



# THE QUALITY EFFECT OF ONLINE SHOPPING SITE AND CUSTOMER SERVICE TO UMB (UNIVERSITAS MERCUBUANA) STUDENT INTEREST IN LINE SHOPPING

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**Abstract:** This researched is conducted to know any contrains that influence customer will to shop on line. The development of smart phone technology and e commerce have been fasilitating micro and small business in Indonesia to get more income from on line transactions. By knowing the correlation between several varibales considered important in determining the interest of customers shopping on line, owner and administrator can improve their sites align with customer wishes. Variables that have major role on determining interest of UMB students are benefit, easiness, customer service, risk, and customer satisfaction. Benefit variable gives dominant contribution to to UMB student interest in shopping on line. For the long term with the continuous improvement of the main variables and the determinants of shopping customers, then the future of online trading will be more vibrant, more advanced, more secure, and more comfortable in the transaction.

**Keywords** –On Line Shop; quality; service; information technology;

## I. INTRODUCTION

The development of mobile technology more rapidly, the features in smart phone application software is one of the opportunities for online businesses in optimizing the market. Netizen growth in Indonesia also increased from year to year, according to the netizen netbook survey, it is known that the netizen population growth is in line with the growth of urban family population. With the development of this netizen, the development of online business becomes affected. Longer interaction with the internet and the convenience of netizens surfing for information, making online business opportunities even more widespread. Penetration of Internet users in addition to increasing from year to year also shifts way of access, from cybercafé to home users, from the use of computers for internet access to the use of smart phones. Thus, it can be seen that there are business opportunities that can be optimized with smartphone features. The distribution of access from users is dominated by social networking and general surfing activities, this is a good indication for the online business world to introduce products or services.

Most internet users or netizens are surfing using smart phones. This information becomes an input to the world of business online, that a good and interesting and communicative website is not enough to compete at this time. The website must also support to be accessed via smart phone with a lighter view and remain informative. Various other obstacles such as payment transactions that have not been fully done through mobile banking become one of the obstacles in online business. This is thought to be a factor triggering differences in volume and number of transactions at various online shopping sites. It is alleged that customer distrust of transaction security becomes one of the causes of the decline in the interest of prospective customers to transact. In addition, the ease of transaction settlement and transaction clarity is suspected to be another trigger factor in influencing the prospective customer's decision to transact. The results of this study are expected to support the online businessman in optimizing services and marketing strategy of products or services so that the volume of transactions increased and the economic progress of small and medium scale to be better throughout the territory of Indonesia. Specially to help students in general and UMB students in particular to be able to take advantage of this opportunity to earn more income for tuition and future expenses.

## **II. RELATED WORK**

Retail sales through the internet is one of the most developed distribution channels in this era. Although the development of online retailer segment sales is quite new in Indonesia, but the development of this sector is very rapid. Sales in this way have altered the shopping paradigm to the exclusion of time and space constraints. Transactions buy and sell products electronically by consumers and from company to company with computer as an intermediary of business transactions<sup>[1, 2, 4]</sup>. Business transactions online have their own challenges and constraints. Technological aspects, transaction security, and the way businesspeople realize each order become new to customer service standards<sup>[3, 5, 6]</sup>. Some of these standards are the effect of benefits obtained by customers in online shopping, ease and satisfaction of online shopping are some important aspects of the key to success of an online shopping site visited by netizens. Nevertheless, the development of the retail industry is a solution to the distribution of products, although various doubts still cover the issue of transaction security, payment options, access and technological limitations in online shopping. In Indonesia 66% of online purchase transactions still make payment transactions separated by transfer via ATM, 62% of buyers prefer to make payment on the spot when the goods received. The transaction nominal amount is small, the majority is under 5 million rupiah. This indicates the existence of doubt or reluctance to the consumer in doing massive on-line shopping. The most common reference used to handle customer behavior in interacting with a computer is the Technology Acceptance Model (TAM). The use and modification of TAM is widely implemented in ERP systems to mobile services<sup>[7]</sup>. Various studies to predict the use of a number of technology to the business and the impact of technology has been widely practiced. Therefore, we need a study to compare the various levels of current technology in terms of usage or utilization with acceptance of online payment security standard such as e banking.

