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ANALYSIS OF SMART WEBSITE SATISFACTION LEVEL WITH IMPORTANCE PERFORMANCE ANALYSIS METHOD

Syaefulloh[1], Asdelina Ritonga[2], Dian Putri Kriswayuni[3], Wari Fiyosa[4]
Fakultas Ekonomi & Bisnis, Universitas Islam Riau, Pekanbaru, Indonesia

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E-mail:
syaefulloh@eco.uir.ac.id
asdelinaritonga04@student.uir.ac.id
dianputrikriswayuni@student.uir.ac.id
warifiyosa@student.uir.ac.id

ABSTRACT

Riau Islamic University through SIMFOKOM (Information and Computing System), makes an application which is usually called Smart. Smart applications are web-based systems that are used for the online learning process, especially during the Covid-19 period. The purpose of this study was to determine the level of student satisfaction with the quality of the Smart website service. The quality of service used is the ServQual dimension. Sources of data used are primary data and secondary data. Primary data was obtained through a questionnaire. Secondary data is used to determine the sample. The sample used was selected randomly. Furthermore, it was analyzed using the consumer satisfaction index and importance performance analysis. The results showed that students were quite satisfied with the Smart website service. This is evidenced by the results of the average level of all indicators of 99.46%.

1. INTRODUCTION

In the current digitalization era, universities are required to be able to compete with the COVID-19 pandemic situation. In addition, related to government policies regarding the Enforcement of Community Activity Restrictions (PPKM) that companies/agencies must implement a 50% working capacity of employees (Permenkes 9/ 2020). This condition is no exception, resulting in higher education institutions in carrying out the learning process, being required to carry out online learning / distance learning. This distance learning method is carried out to prevent campuses from becoming the latest clusters for the spread of COVID-19 and breaking the chain of Covid-19. That way, students are accustomed to using information technology to carry out their daily lives. As according to [1], that the factors that influence the level of student information technology are the availability of ICT resources, ease of accessing ICT, frequency and duration of use. Various obstacles faced with online learning are unstable internet connections, electricity problems, running out of credit and incompatibility of study times [2]. According to [3]. The supporting facilities for online learning are infrastructure, systems, applications, content and operators. Through these digital-based facilities, there will be a significant positive effect between the use of digital-based applications on student motivation. Meanwhile research [4], suggests that the use of online media and learning motivation has a positive value on student satisfaction [5] In addition, research [6] says service quality affects student satisfaction. So it is intended that the higher the quality of service, the higher the student satisfaction. College customers or consumers and directly experience educational services are students. Service according to [7], service quality as the level of excellence expected and control is to meet consumer desires. Students are involved in the process of implementing an activity in an agency.

To measure customer satisfaction, a measurement is needed as feedback on the system used. As stated by [8], "Consumers feel satisfaction if the services provided are in line with expectations. On the other hand, consumers will be disappointed if the service is not provided according to their expectations. The level of satisfaction can be measured in several ways including, Directly Reported Satisfaction, Derived Dissatifaction, Problem Analysis, and Importance Performance Analysis. Therefore, universities can

conduct an assessment of the aspects needed to increase the level of student satisfaction. Where, aspects of the level of service have a significant influence on the level of student satisfaction [9]. These aspects consist of Zeithaml in [10] namely physical evidence (Tangible), Reliability (Reability), Responsibility (Responsibility), Security (Assurance), and Empathy (Emphaty). So that each student has a different level of expectation regarding services in learning, especially online. Riau Islamic University through SIMFOKOM (Information and Computing System), makes an application which is usually called Smart. A smart application is a web-based system that is intended to support the online learning process, especially during the Covid-19 period. This application was made in the odd semester of the 2020-2021 academic year. However, the implementation will begin in the even semester of the 2021-2022 academic year. Through intelligent applications, lecturers, students and workers in universities can mentor the learning process. As one of the faculties at the Islamic University of Riau that continues to use smart applications as a medium in the MKBM process, the authors are interested in examining the extent to which students from the Faculty of Economics and Business are satisfied with the quality of smart website services received by students.

2. METHOD

Types of research

This type of analysis is a qualitative descriptive study that aims to describe the level of satisfaction with using a smart website.

