

Improving User Experience: A Website Quality Analysis of PT. Gratia Jaya Mulya Using Webqual 4.0 and Importance Performance Analysis Methods

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ABSTRAK

Currently, both private and governmental organizations utilize information systems to support organizational growth. Website-based information systems serve not only as a medium for disseminating information but also as a platform for offering products or services. PT. Gratia Jaya Mulya is a private company engaged in the medical equipment sector that already has a website to present the company profile and sell its products. However, customers still experience issues such as incomplete product information, causing dissatisfaction. Therefore, an analysis of the website's quality is necessary. This study aims to evaluate the quality of PT. Gratia Jaya Mulya's website uses the Webqual 4.0 method and Importance Performance Analysis (IPA) to identify factors affecting website quality and determine variables that require improvement. The study involved 330 respondents who are users of the website. Based on the responses, the website is categorized as good, with an average score of 3.89. All Webqual 4.0 variables (Usability Quality, Information Quality, and Service Interaction Quality) influence the website's overall quality. Although the website is generally well-rated, improvements are needed in the Usability Quality aspect, which falls into Quadrant I (important but underperforming). Information Quality falls into Quadrant III (less important and low-performing), while Service Interaction Quality is in Quadrant IV (exceeding expectations despite low importance). The findings provide insights for improving websites, especially for MSMEs in the healthcare sector.

INTRODUCTION

An information system is one of the information technologies currently widely used by an organization or government to sell products or services [1]. Website-based information systems are very useful for organizations or companies, both government and private institutions in all fields, including the health sector, to support the growth of organizations or companies [2][3]. It is due to the need to obtain data and information more quickly from individuals, groups, and organizations [4]. The website functions as a medium of information and as the main platform for interaction with customers, product promotion, and transaction processes [5][6]. Therefore, website quality is crucial for smooth business operations [7].

PT. Gratia Jaya Mulya is a privately owned company engaged in the health equipment sector. The company has implemented a web-based information system to present its corporate profile and to serve as a platform for marketing and offering its products. The company markets product information to customers, hoping they will obtain the necessary details. Currently, customers are experiencing issues with the website's information system. These issues include

incomplete product listings, a lack of detailed and clear descriptions for some products, and discrepancies between the products displayed on the website and the prices downloaded by users. The company received customer reports about customer dissatisfaction; as many as 25% of customers experienced dissatisfaction due to incomplete product information. It causes inconvenience for website visitors and a potential decrease in customer satisfaction. Due to the problems experienced by customers, it is necessary to evaluate the quality of their website to improve the quality of user experience and maintain competitiveness in the market[8].

The Webqual 4.0 method is used to evaluate website quality from a user satisfaction point of view with an assessment of Usability, Information Quality, and Service Interaction Quality [9][10]. To measure aspects of website quality, you can also use the IPA method, which assesses aspects of user perceptions of the current system and user expectations of the system being used so that it can identify aspects that need to be followed up to improve website quality and aspects that are maintained to maintain website quality [11][12][13]. Research by [14] states that all variables in the Webqual 4.0 method influence the quality of the Polsri website. Meanwhile, research [15] concluded that there is still a difference between user perceptions and user expectations and gets a gap value of -0.226, which means that the quality of the Telkom website still needs to be improved on variables contained in quadrant 1.

Further research [16] on the overall quality of the DKI Jakarta Provincial BPSDM website gets an average score of 5.07, meaning that based on measurements using the Webqual 4.0 method, it is known that the quality of the DKI Jakarta Provincial BPSDM website is still at level 5 so that improvements need to be made to achieve the last level (level 6) from the Quality of Service Interaction aspect which has the lowest score. Previous research has not discussed the quality of websites for equipment sales in the health sector, while this study PT. Gratia Jaya Mulya, a medical equipment provider, uses the web for sales and promotion to customers. Therefore, this study integrates Webqual 4.0 and IPA to determine the quality of websites used to promote and sell medical devices, which are still rarely researched. Based on the considerations that have been described, this study aims to analyze the quality of PT. Gratia Jaya Mulya website uses the Webqual 4.0 method and the IPA method to determine the quality of the website and the factors that affect the quality of the website and to find out the variables that need to be improved to make the quality of the PT. Gratia Jaya Mulya website better.

