CUSTOMER SATISFACTION ON IKEA INDONESIA WEBSITE BASED ON WEBQUAL 4.0 BY USING IMPORTANCE PERFORMANCE ANALYSIS

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ABSTRACT

The furniture industry in Indonesia has been a profitable business, the need for furniture in this country is always increasing year by year in line with the start of improving the property business in Indonesia. Nowadays, the trend of buying furniture is growing very fast, where the trend of shopping for furniture online is increasingly in demand by people. Company that started to follow this trend is IKEA, this company has a website that can be accessed by their customers through IKEA Indonesia Website.

The purpose of this study is to shows by using Importance Performance Analysis based on Webqual 4.0 in decision making seen from expectations and reality to assess the performance of IKEA Indonesia Website in performing their services to satisfy customers. This research uses quantitative descriptive and Importance Performance Analysis methods based on customer assessment of the expectations and reality felt by IKEA Indonesia Website customers. The sample in this research amounted to 100 respondents who had used IKEA Indonesia Website to fill in the research questionnaire

Based on the Descriptive Analysis results, the reality of customer satisfaction on products or services provided by IKEA Indonesia Website as a whole is in the "Good" category which has a percentage score of 78.0%. While, the expectation of customer satisfaction on products or services provided by IKEA Indonesia Website as a whole is in the "Good" category which has a percentage score of 78.2%. And based on the Importance Performance Analysis (IPA) results in this research, the company of IKEA Indonesia Website can map into 4 quadrants such as: 2 items in Quadrant I, 16 Items in Quadrant II, 1 Item in Quadrant III, and 3 Items in Quadrant IV. Suggestion from the author are IKEA Indonesia Website should prioritize customer satisfaction by providing better performance in terms of customer service, maintaining customer emotions so that they always provide good feedback, ease of interacting with customer service and also get goods or service in accordance with what IKEA Indonesia promised.

Keywords: Customer Satisfaction, Importance Performance Analysis, Webqual 4.0, IKEA Indonesia Website

1. BACKGROUND

Today, the current form of marketing can be interesting the attention of consumers is to make a product or service accessible through the internet network. In this era, technology information has changed people's lifestyle in terms of business, economic, social and cultural. Indirectly also the rise of the internet makes people want practicality in every activity. It can be concluded, the increasing number of internet users can influence the people's lifestyle. And this is precisely what increases the chances of use of the internet as a tool or infrastructure in terms of marketing media in business. There are 4.39 billion internet users in 2019 an increase of 366 million from January 2018 (we are social, 2018).
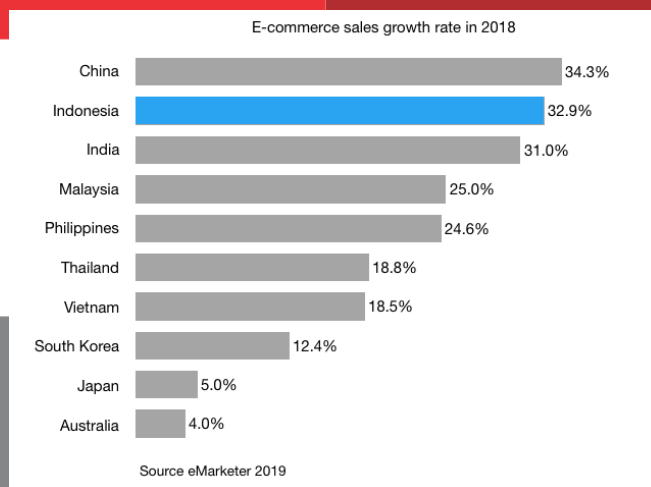

Figure 1.2 E-Commerce Sales Growth in 2019
Source: e-marketer, 2018

Figure 1.2 shows that the growth of e-commerce in the last few years has always been increasing and getting better. This is can enable advances in profits on the field of buying and selling online. So, with internet users they making e-commerce market is a tempting business for people who can see potential in the future.

