ANALYSIS OF THE EFFECT OF ALFAGIFT'S ELECTRONIC SERVICE QUALITY BASED ON OBJECTIVES USING THE E-SERVQUAL METHOD

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ABSTRACT

The times and technology are becoming retail business opportunities to compete online. This research was conducted with the aim to determine the effect of Alfagift service quality and the magnitude of the influence of e-servqual on user satisfaction Alfagift application. The study population was all people who had used the Alfagift application and the number was not known with certainty. So that the sample was taken using the non-probability sampling method type Purposive Sampling with the number of respondents taken as many as 130 respondents in the city of Jambi. The research data were processed using multiple linear regression methods through Statistical Product and Service Solution (SPSS) version 25. The results of data analysis showed the e-service quality hypothesis used in the study had a positive and significant effect on user satisfaction (0.878; t 10.991; sig 0.00).

Keywords: Analysis, Alfagift, E-service Quality, Satisfaction

INTRODUCTION

Along with the times, people's lifestyles are increasingly instantaneous and they want something practical but quality. Quality is a measure of the extent to which a product or service meets the needs, empathy, desires and expectations of customers [1].

The rapid advancement of network technology is an opportunity for companies to provide online services in addition to their offline services so that they can continue to survive in an increasingly sophisticated era. Companies compete to provide online sales system services that offer advantages and convenience for consumers in buying the products offered.

To provide convenience for internet users, the company creates electronic services (E-Servqual) so that access to get the products or services needed becomes faster, easier, safe, effective, and efficient. E-Servqual is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery [2].

Alfagift was launched by PT. Sumber Alfaria Trijaya Tbk in 2015 is a digital software application that offers various types of products at competitive prices, through the online purchase feature of daily necessities using a virtual member card. Alfagift offers various payment transactions through interbank transfers BCA, e-money, Go-Pay to make it easier for consumers to make payments. Based on Google Play Store data as of September 2019, the Alfagift application has been downloaded more than 1 million times. This shows the enthusiasm of Alfamart consumers in using the Alfagift application to shop for their daily needs online.

However, based on the questionnaire data that had been previously distributed to Alfagift application users, 76% of respondents complained that the use of shopping vouchers could not be used. Difficulty logging in 50%.

LITERATURE REVIEW

The following is a literature review conducted by researchers to assist researchers in conducting research:

History of Alfagift Development

In the official website of PT. Sumber Alfaria Trijaya, Tbk or Alfamart which can be accessed through www.alfamartku.com revealed that Alfamart is one of the leading minimarket retail companies in Indonesia which was founded by Djoko Susanto since 1989. Alfamart network is spread in several big cities throughout

Indonesia which makes it easier for consumers in shopping. To meet the needs and convenience of Alfamart consumers, on June 21, 2015 Alfamart launched an Alfagift application that makes shopping easy through smartphones as well as discounts and other attractive offers. Alfagift is an online grocery shopping service that can be accessed by installing the Alfagift application through the Play Store and App Store. The features or facilities that exist in the Alfagift Application are: Home, Home, Store Locations, Inbox, Products, Baskets, Promos, and Others.

Service Quality

There are two main factors that affect service quality, namely: expected service and perceived service. If the perceived service is in accordance with the expected service, then the service quality is perceived to be good and satisfactory. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality. On the other hand, if the perceived service is worse than the expected service, then the service quality is perceived to be negative or bad [4].

Satisfaction (Customer Satisfaction)

Customers will be very satisfied, if they get service that exceeds their expectations. If what is obtained exceeds what was previously expected, then the customer will feel very satisfied, but on the contrary if what is obtained is less than previous expectations, the customer will be disappointed as a form of dissatisfaction [5].

The size of the customer satisfaction variable [7] includes:

a. Satisfied with the product.

b. Satisfied with product choice.

c. Recommend the product to others.

d. Have a desire not to switch to another product.

e. Make repeat purchases.

E-SERVQUAL (Electronic Service Quality)

E-Service Quality or better known as E-Servqual is a new version of Servqual which initially refers to service quality where customer interactions and experiences with companies are not internet-based as traditional SQ we are referring to the quality of all non-Internet-based customers interactions and experiences with companies [8].

Therefore, A. Parasuraman, Valarie, A. Zeithaml and Leonard L. Berry in 1985, carried out a development to evaluate a service provided on the internet network called E-Servqual or the quality of electronic services. E-Servqual is defined as an act, effort or performance whose delivery is mediated by information technology [9].

From the above definition it can be concluded that E-Servqual is an activity using electronic media in a network that makes it easier to carry out transactions, purchases, and distribution activities effectively and efficiently. This is in line with the current development of the internet, that services are not only carried out offline but also online.

