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# Effectiveness of Website Dashboard Monitoring Quality PT. Satuvisi Inovasi Media on User Satisfaction with The Webqual 4.0 Method

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**ABSTRACT :** In digital era, technology is one of the society neededs. Internet technology is important because it provides more benefits for its users. Information technology is important to manage information so that information could be searched easily and accurately. The technology that is often considered not much needed is the website. Website is one of the important factors in the establishment of an organization or a company. In this study, researchers used the Webqual 4.0 method to assess the quality of websites at PT. The Media Innovation Unit using a quantitative approach. Data collection was carried out by distributing questionnaires to all employees of PT. The Media Innovation Division is 50 respondents and uses several tests to see the effect of the website on the monitoring dashboard website users. The results of this study indicate that the research on the quality of the website gets positive results and it can be said that the internal website has an effect on user satisfaction

**KEY WORDS**: *Technology, Information, WebQual 4.0, User Satisfaction*

## I. INTRODUCTION

In this digital era, technology has become one of the needs of society. Internet technology is important because it provides more benefits for its users. Information technology can be regarded as the science needed to manage information so that information can be searched easily and accurately (Darmawan, 2007).Technology that is often considered not much needed but has tremendous benefits is a website. The development of better information technology can be a service to a company or organization. Currently, services to users can also be done online through a website monitoring dashboard. The use of the website as a medium for disseminating information quickly and easily has made many parties, both individuals and institutions, choose the website as a medium for disseminating information, publications, and others. The use of this website has penetrated various fields, one of which is the dissemination of information. The company's website is considered to be the most important factor in the company in order to introduce the company's values to a large audience. However, not only to be seen by internal factors, but the website of a company can also be useful to make it easier for employees to find out information that is happening within the company or simply to monitor the work that has been completed by their respective teams. A company engaged in the Information Technology business named PT. Satuvisi Innovation Media has a monitoring dashboard website which is a communication medium to monitor work between users within a company.

Webqual 4.0 is a very popular website service quality assessment method used in previous studies. There are five general categories of website quality obtained from the literature review and research exploration Loiacono, et al. (2002), namely: ease of use, usefulness, entertainment, complementary relationships, and customer service. According to Loiacono, et al. (2002) the Webqual method was developed and introduced Webqual which is a measure to assess website quality with 12 dimensions based on an extensive literature review and interviews with website designers and visitors.One of the companies that developed the website dashboard monitoring service feature is PT. Satuvisi Inovasi Media, Satuvisi has been engaged in Information Technology since 2014. This service aims to facilitate employee access to monitoring the work of each employee so that the purpose of this website is to minimize errors in communication from each employee. This website was developed in 2019 which until now the website has become one of the service features that makes it easier for all employees at the PT. Media Innovation Unit to find out their respective work lists. The quality

dimension is one of the influential factors to see the benefits of the presence of the website. By using the Webqual 4.0 method which is a measurement to measure the quality of the website based on three uses (usability), information quality (information quality), and interaction quality (interaction quality). Based on the background of the problem above, the researcher formulates the research problem as follows: 1. How is the influence of the monitoring dashboard website on the ease of monitoring the work of employees at PT. Satuvisi Inovasi Media?2. How do usability, information quality and service quality affect employees who use the monitoring dashboard website?

## II.　　THEORETICAL FRAMEWORK
### 2.1　LITERATURE REVIEW
There are several scholars that have been researching about WebQual 4.0, The research by Siti Monalisa (2016), discuss about how quality of website interaction from UIN it has a significant or positive effect on student satisfaction of UIN Suska.The Second research by Syaifullah and Soemantri (2016), which explains overall the best usability quality is that the website provides clear and understandable interactions, while the poor website is a website that lacks competence. Then, research by Diana and Veronika (2018), examined the dimensions of the website of the Bengkulu provincial office which resulted in the respondents agreeing that the Bengkulu provincial government website has usability, the information displayed is of high quality, and the website can be said to be sufficient in the overall service interaction of the Bengkulu Province e-government website. Fourth research by Sanjaya (2012), which explain From the data analysis, it can be concluded that from the 3 dimensions of webqual 4.0, only the usability and interaction quality dimensions are considered to have an effect on user satisfaction, while the information quality dimension is considered to have no effect on website user satisfaction.Sixth, research by Widya Sastika (2016), with the research title Analysis of the Effect of Website Quality on purchasing decisions on the traveloka e-commerce website, with the results of the study that there were significant results from the quality of the Traveloka website and purchasing decisions which were 40.5% while 59.5% were influenced by other variables.