Data source

The data obtained is based on primary data and secondary data. Primary data by distributing questionnaires to respondents. While the secondary data is obtained from SIMFOKOM and the Student Service Center. The questionnaire is in the form of multiple choice with an answer format based on a Likert scale. In the questionnaire, the weights given to each category of answers are:

Table 1 Likert Scale

Expectancy Level	Score	Performance Level
Not important	1	Strongly Disagree
Not too important	2	Disagree
Quite important	3	Doubtful
Important	4	Agree
Very important	5	Strongly agree

Population and Sample

The population in this study were FEB UIR students. The number of samples used is multiplied by the number of instruments. Where the number of instruments is 5 with each instrument having 5 questions. Thus, the number of samples used is 25 × 5 = 125 respondents. The sample was given a questionnaire by accidental sampling. The instrument indicators are as in the table below:

Table 2 Dimensions of Service Quality

Dimension	Indicator
Tangible	1. Smart website design.
	2. Smart website structure.
	3. Ease of Access Smart website.
	4. Smart website display can be displayed perfectly on different devices.

	5. Ease in the navigation process.
Reability	1. Availability of space to interact.
	2. Ease of information to understand.
	3. Conformity of the information as promised.
	4. Accessing Speed Accuracy.
	5. Delivering information as promised.
Responsibility	1. Response speed of officers.
	2. Officers respond to User complaints.
	3. Proactive website in informing if an upload error occurs.
	4. The functioning of the forms on the smart website.
	5. The friendliness of the officers in responding to complaints.
Assurance	1. Reputable website service provider agency.
	2. Convenience provided in answering intelligent website problems.
	3. Security interact.
	4. The friendliness of the officers in responding to complaints.
	5. Smart website security.
Empathy	1. Ease of using smart website facilities
	2. The sensitivity of officers in serving.
	3. Officers serve with a polite attitude.
	4. Officers serve and value every customer.
	5. Space in the delivery of suggestions.

Validity Test and Reliability Test

Validity test

Validity test shows the extent to which a measuring device is able to measure what is measured against an object. The validity test in this study uses the product moment correlation technique. This validity test is assisted by using the SPSS (Statical Packpage For Social Science) program, which correlates

the score of each item with its total score, while the total score is obtained by adding up the scores of all questions. With the criteria for testing the validity of the study as follows, the level of significance (α) is 5%:
1. If r count > r table, then the test is valid.
2. If r count < r table, then the test is not valid.

Reliability Test

Reliability, to show the extent to which a measurement result is relatively consistent, if the measurement is repeated two or more times. The reliability test in this study used the Cronbach Alpha formula. The criteria used are:
1. If the Cronbach alpha value > 0.60 then the questions used to measure these variables are reliable.
2. If the Cronbach alpha value < 0, 60 then the questions used to measure the variable are not reliable

3. RELUST AND DISCUSSION

Validity test

Performance instruments were analyzed using SPSS 25 that the r count (corrected item total correlation) of each item obtained was greater than r table (r count > r table), where r table = 0.176, which was taken from the 95% confidence interval. So it can be concluded that the questionnaire is valid. The expectation instrument was analyzed with SPSS 25 that the r count (corrected item total correlation) of each item obtained was greater than r table (r count > r table), where r table = 0.176, which was taken from the confidence level interval 95%. So it can be concluded that the questionnaire is valid. Seen in the table below:.

Table 3 Validity Test

Indicator	R calculate Performance	R Count Hope	R table	Information
Tnngible	0.796	0.787	0.176	Valid
Reability	0.863	0.856	0.176	Valid
Responsiveness	0.860	0.863	0.176	Valid
Assurance	0.911	0.910	0.176	Valid
Emphaty	0.866	0.871	0.176	Valid

Reliability Test

Performance instruments were analyzed using SPPS, resulting in a cronbach's Alpha of 0.953. where 0.963 > 0.6 for the intelligent performance variable. This can be said to be in accordance with the requirements of a reliable measurement scale with a Cronbach's alpha value of at least 0.70, so each question is declared reliable. While the expectation instrument, produces a cronbach's Alpha of 0.954. Where 0.953 > 0.6 for the intelligent expectation variable. This can be said to be in accordance with the requirements of a reliable measurement scale with a Cronbach's alpha value of at least 0.70, so each question is declared reliable. Seen in the table below:

Table 4 Reliability Test

Performance	Hope
Reliability Statistics	**Reliability Statistics**
Cronbach's Alpha: ,953 — N of Items: 25	Cronbach's Alpha: ,954 — N of Items: 25

Consumer Satisfaction Index

Customer satisfaction is achieved when performance is greater than or equal to expectations and dissatisfaction occurs when performance is less than expectations. From the table below, it can be seen the

number of respondents who are satisfied or dissatisfied. Smart website users are mostly satisfied because based on the table that 52% are satisfied and 48% are dissatisfied. As shown in the table below:

Tabel 1 Persentase Kepuasan Konsumen

No	IKP	Information	Total Respondent	%
1	IKP < 0	Not satisfied	60	48%
2	IKP ≥ 0	Satisfied	65	52%
	TOTAL		60	100%

Important Performance Analysis

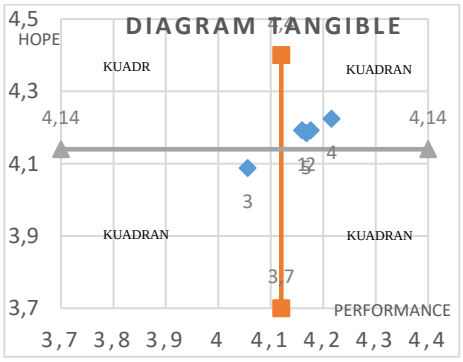
Table 6 Calculation Results of the Consumer Satisfaction Index

NO	List Question	Score Performance	Score Hope	$\bar{\bar{x}}$ Performance	$\bar{Y}$ Hope	TKI
I	**Tangible**					
1	The appearance of an attractive smart website design	520	524	4.16	4.192	0.992
2	Structured smart website display	522	524	4.176	4.192	0.996
3	Smart web can be accessed anytime	507	511	4.056	4.088	0.992
4	Smart websites can be displayed perfectly on different devices	527	528	4.216	4.224	0.998
5	User convenience in the navigation process	521	523	4.168	4.184	0.996
II	**Reability**					
6	The existence of a virtual space to interact with other users	467	471	3.736	3.768	0.991
7	Smart website grammar is easy to understand	521	525	4.168	4.2	0.992
8	The information on smart websites is in accordance with sikad	523	527	4.184	4.216	0.992
9	Smart web provides fast access response	508	512	4.064	4.096	0.992
10	Availability of notifications when there is latest information on smart websites	500	500	4	4	1
III	**Responsiveness**					
11	Officers respond quickly when contacted	504	508	4.032	4.064	0.992
12	Availability of officers to handle complaints	508	508	4.064	4.064	1
13	Smart websites quickly notify upload discrepancies	517	519	4.136	4.152	0.996

14	The form for uploading works fine	523	525	4.184	4.2	0.996
15	Officers respond to complaints of problems well	510	510	4.08	4.08	1
IV	**Assurance**					
16	Intelligent website provider agency (SIMFOKOM UIR) has a good reputation	525	527	4.2	4.216	0.996
17	Officers are able to answer User questions	513	516	4.104	4.128	0.994
18	Users feel safe interacting on smart websites	512	516	4.096	4.128	0.992
19	Officers respond to complaints of problems well	502	506	4.016	4.048	0.992
20	Users feel safe in providing personal information	514	518	4.112	4.144	0.992
V	**Empathy**					
21	Users are easy to use the menus on smart websites	521	525	4.168	4.2	0.992
22	Sensitive officers in serving users	521	525	4.168	4.2	0.992
23	Officers serve politely	542	542	4.336	4.336	1
24	Officers serve and appreciate every user	522	526	4.176	4.208	0.992
25	Users can give suggestions to officers	517	521	4.136	4.168	0.992
	Average			4.12	4.14	0.9946