METHODOLOGY

The following is the research methodology compiled by the researcher:

Research Framework

To facilitate the process of understanding the flow of this research, the researchers formulated a framework of thought with the model in Figure 1.
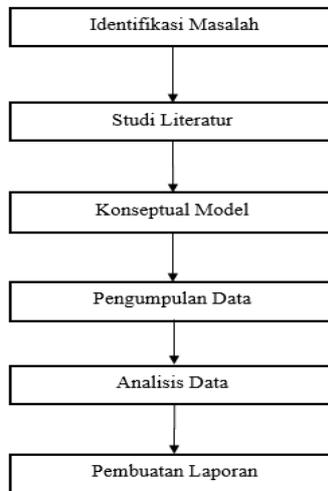
Figure 1. Research Framework

Conceptual Model

Researchers formulate independent variables and dependent variables based on the dimensions of E-Servqual with the Conceptual Model in Figure 2:
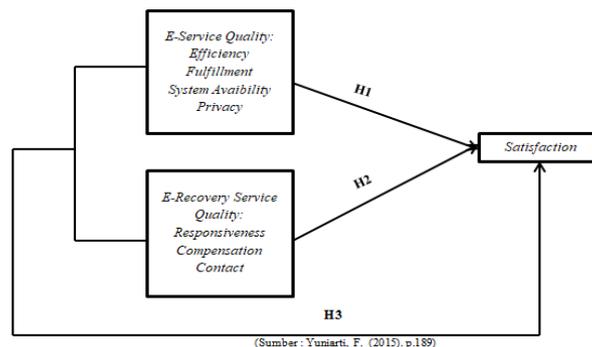

Figure 2. Conceptual Model

Based on the conceptual model of this research, the researcher formulates the problem as follows:

Hypothesis 1: There is an influence between the variables of e-service quality (X1) on user satisfaction alphagift (Y).

Hypothesis 2: There is an influence between the variables of e-recovery service quality (X2) on satisfaction Alfagift users (Y).

Hypothesis 3: There is a simultaneous effect between e-service quality and e-recovery service quality (X3) on Alfagift user satisfaction (Y).

Data Collection

Data collection is done by distributing online questionnaires using Google Forms:

1. Primary Data

   Data that has never been processed by certain parties for certain purposes. In this study, primary data was obtained from the results of questionnaires distributed to respondents regarding user perceptions of E-service quality given the Alfagift application.

2. Secondary Data

Data that has been processed, stored, presented in a certain format or form by certain parties for certain purposes. In this study, secondary data were obtained from various sources, namely: books, journals, and scientific articles that were considered relevant.

Data Collection Method

In general, data collection methods in research can be in the form of questionnaires, observations, interviews, focus group discussions, laboratory and field experiments. In this study using a questionnaire method.

Population and Sample

The population is the entire element that will be used as a generalization area. The population element is the whole subject to be measured, which is the unit under study [10].

The sample is part of the number and characteristics possessed by the population [10]. As for active users of the Alfagift application throughout Indonesia whose exact number is unknown, the researchers used a non-probability sampling technique, namely purposive sampling.

Based on the description above, the number of samples using the Cochran formula in the book Business Research Methods [10] in survey quantitative research is as follows:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{1,96^2\,(0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{(3,8416)(0,25)}{0,01}$$

$$n = 96,04$$

$n = 96,04$ dibulatkan menjadi 96

Information:

n = Number of samples required

z = Price in normal curve for deviation of 5% with a value of 1.96

p = 50% chance of correct = 0.5

q = 50% chance of being wrong = 0.5

e = Sample error rate (sampling error) of 10% = 0.1

Based on this formula, the number of samples in this study was 96 rounded up to 100 respondents with the sample criteria being active users of Alfagift in the Jambi City area.

Measurement Model

The measurement model is intended to ensure that the research instrument has met the standards of passing the validity and reliability test, so that the questionnaire as a research instrument has a construct and indicators that are proven to be reliable and valid [11].

1. Validity test is conducted to determine the ability of research instruments in measuring what should be measured [12].

2. Reliability test is used to measure the consistency of measuring instruments in measuring a concept or it can also be used to measure the consistency of respondents in answering question items in questionnaires or research instruments.

RESULTS AND DISCUSSION

The following are the results of the tests that have been carried out by researchers:

Respondent Profile

Data was collected by distributing online questionnaires to Alfagift users. In this pre-test, as many as 130 respondents who filled out the questionnaire but 30 of them answered that they never used Alfagift, then only 100 respondents who responded to the questionnaire with a total of 22 questions were declared valid. The proportion of respondents based on the data obtained when the study was taken based on the characteristics of sex, age, education and status which can be seen in full can be seen in table 2.