### 2.2　THEORETICAL FRAMEWORK
Webqual was first developed by Stuart J. Barnes and Richard T. Vidgen where this method is a development of SERVQUAL which was previously widely used to measure service quality. Webqual is a method to measure the quality of a website based on the perception of end users (Barnes & Vidgen, 2002).In webqual theory there are several dimensions which are described as follows:
1. Utility - The website is easy to operate and understand, the website is easy to use, the website creates a great experience
2. Information Quality - Provide accurate and reliable information, easy to understand information, clear and detailed information
3. Service Quality - Easy to communicate with other organizations, Can be understood by the whole organization

## III.　　METHODOLOGY
This study uses a quantitative method to explain how this website dashboard monitoring has a major influence on its users, which is the employees or internal parts of the company and to find out the result, the researchers need to know the final result by number or statistics. So quantitative method is the best method to use. According to Nasir (in Rukajat, 2018) a research method with a quantitative approach is a method in researching the status of a group of people, an object, a set of conditions, a thought or an event in the present which aims to see a systematic, factual and accurate picture of the facts, properties and relationships between the phenomena whose being in investigated.

The data presented in this research are primary data and secondary data. Primary data is data obtained from questionnaires that have been distributed and filled out by respondents to assess the dashboard monitor website. Secondary data the author studied books and journals as a reference related to website dashboard monitoring analysis. This type of research is classified as case study research because the data taken is single data from a company to be able to find the essence of this research and also in this research, researchers used the Webqual 4.0 research model which has 3 variables from Barnes and Vidgen.

## IV.　　RESULTS AND DISCUSSION
### 4.1　Overview of Research Objects
PT. Satuvisi Inovasi Media is a company engaged in Information Technology that serves the optimization of company performance with digital solutions with the latest technology. PT Satuvisi Innovation Media was founded in 2014 and is located in Jakarta. As a company engaged in Information Technology, PT

Satuvisi Innovation Media must have a monitoring dashboard website to see the progress of work carried out by employees. Therefore, it is necessary to evaluate regularly to maintain the quality of the website.

## 4.2     Questioner Results
### 4.2.1     Uses Quality
Based on the results of questionnaires that have been distributed to fifty respondents, the results of the statement on the quality of usability dimension have the result that of the eight statement indicators filled out by 50 respondents including easy to learn, clear and easy to understand, clear instructions, attractive website design, looks convincing and competent, and provide a positive user experience.

### 4.2.2     Information Quality
On this variabel Researchers made seven indicators including information accuracy, reliable information, accurate and fast information, the relevance of information, easy to understand information, completeness of information and good information presentation.
### 4.2.3     Service Interaction Quality
service interaction quality variable, the researcher made seven indicators including good reputation, safe in information transactions, user data stored securely, personal impression as a project management site, conveying the aims and objectives of project management, facilitating communication between users and confidence in the information on the website. monitoring dashboards.