## **III. METHOD**

The allegedly correlated variables are benefits gained, ease of use of the site, shopping satisfaction, customer service, and shopping risks. Two of these variables are variables in accordance with TAM perceived of use and perceived easy to use. The other three variables are the presumptions of external variables that may be correlated to the interest of UMB students deciding on online shopping. The three variables are shopping satisfaction, customer service, and shopping risk. These three variables are thought to be external factors that trigger netizens' intentions to shop online based on literature studies from previous studies concluding that online transaction security is the determinant of the success and safety of online transactions and the satisfaction and convenience that affects netizens visiting a site. The questionnaire was based on the 5 variables that were allegedly correlated with the variables of UMB student interest in shopping. The questionnaire will consist of 7 sections. The first part is general information about respondents, part 2 is a question to test the benefits of customers, the third part is the questions about the ease of use of the site, the 4th part is shopping satisfaction, the 5th part contains questions about customer service, the 6th part about shopping risks, and the 7th part of shopper shopping intentions. Each question group consists of many similar questions to ensure the respondent's answer is accurate, except the first part that contains demographic information and general data about the respondent. These questions will be tested for validity both in content and construct before being propagated and distributed to be filled by respondents. These valid questions will be used in a questionnaire to be distributed to 100 respondents randomly in the Greater Jakarta area. Respondents will be drawn from different types of age, gender, and occupation. Result of collected questionnaire data will be done though data with test method of normalization and reliability of data. After that is done correlation test in accordance with the following hypothesis: H1: There is a relationship between the variable benefits obtained by the customer to the variable interest of UMB students shopping online. H2: There is a relationship between variable ease of use of the site with the interest of UMB students shopping online.

H3: There is a relationship between the variable of shopping satisfaction with the interest of UMB students shopping online. H4: There is a relationship between customer service variables with student interest variables UMB shop online. H5: There is a relationship between expenditure risk variable and student interest variable of UMB shopping online. H6: There is a relationship between the ease-of-use variables of the site and the customer benefit variables.

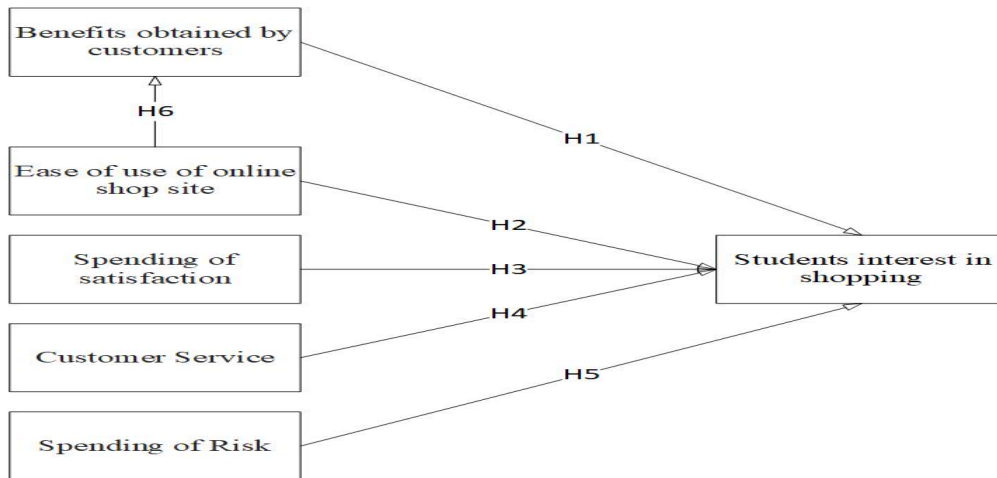


Fig 1. Scheme of Research Hypothesis

**IV. RESULT AND DISCUSSION**

From the results of questionnaires collected, the results obtained if the data as follows: The number of female respondents is 40 people (40% of the total respondents) and the number of male respondents 60 people (60% of total respondents).