Table 2. Profile of Respondents

No	Karakteristik	Presentase	Jumlah
	Jenis kelamin		
1.	Laki – laki	33,8%	44 orang
	Perempuan	66,2%	86 orang
	Umur		
2.	Dibawah 20 Tahun	36,9%	48 orang
	21 – 30 Tahun	38,5%	50 orang
	31 – 40 Tahun	12,3%	16 orang
	Diatas 40 Tahun	12,3%	16 orang
	Status		
3.	Pelajar	20,8%	27 orang
	Mahasiswa/i	35,4%	46 orang
	Pekerja	28,5%	37 orang
	Ibu Rumah Tangga/IRT	15,4%	20 orang

Validity Test

Based on the results of the validity test by comparing the calculated r value and r table, it can be seen that E-Service Quality (X1) has a value of .671 > 0.197, which means that all E-Service Quality (X1) items are declared valid, because they have an r value greater than r. tables. The E-Recovery Service Quality (X2) table has a value of .765 > 0.197, which means that all E-Recovery Service Quality (X2) items are declared valid, because they have r count greater than r table. In the table Satisfaction (Y) has a value of .803 > 0.197, which means that all items of Satisfaction (Y) are declared valid, because they have r count greater than r table. Then it is stated that all the instruments used in the pre-test of this research questionnaire are valid, because all the calculated r values are greater than the r table values.

Reliability Test

Reliability is a measurement that produces accuracy. The reliability test in quantitative research can use Cronbach's Alpha. Cronbach's Alpha is the result of a reliability test where the statement item is said to be reliable if it has a value of 0.6 ". If the value of Cronbach's Alpha < the constant value of 0.6 then the question is declared unreliable.

Based on the results of the tests that have been carried out, it shows that the Cronbach's Alpha value obtained from the statistical reliability table for the E-Servuce Quality variable using SPSS 25 is 0.945 > 0.6, which means that all research instruments are declared reliable and can be further processed, as well as the E-Recovery variable. Service Quality 0.833 > 0.6 and Satisfaction 0.937 > 0.6

Normality Test

At first, the authors process by adding another additional variable named unstandardized and then processing it as data to create swekness and kurtosis consisting of statistical values and standard errors. The normality of the data was found when the swekness and kurtosis statistic was divided by the standard error of the swekness and kurtosis statistic as well. With the following ratios: The skewness ratio is -0.532 / 0.241 = 2.207 and the kurtosis ratio is 0.190 / 0.478 = 0.0623. The ratio values are between -2 and +2, meaning that the data is well modeled with a normal distribution.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.331	1.138		2.049	.043		
	E - Service Quality	.527	.048	.878	10.991	.000	.271	3.696
	E - Recovery Service Quality	.084	.171	.040	.495	.622	.271	3.696

a. Dependent Variable: Satisfaction

To find out the symptoms of multicollinearity in the sample, to identify it from VIF, no variable has a VIF of more than 10, it means that all variables used are free from multicollinearity problems. X1 has a VIF of 3.696, it is between 0 and 10 so it is free from multicollinearity problems and X2 has a VIF of 3696 and is also between 0, so it can be concluded that all data variables are free from multicollinearity problems.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.488	.775		4.499	.000
	E - Service Quality	.009	.033	.055	.290	.773
	E - Recovery Service Quality	-.178	.116	-.290	-1.530	.129

From the results of the table above, it can be concluded that the data obtained are definitely free from heteroscedasticity problems because the significant value of each independent variable is more than 0.05. All significance values of the 2 variables are more than 0.05 so that there is no variance inequality from the residuals from one observation to another and it is concluded that the existing data is free from heteroscedasticity.

Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.912[a]	.832	.829	2.858	1.786

a. Predictors: (Constant), E - Recovery Service Quality, E - Service Quality
b. Dependent Variable: Satisfaction

According to SPSS findings, the Durbin-Watson value in the table shows 1.786. If this number is categorized according to the criteria in the Durbin Watson Test Criteria, the number is between 1.65 and 2.35, it can be concluded because there are no symptoms of autocorrelation in the data obtained in the table above. This also means that the residual error terms from observing the same variable at different times are not correlated.

