Effects of Website Quality and Service Quality on Customer Satisfaction in Swiss-Belhotel Kendari

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Abstract— This research aims to test and analyze effects of Website Quality and service quality both partially and simultaneously giving significant effects on customer satisfaction. This research is conducted in Swiss-Belhotel Kendari, which examining inter-research variable relation and testing established hypotheses so that there is a description on inter-variable causal relation. Researcher conducted the data processing with SPPS Version 11.5 software. All customers of Swiss-Belhotel Kendari are the research samples, namely there are 80 people. Results of the research find out that Website Quality and service quality simultaneously have significant effects on customer satisfaction. Results of the research find out that Website Quality partially has no significant effects on customer satisfaction in Swiss-Belhotel Kendari. Since the customers make a point of their ability to make transactions and successful transaction. They have no consideration about website quality, in terms of easiness of system use at making hotel service order in the website. Then, results of the analysis find out that service quality has significant effects on Swiss-Belhotel Kendari customer satisfaction

Index Terms— : Website Quality, Service Quality and Customer Satisfaction

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1 INTRODUCTION

Definitely strategic role of information technology is addressed to support product development team, customer service process, trade transaction, other business activities. An information system consists of organized combinations of human, software hardware, communication network, data sources, policy as well as organized procedure to keep, take, change and separate any information in an organization. There is a use of information system in the field of marketing as a means of promotion, communication access for customers, and introducing objective conditions offered by the company both in production sector and service sectors such as bank, online business and any business engaging in hospitality sector; this can be seen as a requirement to be done by business world in order to create competitive superiority among competitors.

A company competitive superiority can be easily achieved if the company can create customer satisfaction as their market targets. There will be customer satisfaction if the company can meet their customer desire and needs based on their expectation. According to Band in Nasution (2005), there will be satisfaction if quality meets and exceeds customer expectation, desire and needs. Dissatisfied customers to any consumed goods or services will lead to search other companies with ability to meet their needs. Customer satisfaction in the field of electronic business can be affected by website quality given by the company. Luis Olsina (2006) stated that website quality from customer user point of view is defined as content quality evaluation in the website, namely in terms of navigation, beauty, function, and other issues giving effects. According to DeLone and McLean (2003) as one of the information system forms, website quality can be seen from three sections of information system success model, namely system quality, information quality, and service quality. Customer satisfaction can be affected by information availability and easiness prepared by the company in giving them services on marketed

goods and service. Information availability is given by the company related to quality of used information system and quality of marketed information quality by the company as well as applied service quality by the company in offering marketed products and service to the customers. Lin, H-F (2007) stated that system quality has important effects on customer satisfaction. Without efficient system quality, then difficult service quality provision will decrease online shopping customer experiences (Aladwani and Palvia, 2002).

This has been proven by Touch, C; et al. (2015) with the research purposes to study the effect of website quality effects on customer satisfaction using website www.tarad.com in Mahasarakham Province, Thailand. In this research, it uses 360 respondents as the website www.tarad.com users in Province Mahasarakham. Results of the research show that website quality in term of system quality has positive relation and effects on customer satisfaction. Information by the best quality will improve the use of user perception and improve information system use (Liu and Arnett, 2000). Sadeh, S; et al. (2011) in his research entitled "The Effects of Website Quality Dimensions on Customer Satisfaction in E-Retailing System, shows that all website quality dimensions can affect on customer satisfaction positively and significantly. Also, findings by Hur (2011) state that service quality greatly affects on customer satisfaction.

Swiss-Belhotel Kendari uses its company website as its customer information system. This company website provides customer satisfaction by giving easiness of website system use, obtaining information and giving easiness in term of service through website given by the company.

System quality in Swiss-Belhotel Kendari company website is to provide easiness for the customers in using the system to trace any information related to the company. Also, this company website gives reliability for its website system, in which the company website system is designed to have endurance

from any damage and errors.

There are some services given by Swiss-Belhotel Kendari company in order to give easiness in company website access, searching any desired room facility, and obtaining information related to hotel service. Also, the service given to by the company technically is provided and available as it should be. The company gives service promise certainty presented in the website and room availability certainty based on order time. Order service of Swiss-Belhotel Kendari through this company authorized website gives benefits for the customers, such as obtaining cheaper prices than direct hotel order and through any websites such as traveloka.com, agoda.com, booking.com, misteraladin.com and other sites marketing this company hotel order.