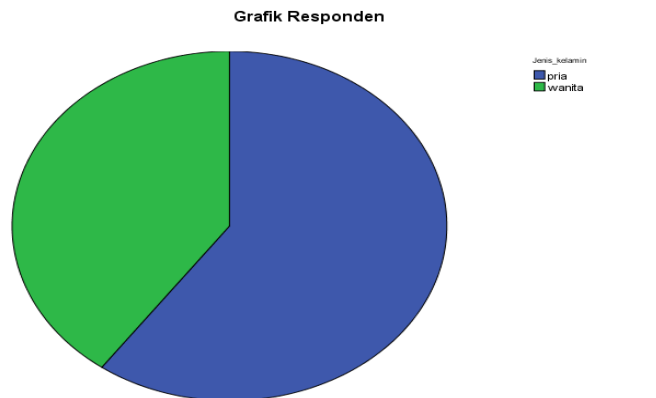


Fig 2. Graph Distribution of Respondents Sex

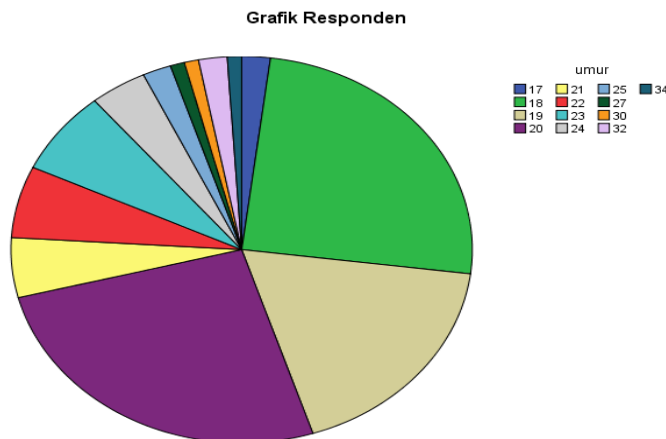


Fig. 3 Graph of Respondents Age Distribution

One-Sample Kolmogorov-Smirnov Test

		manfaat_ yang_ diperoleh	kemudahan_ pengg4naan_ s5t4s	kepuasan_ pelanggan	Pelayanan_ pelanggan	Resiko	Minat_ mahasiswa_ UMB_ belanja_ online
N		100	100	100	100	100	100
Normal Parameters <sup>a</sup>	Mean	11.07	15.13	15.06	15.29	22.75	11.05
	Std. Deviation	1.805	1.973	1.927	1.996	2.840	1.789
Most Extreme Differences	Absolute	.133	.127	.129	.131	.125	.128
	Positive	.133	.127	.129	.131	.125	.128
	Negative	-.127	-.100	-.107	-.124	-.086	-.122
Kolmogorov-Smirnov Z		1.332	1.266	1.289	1.309	1.249	1.277
Asymp. Sig. (2-tailed)		.058	.081	.072	.065	.088	.077

a. Test distribution is Normal.

Fig 4. Normality Test Results of Questionnaire

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.877	6

Fig 5. Test Results Validity Questionnaire Results

Correlations

		manfaat_ yang_ diperoleh	kemudahan_ pengg4naan_ s5t4s	kepuasan_ pelanggan	Pelayanan_ pelanggan	Resiko	Minat_ mahasiswa_ UMB_ belanja_ online
manfaat_ yang_ diperoleh	Pearson Correlation	1	.380**	.426**	.426**	.415**	.984**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
kemudahan_ pengg4naan_ s5t4s	Pearson Correlation	.380**	1	.965**	.847**	.491**	.367**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
kepuasan_ pelanggan	Pearson Correlation	.426**	.965**	1	.846**	.503**	.412**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Pelayanan_ pelanggan	Pearson Correlation	.426**	.847**	.846**	1	.676**	.406**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Resiko	Pearson Correlation	.415**	.491**	.503**	.676**	1	.408**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Minat_ mahasiswa_ UMB_ belanja_ online	Pearson Correlation	.984**	.367**	.412**	.406**	.408**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Fig 6. Reliability Test Results Variable Questionnaire