Multiple Linear Regression Analysis

The output results using SPSS 25 are as follows:

Table 6. Output Results B . Value

Coefficientsª

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	2.331	1.138		2.049	.043
	E - Service Quality	.527	.048	.878	10.991	.000
	E - Recovery Service Quality	.084	.171	.040	.495	.622

a. Dependent Variabel: Satisfaction

Based on Table 6. showing the positive constants that show the positive influence of the independent variables (E-service quality, E-recovery service quality), the multiple regression equation can be arranged as follows:

$$Y = a + 1 X1 + 2 X2 + \ldots\ldots + n Xn$$

$$Y = a + 0.527 X1 + 0.084 X2$$

with the following meaning:

- a = 2.331, meaning that if X1 = X2 = 0, then the value of Y is 2.331

- 1 = 0.527, meaning that if X2 is 0, an increase/decrease in X1 by 1 unit will cause an increase/decrease in Y by 0.527 times to 2,331

- 2 = 0.084, meaning that if X1 is 0, an increase/decrease in X2 by 1 unit will cause an increase/decrease in Y by 0.084 times to 2,331

In general, the level of significance used by researchers is 0.05 or 5%. As a basis for decision making based on probability or significance. With the information = 5% to see the t table, the provisions of /2 = 0.05/2 and the degrees of freedom df (degree of freedom) apply the formula = number of data N-2, the critical value of standard t for the two-way test is (1.98).

$$Y=(2.331) + 0.527 X1 + 0.084 X2$$

The output table above shows the Unstandardized Coefficients section and also the Standard Error of each variable. Values in the Beta column, the Z-score is displayed. In the next column the t value of each variable is displayed, which can be used to test the significance (t-Test) of the obtained regression coefficients. The testing process is similar to the F-test, which is "t count" compared to the "t table" value.

Constant = 2,331, the positive constant value indicates the positive influence of the independent variable increases or has an effect in one unit, then Satisfaction will increase or be fulfilled.

E – Service Quality (X1) = 0.527, is the regression coefficient value of the E – Service Quality (X1) variable to the Satisfaction (Y) variable, meaning that if E – Service Quality has increased by one unit, then Satisfaction (Y) will increase by 0, 527 or 52.7% or 53% the coefficient is positive, meaning that the performance of E – Service Quality (X1) and Satisfaction (Y) has a positive relationship. An increase in E – Service Quality (X1) will result in an increase in Satisfaction (Y).

Table 7. F Test Results

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3936.449	2	1968.224	240.890	.000[b]
	Residual	792.551	97	8.171		
	Total	4729.000	99			

a. Dependent Variable: Satisfaction
b. Predictors: (Constant), E - Recovery Service Quality, E - Service Quality

The Anova table shows information about the influence of the independent variable on the dependent variable simultaneously (together). In this table there are several things that don't need to be discussed, firstly Sum of Square and secondly Mean Square because we don't need them to conclude whether or not the independent variable influences the dependent simultaneously.

CONCLUSION

Conclusion

Based on the research that has been done on the process of analyzing the influence of Alfagift's Electronic Service Quality on Customer Satisfaction using the E-servqual Model, the following conclusions can be drawn:

1. In this study, the author found that Hypothesis 1 with a t-test on Y was accepted, which means that there is an effect of the value of X1 on Y. So it can be concluded that E - Service Quality is accepted, which means that there is an influence of E - Service Quality on Satisfaction with a value of 53 %.

2. In this study, it turns out that the author found that Hypothesis 2 with a t-test on Y was rejected, which means that there is no effect of the value of X2 on Y. So it can be concluded that E - Recovery Service Quality is rejected, which means that there is no effect of E - Recovery Service Quality on Against Satisfaction with a value of 8%.

3. In this study, it turns out that the author found that Hypothesis 3 with the F test on Y was accepted which means there is an effect of X1 and X2 values on Y. So it can be concluded that H3 is accepted which means there is an influence of E - Service Quality and E - Recovery Service Quality in general. Simultaneous to Satisfaction. It can be concluded that the model is accepted and all independent variables simultaneously have a significant impact on the dependent variable, it can also be explained that Hypothesis 1, Hypothesis 2, and Hypothesis 3 are accepted. So, the E – Service Quality and E – Recovery Service Quality factors simultaneously have an impact.

Suggestions

Based on the research that has been done, the suggestions that can be given for further research are:

1. The company must further improve e-service quality in the form of (efficiency, fulfillment, system availability, privacy) because these dimensions have a significant effect on satisfaction (Alfagift user satisfaction).

2. The company must improve in terms of e-recovery service quality in the form of (responsiveness, compensation, contact) to improve service quality so that it affects satisfaction (Alfagift user satisfaction).

3. Future research is expected to use other methods for data analysis such as the SEM (structural equation model) method using Smart+PLS software.

4. Further research is expected to increase the variety of samples and the number of samples studied.

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