From the data processed above, it was found that in each attribute the importance of performance analysis obtained an average of 0.9946. Meanwhile, the level of performance and expectations will be included in 4 (four) quadrants, namely Quadrant A (Main Priority), Quadrant B (Maintaining Achievement), Quadrant C (Low Priority) and Quadrant D (Excessive). The attributes above affect consumer satisfaction. And the results of measuring the dimensions of service quality on the level of expectations and the level of performance affect the level of customer satisfaction. Analysis based on five service dimensions, the satisfaction received by students is as follows:

Tangible Dimension



Graph 2 Tangible Dimension Cartesian Diagram

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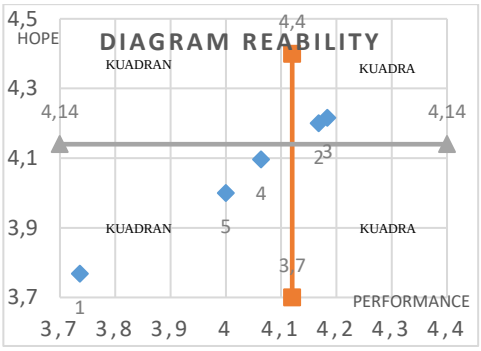
This dimension has five attributes, namely T1, T2, T3, T4, and T5. Based on the diagram above, service attributes no. 1, 2, 4 and 5 are located in quadrant B. Where, quadrant B illustrates that the attributes that are considered important that affect student satisfaction at the Islamic University of Riau and need to be maintained. Because the level of implementation has satisfied students and has been carried out well by the management of the Riau Islamic University. So, it must be maintained and has met the level of student satisfaction. These attributes are 1) The appearance of attractive smart website designs, 2) The appearance of structured intelligent websites, 4) Smart websites can be displayed perfectly on different devices, and 5) User convenience in the process navigation. Meanwhile, T3, which is a smart web that can be accessed at any time, shows that the service attributes that affect student satisfaction at the Islamic University of Riau have a fairly good level of importance. Likewise, the management of the Islamic University of Riau is doing it quite well.

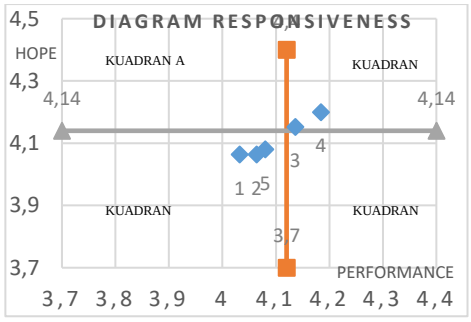
Dimensions of Reliability



Graph 3 Cartesian Diagram of Reliability Dimensions

This dimension has five attributes, namely Rb1, Rb2, Rb3, Rb4, and Rb5. Based on the diagram above, service attributes no. 2 and 3 are located in quadrant B. Where, quadrant B illustrates that the attributes that are considered important that affect student satisfaction at the Islamic University of Riau and need to be maintained. Because the level of implementation has satisfied students and has been carried out well by the management of the Riau Islamic University. Thus, it must be maintained and has met the level of student satisfaction. These attributes are 2) The grammar of smart websites is easy to understand and 3) Information on smart websites is in accordance with sikad. While Rb1, Rb4 and Rb5, namely 1) The existence of a virtual space to interact with other users, 4) The smart web provides fast access responses, and 5) The availability of notifications if there is latest information on smart websites shows that service attributes that affect student satisfaction at Islamic University Riau, has a fairly good level of importance. Likewise, the management of the Islamic University of Riau is doing it quite well.