The furniture industry in Indonesia has been a profitable business, the need for furniture in this country is always increasing year by year in line with the start of improving the property business in Indonesia. (sindonews.com, 2018). The trend of buying furniture now is growing very fast, where the trend of shopping for furniture online is increasingly in demand by people. Especially in the modern era that almost all needs today can be obtained online through super-sophisticated gadgets. In addition, a very practical ordering process is also a special attraction for urban communities who are busy with daily activities.

With the rapid growth of the E-commerce industry in Indonesia, many online stores have sprung up to selling various needs, including furniture. In nowadays, can more easy to bringing furniture that they bought from the store to home only by using e-commerce on the internet (midtrans.com, 2018).

Company that started to follow this trend is IKEA, this company has a website that can be accessed by their consumers through IKEA Indonesia Website. Website has a broader market than mobile applications, website can be accessed with any device as long as the device has a browser and there are internet services. So, the possibility to get potential consumers is wider compared to mobile applications that can only be accessed from smartphones that have specifications that match the version

of the application. Also, most mobile applications today are the development from website (Mahadisuta.com, 2018)

This research used Webqual 4.0 which measured the website quality based on customer perceptions related to their experience using website services. According to Barnes and Vidgen (2002) Webqual 4.0 consists of three dimensions which are Usability, Information Quality, and Service Interaction Quality.

The author will examine more deeply about consumer satisfaction of the IKEA Indonesia website based on Webqual 4.0 by using the Importance Performance Analysis (IPA). The reason researchers used this method is because in it is expected to be able to measure the quality of service available on the official website of IKEA Indonesia and the results of this study are expected to be able to provide an overview to get feedback to the website manager (management) in terms of customer satisfaction. For the reasons, the author conducted a research with title **"Customer Satisfaction Analysis of IKEA Indonesia Website based on Webqual 4.0 by Using the Important Performance Analysis (IPA)".**

2.   LITERATURE REVIEW

2.1   Marketing
Marketing based on Stanton in Sunyoto (2015:191) marketing is a total system business designed to plan, promote, and distribute want satisfying products to target market to achieve organizational objectives, which means marketing is a system total of business activities designed to plan, determine prices, promotion, and distribution of goods that can satisfy the desires and achieve that target market and company goals.

2.2   Internet
According to Kotler and Armstrong (2008:237) The internet is public network of computer networks that connect all types of users around the world to each other and connect them with a very large information storage.

2.3   E-Commerce
According to Mariza Arfina & Robert, (2009:27) E-commerce or better known as e-com can be interpreted as a way shop or trade online or direct selling that utilizes internet facility where there are websites that can provide get and services.

2.4   Webqual 4.0
Barnes and Vidgen (2002) in Shia (2016) research on quality based websites on customer satisfaction. Suggested WEBQUAL 4.0 consists of three dimensions, namely:

a.   Usability quality

Quality is associated with site design and usability. For example, the display of ease of use and the image is delivered to the user

b.   Website information quality

Quality of site content: the suitability of the information Addressed to the user's wishes. For example, accuracy, format and relevance

c. Service interaction quality

Quality of service interaction experienced by users because they explore the site, realized with trust and empathy. For example, transaction and information security issues, product delivery, personalization and communication with site owner.

2.5 Customer Satisfaction

According to Kotler and Keller (2009: 138-139) Customer Satisfaction is the feeling of pleasure or disappointment felt by customer and is the result of a comparison of the perception of product performance with expectations.

3. RESEARCH METHOD

3.1 Types of Research

Types of this research is used descriptive research. Descriptive research is in the form of collecting data for testing research questions or hypotheses relating to circumstances and current occurrence. In this research, the scale of the instrument used is Likert scale to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

3.2 Population and Sample

According to Arikunto (2010: 173) the population is the whole of the research subject. According to Sugiyono (2014: 80) the population is a region of generalization consists of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study are consumers who have made purchase through on IKEA Indonesia Website. The number of population in this study is unknown.

The sample is determined by the researcher based on consideration of the problem, objectives, hypotheses, methods, and research instruments (Darmawan, 2014: 138)

3.3 Sampling Technique

The sampling method using purposive sample. Purposive sampling is to determining samples with certain considerations (Sugiyono, 2011:68). According to Siregar (2013:33) Purposive Sampling is a method of determining respondents to be sample based on certain criteria. Purposive sampling is more appropriate to be used if the researcher has specific criteria for samples to be taken and taking samples for the specific purposes. The author determined the samples with criteria that had made online purchasing on IKEA Indonesia Website.