2 HYPOTESES

Based on the background and literature review explained, then the next step is hypothesis preparation. The relation of Website Quality and service quality with customer satisfaction is stated by Touch, C; et al. (2015). In his research, it was stated that website quality in terms of system quality, information quality, and service quality simultaneously had a positive relationship and effects on customer satisfaction. Better system quality, information quality, and service quality simultaneously will increase customer satisfaction. In addition, there are several other studies that show the effects of system quality, information quality, and service quality on customer satisfaction, namely: Hsu, C-L; et al. (2012), Hur, Y; et al (2011), Sun Quan (2010), Chen, L.Y. (2013), and Hung, S-Y; et al (2014). Based on the above explanation, the following hypotheses are proposed:

H1: Website Quality and service quality simultaneously provide positive and significant effects on customer satisfaction

Correlation between Website Quality and customer satisfaction is stated by Touch, C; et al. (2015). In his research, it was stated that website quality in terms of system quality has a positive relationship and effects on customer satisfaction. More quality a system and well-adjusted to the needs will lead to increased customer satisfaction. In addition, there are several other studies that show system quality effects on customer satisfaction, namely: Jing and Yoo (2013), Hung and Hsu (2013), Sun Quan (2010), Hung, S-Y; et al (2014), and Chen, L.Y. (2013). Based on the above explanation, the following hypothesis is proposed:

H2: Website Quality affects positively and significantly on customer satisfaction

Service quality is an important determinant of customer satisfaction (Conrath and Mignen, 1990). According to Joseph and Taylor (1992) improving overall service quality can have positive effects on customer satisfaction in general. This is also supported by a research conducted by Hur, Y; et al (2011) stating that results of his research showed that service quality is more important than quality of information and systems in affecting customer satisfaction and purchase interest. In addi-

tion, there are several other studies that show the effects of information quality on customer satisfaction, namely: Jing and Yoo (2013), Chen, L.Y. (2013), Hung, S-Y; et al (2014), Sun Quan (2010), and Lin, H-F (2007). Based on the above explanation, the following hypothesis is proposed:

H3: Service quality affects positively and significantly on customer sat

3 METHODS

This research is conducted on customers as service users of the Swiss-Belhotel Kendari company. Population is a generalization area consisting of objects or subjects with certain established qualities and characteristics by the researchers to be studied and then draw conclusions (Sugiyono, 2007). The population in this study are all customers as service users of the Swiss-Belhotel Kendari company. Samples are determined by purposive sampling and snowball sampling methods. Purposive sampling is a sample selection method based on certain considerations (Cooper and Emory, 1995; Babbie, 1995). Criteria for sampled customers are the customers who have booked hotel services at least once on Swiss-Belhotel Kendari company website since 2015. From various groups of people as the customers, it is selected the respondents in the age 17 years old and more. Selection based on age is considered to be mature and can answer any questions presented in the study. In this study, the population is unknown, so it is determined 80 respondents as the samples. The analysis technique used to measure the effect of independent variables on the dependent variable is a multiple linear regression analysis tool.

4 RESULTS

Multiple linear regression analysis in this study is conducted to be able to answer the proposed hypothesis. The independent variables in this study are Website Quality (X1), and service quality (X2), while the dependent variable in this study is customer satisfaction (Y). Furthermore, data processing is done using SPSS 11.5 statistical software, then it is analyzed according to any specified parameters in this study.

Table of Multiple Linear Estimation Results of Website Quality and Service Quality Effect on Customer Satisfaction at Swiss-Belhotel Kendari

Independent variables	Regression coefficient (b)	t Sig	Decision on hypotheses
Website Quality (X$_1$)	0.211	0.294	**Rejected**
Service Quality (X2)	0.649	0.000	**Accepted**
Constant (a)	= 0.914 (Sign= 0.014)		
R	= 0.863		
R Square (R^2)	= 0.745		
SEE	= 0.630		

Data Sources : SPSS 11.5 Processing results

Based on the results of table estimation using the SPSS 11.5 program, the coefficient values are obtained as follows:
$\hat{Y} = 0.211 X1 + 0.649 X2$
The coefficient b1 = 0.211 states that each increase in the quali-

ty of company system will then lead to increased customer satisfaction by assuming all variables giving constant effects on the customer satisfaction in Swiss-Belhotel Kendari in this research model. The coefficient of b2 = 0.649 states that each increased in the quality of company services will then lead to increased customer satisfaction by assuming all variables giving constant effects on the customer satisfaction Swiss-Belhotel Kendari in this research model.

Summary Model

1. The R number of 0.863 shows that there is a strong correlation / relationship between customer satisfaction at Swiss-Belhotel Kendari with its three independent variables, namely system quality, information quality and service quality.

2. Based on the estimation results in the table, it can be seen that the coefficient of determination (R2) is 0.745 or about 75%. This shows that variations in changes to the customer satisfaction variable (Y) are explained or described by Website Quality (X1) and service quality (X2) variables which are 75%, while 25% of other variations in the customer satisfaction (Y) variable is explained by other variables excluded in this research model.

3. The Standard Error of Estimate (SEE) in this study is 0.630. Smaller SEE value will make more appropriate regression model in predicting the dependent variable.

