X	0.579	0.680	0.564	0.857
US2X	0.632	0.642	0.585	0.863
US3X	0.591	0.583	0.462	0.685
US4X	0.375	0.459	0.652	0.751
US5X	0.421	0.477	0.559	0.740
US6X	0.570	0.645	0.663	0.881
USA1X	0.663	0.488	0.764	0.569
USA2X	0.553	0.468	0.815	0.547
USA3X	0.513	0.441	0.840	0.593
USA4X	0.339	0.196	0.732	0.437
USA5X	0.346	0.421	0.711	0.482
USA6X	0.476	0.560	0.642	0.548
USA7X	0.213	0.355	0.627	0.537

Table 10 Construct Reliability & Validity of XXI

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
INFX	0.923	0.927	0.939	0.688
INTX	0.862	0.876	0.897	0.594
USAX	0.857	0.860	0.892	0.543
USX	0.885	0.892	0.913	0.639

Table 11 Cross Loadings of CGV

Variable	INFC	INTC	USAC	USC
INF1C	0.850	0.630	0.699	0.575
INF2C	0.858	0.598	0.607	0.474
INF3C	0.807	0.662	0.598	0.488
INF4C	0.801	0.697	0.587	0.568
INF5C	0.890	0.596	0.631	0.574
INF6C	0.810	0.620	0.607	0.582
INF7C	0.885	0.652	0.671	0.610
INT1C	0.758	0.846	0.686	0.676
INT2C	0.689	0.873	0.657	0.733
INT3C	0.488	0.691	0.479	0.490
INT4C	0.502	0.854	0.502	0.593
INT5C	0.355	0.638	0.380	0.514
INT6C	0.708	0.816	0.649	0.687
US1C	0.605	0.703	0.727	0.868
US2C	0.504	0.539	0.638	0.805
US3C	0.536	0.639	0.615	0.792
US4C	0.482	0.675	0.521	0.804
US5C	0.594	0.544	0.495	0.774
US6C	0.472	0.682	0.589	0.783
USA1C	0.658	0.581	0.815	0.596
USA2C	0.668	0.478	0.804	0.471
USA3C	0.635	0.552	0.849	0.571
USA4C	0.495	0.542	0.808	0.538
USA5C	0.625	0.567	0.823	0.689
USA6C	0.631	0.664	0.776	0.683
USA7C	0.451	0.502	0.652	0.474
USA8C	0.369	0.483	0.571	0.485

Table 12 Construct Reliability & Validity of CGV

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
INFC	0.932	0.935	0.945	0.712
INTC	0.878	0.893	0.908	0.626
USAC	0.898	0.908	0.919	0.589
USC	0.891	0.896	0.917	0.648

4. Hypothesis

Based on the objectives of the study, the hypothesis test design that can be made is a hypothesis test design in this study presented based on the research objectives. The confidence level used is 95%, so the level of precision or inaccuracy limit is 5% = 0.05. And produce a t-table value of 1.96. So that:

- a. If the t-statistic value is smaller than the t-table value [t-statistic < 1.96], then Ho is accepted and Ha is rejected.
- b. If the t-statistic value is smaller than the t-table value [t-statistic > 1.96], then Ho is rejected and Ha is accepted.
- c. If the t-statistic value is greater or equal to t-table [t-statistic ≥ 1.96], then Ho is rejected and Ha is accepted.

The research hypothesis is:

- H1: information quality affects user satisfaction.
- H2: service interaction affects user satisfaction.
- H3: usability quality affects user satisfaction.
- H4: variable information quality, service interaction, and usability quality have an effect on the variable user satisfaction simultaneously

XXI

Table 13 Path Coefficients of XXI

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEVI)	T Statistik (O/STDEV)	P Values
INFX -> USX	0.034	0.03	0.123	0.272	0.786
INTX -> USX	0.444	0.453	0.121	3.660	0.000
USAX -> USX	0.450	0.451	0.082	5.515	0.000

Table 14 R Square Adjusted of XXI

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEVI)	T Statistik (O/STDEV)	P Values
INFX, INTX, USAX → USX	0.664	0.692	0.058	11.476	0.000

Hypothesis Test 1 (H1)

Formulation of the hypothesis:

- H0: there is no effect of information quality on user satisfaction.
- Ha: there is an effect of information quality on user satisfaction.