### 4.2.4.     User Satisfaction
Based on the results of the questionnaire that has been distributed to fifty respondents, the results of the statement on the dimension of user satisfaction are that all users are satisfied with the functions that exist on the monitoring dashboardand are willing to recommend the monitoring dashboard website to fellow employees.
### 4.2.5.     Descriptive Analysis and Likert Scale
In this study, the appearance of all the data from the questionnaire answers that have been obtained from the respondents in the form of tables. Likert scale can be used to measure attitudes, perceptions, and opinions of a person or group. The Likert scale instrument is used to measure users of the website dashboard monitoring PT. Satuvisi InovasiMedia in answering various choices on each question item, by giving a score of Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).
### 4.3     Validity and Reliability Test Results
Based on the results of the validity test to 50 respondents on the X1 variable, the quality of usability of the Pearson correlation value r table (0.05), the value of the X1.1 variable is 0.656 which is greater than the significance level of 0.05 (0.279) in the r table, then the X1 variable which consists of eight questions is stated valid.
### 4.4     Classical Assumption Test
As explained in the previous chapter, the Classical Assumption Test aims to test statistical assumptions that must be met in multiple linear analysis. In the classical assumption test there are 3 test steps which include: P-Plot Normality Test, Multicollinearity Test, Heteroscedasticity Test.
### 4.4.1     Normality Test
Normality test aims to go to whether the data is normally distributed or not. In this study, the processing of the normality test uses a graphical method that can be seen from the spread of the data on the diagonal line in the P-Plot of Regression Standardized Residual graph.
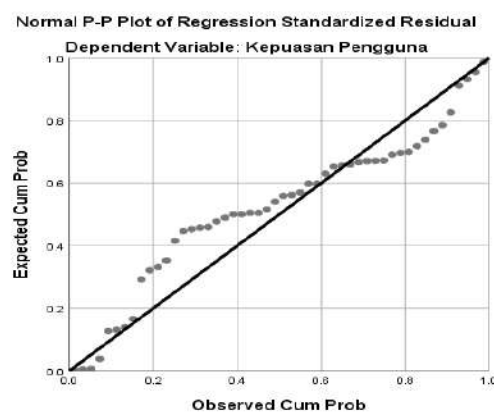


Picture 1. Diagram P-Plot Normality Test

### 4.4.2 Multicollinearity Test

Multicollinearity test aims to determine whether the regression model found a correlation between the independent variables. Multicollinearity test results consisting of three variables, which is Application Usability with a VIF value of 1.740, Information Quality with a VIF value of 1.638 and Service Interaction Quality with a VIF value of 1.515. It can be concluded that from the three variable processing results, the VIF value is greater than 0.1 and the VIF value is smaller than 10. From the overall value of these variables, it can be concluded that there is no multicollinearity, meaning that there is no correlation between each independent variable. in this regression model.

### 4.4.3 Heteroscedasticity Test

This test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is that there is no heteroscedasticity which sees the points on the scatterplots or can use the glesjer test. the results of the heteroscedasticity test using the glejser test which consists of three variables, which is Application Usability with a Sig value (significance) of 0.002, Information Quality with a Sig value. 0.477 and Quality of Service Interaction with a value of Sig. 0.052. It can be concluded that from the three variable processing results, there are two variables that have a Sig value. which is greater than 0.05, namely the variables of Information Quality and Service Interaction Quality. In the Service Quality Variable, heteroscedasticity occurs because it has a Sig value. 0.002 less than 0.05.the results of the heteroscedasticity test using the glejser test which consists of three variables, namely Application Use with a Sig value (significance) of 0.002, Information Quality with a Sig value. 0.477 and Quality of Service Interaction with a value of Sig. 0.052. It can be concluded that from the three variable processing results, there are two variables that have a Sig value. which is greater than 0.05, namely the variables of Information Quality and Service Interaction Quality. In the Service Quality Variable, heteroscedasticity occurs because it has a Sig value. 0.002 less than 0.05.

## V. CONCLUSION

Based on the results of the study, it can be concluded that the assessment of website quality based on three variables, namely usability quality, information quality and service interaction quality has a fairly good value in the eyes of users. This can be seen from the results of descriptive statistics where the entire questionnaire has a presentation value above 80% so it can be interpreted that all statement indicators on the questionnaire are approved by the respondents.

In this study it can be seen that the entire quality of the website dashboard monitoring PT. Satuvisi Inovasi Media has an effect on user satisfaction, namely all employees of the company. Taken together, the quality of usability, the quality of information and the quality of service interactions have a simultaneous effect on user satisfaction. It means that the Dashboard Monitoring website testing is good and useful for users, as well as website answers in today's technological era and helps all employees or other divisions to be able to communicate and monitor the work of each employee.

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