RESEARCH RESULTS AND DISCUSSION
4.1   Descriptive Analysis

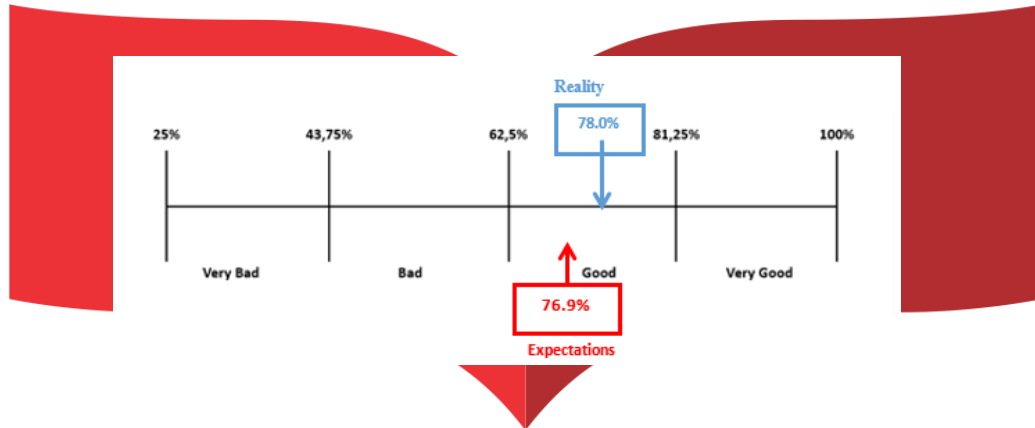**1)   Descriptive Analysis of Sub Variable Usability**

Figure 4.1 Continuum Line of Sub Variable Usability
Source: Data that has been Processed, 2020

Figure 4.1 shows that Usability sub-variables obtained a rating of 78.0% in Reality and included in the "Good" category. While, 76.9% in Expectations and included in the "Good" category.

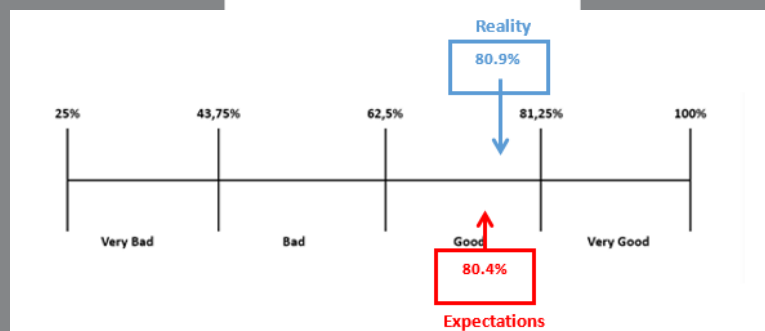**2)   Descriptive Analysis of Sub Variable Information Quality**

Figure 4.2 Continuum Line of Sub Variable Information Quality
Source: Data that has been Processed, 2020

Figure 4.2 shows that Information Quality sub-variables obtained a rating of 80.9% in Reality and included in the "Good" category. While 80.4% in Expectations and included in the "Good" category.

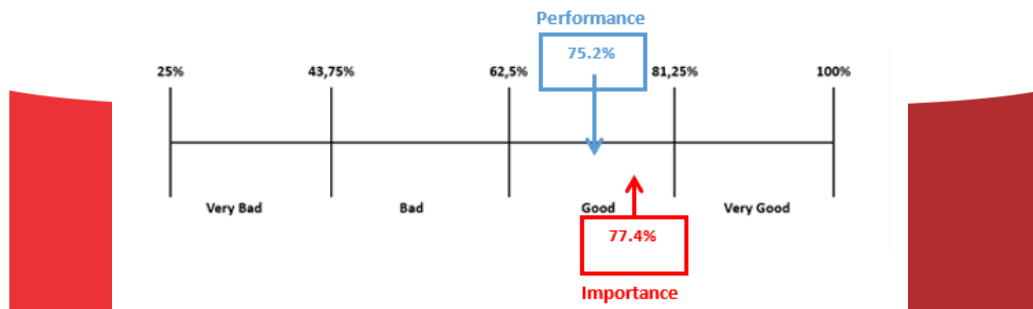### 3) Descriptive Analysis of Sub Variable Service Interaction Quality