From Table 13 XXI Path Coefficients (Mean, STDEV, t-Value), it can be seen that the results of the information quality hypothesis show the effect (Original Sample) of 0.034, T Statistic is 0.272 which is smaller than T Table which is 1.96 and with the level P Values of 0.786, the level of P Values is greater 0.05, which means that the hypothesis in this study accepts H0 and rejects Ha. Thus it can mean that the H1 hypothesis "Information quality does not have a positive effect on user satisfaction" or is rejected. Information quality does not have a big effect on user satisfaction, it can be due to the hours of delivery that are late or faster than the information printed on the website.

Hypothesis Test 2 (H2)

Formulation of the hypothesis:

- H0: There is no effect of service interaction on user satisfaction.
- Ha: There is an effect of service interaction on user satisfaction.

From Table 13 XXI Path Coefficients (Mean, STDEV, t-Value), it can be seen that the results of hypothesis testing service interaction show an effect (Original Sample) of 0.444, T Statistics of 3.660 which is greater than T Table which is 1.96 and with P Values 0.000, the level of P Values is 0.05 which means that the hypothesis in this study rejects H0 and accepts Ha. Thus it can mean that the hypothesis H2 "Service interaction has a positive influen on user satisfaction" is accepted. Service interaction has an effect on user satisfaction. It can be seen from the large effect of 0.444, it can be effected from websites that have a good reputation, provide security, and provide a member list space.

Hypothesis Test 3 (H3)

Formulation of the hypothesis:

- H0: there is no effect of usability quality on user satisfaction.
- Ha: there is an effect of usability quality on user satisfaction.

From Table 13 XXI Path Coefficients (Mean, STDEV, t-Value) it can be seen that the results of the usability quality hypothesis test show the effect (Original Sample) of 0.450, T Statistic is 5.515 which is greater than T Table which is 1.96 and with the level P Values 0.000, the level of P Values is 0.05 which means that the hypothesis in this study rejects H0 and accepts Ha. Thus it can mean that the hypothesis H3 "Usability quality has a positive effect on user satisfaction" is accepted. Usability quality has an effect of 0.450 on user satisfaction can be seen, it can be effected from the ease of operation of the website, good navigation, attractive appearance, and design that fits the type of website. All of that makes people happy to surf on the website.

Hypothesis Test 4 (H4)

Formulation of the hypothesis:

- H0: There is no joint effect on user satisfaction.
- Ha: There is a joint effect on user satisfaction.

From Table 14 R Square Adjusted of XXI it can be seen that the results of testing the information quality, service interaction and usability quality hypothesis together show the effect (Original Sample) R² of 0.664, meaning together - together information quality, service interaction, and usability quality on user satisfaction is 66.4%, the remaining 33.6% can be added new variables in the next study. The resulting T Statistic is 11,476 which is greater than T Table which is 1.96 and with the level of P Values 0.000, the level of P Values is 0.05 which means that the hypothesis in this study rejects H0 and accepts Ha. Thus it can mean that the H4 hypothesis "Information quality, service interaction, and usability quality together have a positive effect on user satisfaction" is accepted.

CGV

Table 15 Path Coefficients of CGV

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEVI)	T Statistik (O/STDEVI)	P Values
INFC -> USC	-0.033	-0.046	0.128	0.259	0.795
INTC -> USC	0.533	0.549	0.115	4.650	0.000
USAC -> USC	0.389	0.389	0.102	3.801	0.000

Table 16 R Square Adjusted of CGV

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEVI)	T Statistik (O/STDEVI)	P Values
INFC, INTC, USAC → USC	0.680	0.703	0.051	13.217	0.000

Hypothesis Test 1 (H1)

Formulation of the hypothesis:

H0: there is no effect of information quality on user satisfaction.