Table 1. Independent Variable The benefits gained on the dependent variable of UMB Student Interest in On Line shopping

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984 <sup>a</sup>	.969	.969	.316

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.984 <sup>a</sup>	.969	.969		.316	
a. Predictors: (Constant), benefit gained						
ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	306.982	1	306.982	3.080E3	.000 <sup>a</sup>
	Residual	9.768	98	.100		
	Total	316.750	99			
a. Predictors: (Constant), benefitthecombined						
b. Dependent Variable: Students interest UMB online shopping						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.250	.197		1.267	.208
	Benefit gained	.976	.018	.984	55.495	.000
a. Dependent Variable: Students interest UMB online shopping						

Table 2. Free Variable Ease of Use of Site to Variables Bound Student Interest in UMB in On Line shopping

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.367 <sup>a</sup>	.135	.126		1.672	
ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.754	1	42.754	15.292	.000 <sup>a</sup>
	Residual	273.996	98	2.796		
	Total	316.750	99			
a. Predictors: (Constant), Ease of use status						
b. Dependent Variable: Students interest UMB online shopping						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.010	1.300		4.624	.000
	Ease of use status	.333	.085	.367	3.910	.000
a. Dependent Variable: Students interest UMB online shopping						

Table 3. Variable of Satisfaction of Expectation on Variable Bounded by UMB Student Interest in On Line shopping

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.412 <sup>a</sup>	.170	.162		1.638	
a. Predictors: (Constant), Satisfied shopping						
ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	53.847	1	53.847	20.072	.000 <sup>a</sup>
	Residual	262.903	98	2.683		
	Total	316.750	99			
a. Predictors: (Constant), satisfied shopping						
b. Dependent Variable: Students interest UMB online shopping						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.286	1.297		4.076	.000
	Satisfied consumer	.383	.085	.412	4.480	.000
a. Dependent Variable: Students interest UMB online shopping						

Table 4. Variable Expenditure Ratio to Variables Bound Student Interest in UMB on on Line shopping

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.408 <sup>a</sup>	.167	.158		1.641	
a. Predictors: (Constant), Risk						
ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.742	1	52.742	19.578	.000 <sup>a</sup>
	Residual	264.008	98	2.694		
	Total	316.750	99			
a. Predictors: (Constant), Risk						
b. Dependent Variable: Students interest UMB online shopping						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.204	1.331		3.909	.000
	Risk	.257	.058	.408	4.425	.000
a. Dependent Variable: Students interest UMB online shopping						



Table 5. Variable Ease of Use Site to the dependent Variable Benefits obtained by Customers

Model Summary						
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	
1	.380 <sup>a</sup>	.145	.136		1.678	
a. Predictors: (Constant), Ease of use status						
ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.664	1	46.664	16.578	.000 <sup>a</sup>
	Residual	275.846	98	2.815		
	Total	322.510	99			
a. Predictors: (Constant), Ease of use status						
b. Dependent Variable: benefit gained						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.805	1.304		4.451	.000
	Ease use of status	.348	.085	.380	4.072	.000
a. Dependent Variable: benefit gained						

### V. CONCLUSION

The conclusion that can be drawn from this research is that the interest of UMB students in online shopping is influenced by the benefit variables obtained, the ease of use of the site, customer satisfaction, customer service, and shopping risk. Of the five variables found that the benefit variable obtained by the customer is the greatest influence on the interest of UMB students in shopping on line. Therefore, in developing the online shop or e-commerce need pay attention to aspects of the benefits received by customers to the site on line shop or e-commerce is more visited and more transactions that can be generated. In addition, security factors transact, support services or support is good, ease of use / operations of the site, and satisfaction that can be obtained by customers are the factors that support the creation of more interest from customers to shop on line in an e-commerce site.

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