Dimensi Responsiveness



Graph 4 Cartesian Diagram of Responsiveness Dimensions

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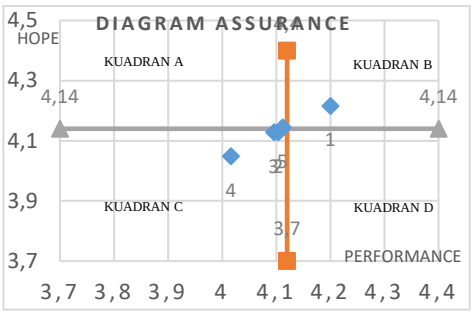
This dimension has five attributes, namely Rs1, Rs2, Rs3, Rs4, and Rs5. Based on the diagram above, service attributes number 3 and 4 are located in quadrant B. Where, quadrant B illustrates that the attributes that are considered important that affect student satisfaction at the Islamic University of Riau and need to be maintained. Because the level of implementation has satisfied students and has been carried out well by the management of the Riau Islamic University. Thus, it is mandatory to maintain and meet the level of student satisfaction. These attributes are 3) Smart websites quickly inform uploading discrepancies and 4) Uploading forms function properly. While Rs1, Rs2 and Rb5, namely 1) Officers respond quickly when contacted, 2) Availability of officers to handle complaints and 5) Officers respond to complaints about problems well. These attributes indicate that service attributes that affect student satisfaction at the Islamic University of Riau, have a fairly good level of importance. Likewise, the management of the Islamic University of Riau has implemented it quite well.

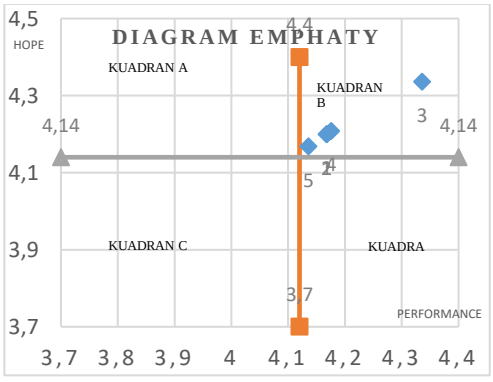
Dimension Assurance



Graph 5 Cartesian Diagram Dimension Assurance

This dimension has five attributes, namely A1, A2, A3, A4, and A5. Based on the diagram above, service attribute number 1 is located in quadrant B. Where, quadrant B illustrates that attributes that are considered important that affect student satisfaction at the Islamic University of Riau and need to be maintained. Because the level of implementation has satisfied students and has been carried out well by the management of the Riau Islamic University. Thus, it must be maintained and has met the level of student satisfaction. These attributes are 1) A reputable intelligent websites provider institution (SIMFOKOM UIR). While the attributes A2, A3, A4, and A5 i are 2) Officers are able to answer User questions, 3) Users feel safe in interacting on smart websites, 4) Officers respond to problem complaints well, and 5) Users feel safe in providing personal information . These attributes indicate that service attributes that affect student satisfaction at the Islamic University of Riau, have a fairly good level of importance. Likewise, the management of the Islamic University of Riau has implemented it quite well.

Dimension of Empathy



Graph 6 Cartesian Diagram of Empathy Dimensions

This dimension has five attributes, namely E1, E2, E3, E4, and E5. Based on the diagram above, all service attributes are located in quadrant B. Where, quadrant B illustrates that attributes that are

considered important that affect student satisfaction at the Islamic University of Riau and need to be maintained. Because the level of implementation has satisfied students and has been carried out well by the management of the Riau Islamic University. Thus, it must be maintained and has met the level of student satisfaction. These attributes are 1) Users are easy to use the menus on smart websites, 2) Officers are sensitive in serving users, 3) Officers serve politely, 4) Officers serve and respect every person. users, and 5) Users can provide suggestions to officers**.**

4. CONLUSION

Based on the four quadrants of the Cartesian diagram, it can be concluded as follows: Tangible attributes, making four attributes that are in accordance with student expectations and need to be maintained, and the other one has been implemented quite well but is of ordinary value by students. then there are no attributes that are implemented very well. However, the value is less important by students. The reliability attribute, there are two attributes that are in accordance with student expectations and need to be maintained, and other attributes have been implemented quite well but are of ordinary value by students. then there are no attributes that are implemented very well. However, the value is less important by students. Attribute responsiveness, there are two attributes that are in accordance with student expectations and need to be maintained, and other attributes have been implemented quite well but are of normal value by students. Assurance attribute there is one attribute that is in accordance with student expectations and needs to be maintained, and other attributes that have been implemented quite well but are of average value by students. All attributes of empathy are in quadrant B. This indicates that the service needs to be maintained and implemented in accordance with student expectations. The analysis of the level of student satisfaction at the Islamic University of Riau shows that students are quite satisfied with the services provided by the Student Administration Services of the Islamic University of Riau. This is evidenced by the results of the average level of conformity of all indicators of 99.46%.

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