Figure 4.3 Continuum Line of Sub Variable Service Interaction Quality
Source: Data that has been Processed, 2020

Figure 4.3 shows that Service Interaction Quality sub-variables obtained a rating of 75.2% in Reality and included in the "Good" category. While 77.4% in Expectations and included in the "Good" category.

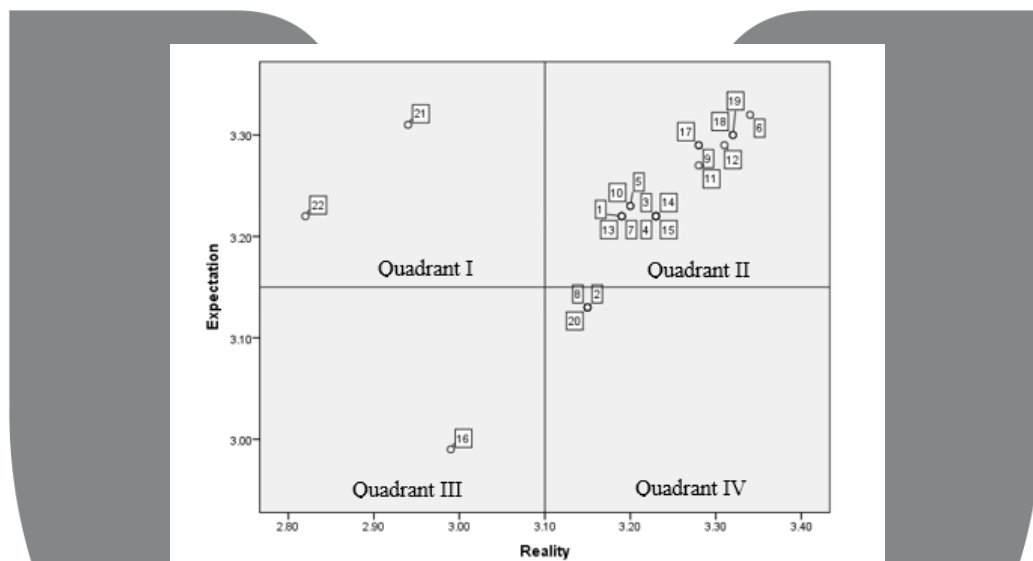## 4.2 Importance Performance Analysis

Figure 4.6 The Cartesian Diagram
Source: Data that has been Processed, 2020

The Cartesian diagram is divided into four quadrants, i.e. Quadrant I is the attributes with high priority of company improvement, Quadrant II is an attribute that must be maintained, because it belongs to the excellence of the company, Quadrant III is an attribute that is considered not too important by the customer, but must still be considered by the company because it affects the perceived benefits and Quadrant IV shows that it is not too important in the eyes of the customer, and can be reduced so that the company can save costs.