Significance test

Based on the estimation results above, we test the hypothesis as follows:

1. Simultaneous Test (F-Test). Hypothesis testing can also be done by comparing F-sign value with α = 0.05. If the F-sign is <α = 0.05, then H1 is accepted or H0 is rejected. Conversely, if the F-sign> α = 0.05, then H1 is rejected or H0 is accepted. Based on the table above, it is obtained F-count value by 74.158 or with a significant level of F of 0.000 <at α = 0.05, then H1 is accept and H0 is accept or it can be concluded that all independent variables, both Quality and Website service quality simultaneously has significant effects on the customer satisfaction at Swiss-Belhotel Kendari.

2. Partial Test (T-Test). Hypothesis testing can also be done by comparing t-sig value with α = 0.05. If t-sig <of α = 0.05, then H1 is accepted or H0 is rejected. Conversely, if the t-sign> of α = 0.05 then H1 is rejected or H0 is accepted. Based on the table above, it is obtained a significant level t of 0.294> at α = 0.05, then H1 is rejected or H0 is accepted, which means that Website Quality partially (separately) does not significantly affect on the customer satisfaction at Swiss-Belhotel Kendari.

3. Partial Test (T-Test). Furthermore, for the service quality, it is obtained t-count by 10.004 or with a significant level t of 0.000 <at α = 0.05, then H0 is reject or H1 is rejected, which means that the service quality partially (separately) affects on the customer satisfaction at Swiss-Belhotel Kendari.

Based on the results of the study, it shows that Website Quality and service quality variables have simultaneous effects on the customer satisfaction. Results of this study are in line with researches conducted by Touch, C; et al. (2015), Hsu, C-L; et al. (2012), Hur, Y; et al (2011), Sun Quan (2010), Chen, L.Y. (2013), and Hung, S-Y; et al (2014) stating that Website Quality and

service quality can increase customer satisfaction. If Website Quality and service quality provided are good, complete and accurate, and supported by an adequate Website Quality, it can create customer satisfaction.

Furthermore, results of the analysis find out that the Website Quality variable does not have significant effects on the customer satisfaction, both satisfaction with information and overall satisfaction. This research can be interpreted that for the respondents as the Swiss-Belhotel Kendari online customers, the Website Quality variable owned by Swiss-Belhotel Kendari is not an important variable to create customer satisfaction. Thus it can be said that, the hypothesis stating that, Website Quality has significant effects on customer satisfaction at Swiss-Belhotel Kendari is stated to be rejected (not accepted). This finding is similar to results of a study conducted by Schaupp, et al. (2009), stating that Website Quality showed insignificant effects on user satisfaction of eCommerce websites. In addition, results of this study are also the same as results of a research conducted by Yang (2007).

Based on the analysis results of service quality variables measured by ease of access, reliability, fulfillment, privacy, responsiveness and contact with Swiss-Belhotel Kendari, it can be categorized as good, and the highest position indicator is reliability by 78.0%, followed by privacy, ease of access and the lowest is responsiveness and the contact is still considered quite good at Swiss-Belhotel Kendari. The analysis results find that service quality variable have significant effects on the customer satisfaction, both satisfaction with information and overall satisfaction. Thus it can be said that, the hypothesis stating that, service quality has significant effects on customer satisfaction at Grand Swiss-Belhotel Kendari is stated to be acceptable. These findings have provided support for the concepts proposed by Conrath and Mignen (1990) stating that service quality plays an important role for customer satisfaction. This finding supports results of a research conducted by Yang (2007), stating service quality has positive and significant effects on satisfaction of online shopping customers. In fact, service quality is one of the issues considered by customers when doing online shopping. There is also another study supporting these study results namely a study conducted by de Oliveira (2007).

5 RESEARCH LIMITATIONS

1 The testing results show that F statistics resulted in this study is high enough to have effects on high multicollinearity so that there will be higher standard error value, consequently Beta Coefficient (B) value cannot measure the dependent variable precisely.

2 Process of research data collection has not been fully able to reveal and describe the studied variables, this is related to the ability and leisure time of respondents in answering various items in the questionnaires.

3 This study only discusses three variables, namely Website Quality and Service Quality on the Customer Satisfaction, while in the research process, researcher find out another variable that can be developed specifically, namely customer satisfaction variable on customer loyalty.

6 CONCLUSION

The results of this study find that Website Quality and service quality simultaneously have significant effects on the customer satisfaction. The results of this study find that Website Quality partially does not have significant effects on the customer satisfaction at Swiss-Belhotel Kendari. Since the customers only think that it is more important for them to be able to make transactions and successful transactions. They do not care about the Website Quality, such as ease of system use when booking hotel services through the website. Furthermore, the analysis results find that the service quality has significant effects on the customer satisfaction at Swiss-Belhotel Kendari.

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