Ha: there is the effect of information quality on user satisfaction.

From Table 15 CGV Path Coefficients of CGV (Mean, STDEV, t-Value) shows that the results of the information quality hypothesis show the effect (Original Sample) of -0.033, T Statistic of 0.259 which is smaller than T Table which is 1.96 and with the level of P Values is 0.795, the level of P Values is 0.05 which means that the hypothesis in this study accepts H0 and rejects Ha. Thus it can mean that the H1 hypothesis "Information quality does not have a positive effect on user satisfaction" or is rejected. Information quality does not have a big effect on user satisfaction, it can be due to the hours of delivery that are late or faster than the information printed on the website.

Hypothesis Test 2 (H2)

Formulation of the hypothesis:

H0: there is no effect of service interaction on user satisfaction.

Ha: there is an effect of service interaction on user satisfaction.

From Table 15 CGV Path Coefficients of CGV (Mean, STDEV, t-Value) can be seen that the results of testing the service interaction hypothesis show the effect (Original Sample) of 0.533, T Statistic of 4.650 which is greater than T Table which is 1.96 and with the level P Values 0.000, the level of P Values is 0.05 which means that the hypothesis in this study rejects H0 and accepts Ha. Thus it can mean that the hypothesis H2 "Service interaction has a positive effect on user satisfaction" or accepted. Service interaction has an effect on user satisfaction. It can be seen from the effect of 0.533, it can be effected from websites that have a good reputation, provide security, and provide a member list space.

Hypothesis Test 3 (H3)

Formulation of the hypothesis:

H0: there is no effect on usability quality on user satisfaction.

Ha: there is the effect of usability quality on user satisfaction.

From Table 15 CGV Path Coefficients of CGV (Mean, STDEV, t-Value) shows that the results of the usability quality hypothesis show the effect or effect (Original Sample) of 0.389, T Statistics of 3.801 which is greater than T Table which is 1.96 and with the level P Values 0.000, the level of P Values is 0.05 which means that the hypothesis in this study rejects H0 and accepts Ha. Thus it can mean that the hypothesis H3 "Usability quality has a positive effect on user satisfaction" or accepted. Usability quality has an effect of 0.389 on user satisfaction can be seen, it can be effected from the ease of operation of the website, good navigation, attractive appearance, and design that fits the type of website. All of that makes people happy to surf on the website.

Hypothesis Test 4 (H4)

Formulation of the hypothesis:

H0: there is no effect together on user satisfaction.

Ha: there is a joint effect on user satisfaction.

From Table 16 R Square Adjusted of CGV shows that the results of testing the information quality, service interaction and usability quality hypothesis together show the effect or effect (Original Sample) of R^2 of 0.680, meaning that together, information quality, service interaction, and usability quality on user satisfaction is 68.0%, the remaining 32.0% can be added new variables in the next study. The resulting T static is 13,217 which is greater than T Table which is 1.96 and with the level of P Values 0,000, the level of P Values is 0.05 which means that the hypothesis in this study rejects H0 and accepts Ha. Thus it can mean that the H4 hypothesis "Information quality, service interaction, and usability quality together have a positive effect on user satisfaction" is accepted.

5. Conclusion

✦ Users are quite satisfied with interaction quality and usability quality that are owned by the two websites, it is indicated by the service interaction and usability quality variables with a significant T statistic ($|O / STDEV|$) in each table. While the information quality dimension has a value ($|O / STDEV|$) below 1.96 with a P Values value above 0.05, influencing both but not too significant.

✦ And if it is calculated as a whole in the variables information quality, service interaction, and usability quality on user satisfaction with a P value below 0.05, CGV has a value of 13.217 while XXI has a value of 11.476. Overall CGV is better than XXI, so CGV that has website quality is better if measured using the webqual method.

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