4.   CONCLUSIONS AND SUGGESTIONS

5.1   CONCLUSIONS

- Customer Satisfaction received a rating as measured based on descriptive analysis in Reality which has a total percentage of **78.0%** and included in the **"Good"** category with the total score is **6852.** The highest scores of Reality from Webqual 4.0 is dimension Information Quality which has percentage of **80.9%** in the category **"Good"**, and respondents' responses to sub variable of Information Quality that the highest score of reality is item number 4 "IKEA Indonesia Website provides relevant information" with percentage **82.8%**, and also percentage of expectation on item number 4 "IKEA Indonesia Website provide relevant information" is **82.3%** which means reality still higher than expectation.
- Customer Satisfaction received a rating as measured based on descriptive analysis in Expectation which has percentage of **78.2%** and included in the **"Good"** category with the total score is **6879.** The highest scores of Expectation from Webqual 4.0 is dimension Information Quality which has percentage of **80.4%** in the category **"Good"**, and respondents' responses to sub variable of Informatio Quality that the highest scores are item number 1 "IKEA Indonesia provide accurate information" and item number 4 "IKEA Indonesia provide relevant information with percentage **82.3%.** Meanwhile, Reality score of item number 1 is **83.3%** and for item number 4 is **82.8%** which means the Expectation from customer is fulfilled. Reality fulfilled.
- Importance Performance Analysis which has four quadrants that can be used on the factors that should be maintained and corrected from customer satisfaction on the IKEA Indonesia Website with obtained the following results are:
    a. On quadrant I, Attributes in this area are attributes with high priority to be the focus of improvement consist of: IKEA Indonesia Website makes me easy to communicate with their Customer Service and I'm sure that product or services from IKEA Indonesia Website will delivered as their promised.
    b. On Quadrant II, Quadrant II Keep up the good work. Attributes in this area are attributes that are in line with expectations and must be maintained and also to satisfy customer consists of: IKEA Indonesia Website easy to learn to operate, IKEA Indonesia Website is easy to navigate, IKEA Indonesia Website is easy to use, IKEA Indonesia Website has an attractive appearance, The design of IKEA Indonesia Website is appropriate, IKEA Indonesia Website gives a feeling that I can use it well, IKEA Indonesia Website Provides accurate information, IKEA Indonesia Website Provides trusted information, IKEA Indonesia Website Provides up to date information, IKEA Indonesia Website provides relevant information, IKEA Indonesia Website provides easy to understand information, IKEA Indonesia Website provides information at the right level of detail, IKEA Indonesia Website presents the information in an appropriate format, I feel safe to complete transaction on IKEA Indonesia Website, I feel secure about my personal account information that saved on the IKEA

Indonesia Website, IKEA Indonesia Website gives space for my personalization.

c. Quadrant III, Attributes in this area are not too important but must still be considered by the company because they affect the perceived benefits consist of : IKEA Indonesia Website has a good reputation.

d. Quadrant IV, possible overkill. Attributes in this area are not too important and can be reduce consist of: My interaction with IKEA Indonesia Website is clear and under stable, IKEA Indonesia Website creates a positive experience for me, IKEA Indonesia Website gives a feeling that I am part of IKEA.

5.2 SUGGESTIONS

5.2.1 SUGGESTIONS FOR THE COMPANY

- Based on the level of customer satisfaction measured in expectations and reality, IKEA Indonesia Website customers have not received a sense of satisfaction because the results of the average expectations obtained by the author have a difference of 78.2% higher than the average value of reality by 78.0%. This presence shows that IKEA Indonesia Website customers still have high expectations of the customer satisfaction they will get. So companies should prioritize customer satisfaction by providing better performance in terms of customer service, maintaining customer emotions so that they always provide good feedback and ease of interacting with customer service and also get goods or service in accordance with what IKEA Indonesia promised.
- On Quadrant I IKEA Indonesia Website can prioritize their customer service with no slow response to respond complaints from customer and also IKEA Indonesia Website must be more carefully before sending products will be sent to the customer, because there are still find customer who complaints because of the products they have been paid are incomplete and also damaged.
- On Quadrant II the attributes need to be maintained because IKEA Indonesia Website has performed these attributes with excellences.
- On Quadrant III IKEA Indonesia Website does not need to focus too much on reputation, because customer don't really need it.
- On Quadrant IV needs to be less attention and IKEA Indonesia Website should divert resources that have to improve the attributes in quadrant I because the attributes in quadrant IV considered too excessive by IKEA Indonesia Website's customers.

5.2.2 SUGGESTIONS FOR THE FURTHER RESEARCH

For those who will further research on Customer Satisfaction, can be biased by adding free variables to describe broader results such as variables of service quality, product quality, and customer experience., the next researcher can use different analytical techniques such as simple or multiple linear regression analysis, and to the next researcher can use another research object based on application or another business website in Indonesia.

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