METHODS

Data Collection

The data collection method applies semi-structured interviews to find out the problems experienced by website users. The researchers conducted interviews with 15 customers who use the PT. Gratia Jaya Mulya website. Additionally, the researchers carried out direct observations by accessing the PT. Gratia Jaya Mulya website for one week to identify problems related to the User Interface. The researchers also conducted a literature review to identify references for the methods used. They further collected data from a questionnaire administered to respondents, which consisted of 24 statements. These statements included 6 related to the Usability variable, 8 on Information Quality, 6 on Service Interaction Quality, and 4 on the Quality of the PT. Gratia Jaya Mulya website. The statements were validated through a validity test. Respondents answered the statements using a Likert scale ranging from 1 to 5. [17][18]. The total population consists of 1,893 consumers who utilize the PT. Gratia Jaya Mulya website. The researchers selected a sample using the simple random sampling technique and calculated the sample size using the Slovin formula with a 5% margin of error, resulting in 330 respondents. [19][20].

Data Analysis

1. Website Quality of PT. Gratia Jaya Mulya

Measuring website quality using variables contained in the Webqual 4.0 method: Usability, Information Quality, and Service Interaction Quality. The steps taken to determine

the quality of the website are calculating the score on each variable indicator with the score value assessment equation on each indicator in the variable [21]:

$$\text{Score calculation for each indicator} = \mathbf{F \times S} \tag{1}$$

Description:

F is the frequency of voters

S is the score on the answer scale

Next, calculate the scale range with equation [22]. For example, if the Largest Score is 5, the Smallest Score is 1, and the Number of Intervals is 5, the scale range would be 0.8. This value can be referenced in Table 1, where a range of 0.8 falls under the "Very Less" category, indicating low website quality.

$$\begin{aligned} \text{Scale Range} &= \frac{\text{the biggest score} - \text{the smallest Score}}{\text{numbers of interval}} \tag{2} \\ &= \frac{5 - 1}{5} \\ &= 0,8 \end{aligned}$$

Table 1. Scale Range of Website Quality of PT. Gratia Jaya Mulya

No	Scale Range	Criteria
1	1.00 – 1.80	Very Less
2	1.81 – 2.60	Less
3	2.61 – 3.40	Simply
4	3.41 – 4.20	Good
5	4.21 – 5.00	Very good

2. Hypothesis Formation

Hypothesis formation will be used to determine the factors that affect the quality of the website of PT. Gratia Jaya Mulya using the webqual 4.0 method. The research model in Figure 1 illustrates the relationship between the Webqual 4.0 variables: Usability Quality, Service Interaction Quality, and overall website quality. By analyzing these variables, the study hypothesizes that each factor significantly shapes the user experience and perceived website quality. The goal is to assess how these factors interact and contribute to the website's overall effectiveness.

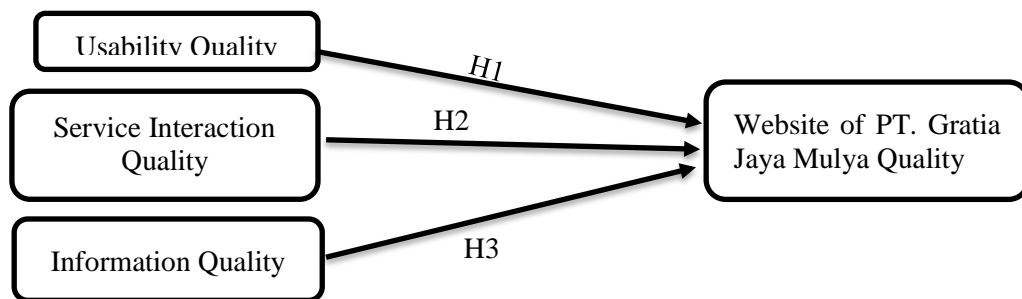


Figure 1. Research Model

Based on Figure 1, it is formed into 3 hypotheses, among others:

- H1 : Usability Quality has an influence on the Website of PT. Gratia Jaya Mulya Quality
- H2 : Service Interaction Quality has an influence on the Website of PT. Gratia Jaya Mulya Quality
- H3 : Information Quality has an influence on the Website of PT. Gratia Jaya Mulya Quality

Data analysis was performed using SmartPLS 3 to assess the questionnaire's validity and reliability. Reliability and validity tests were conducted to ensure the accuracy and consistency of the data collected. The Bootstrapping test was then carried out to identify the factors affecting the quality of PT. Gratia Jaya's website. This statistical method helps evaluate the significance of the relationships between the variables and the website's overall quality [23].

3. Quadrant Analysis

Quadrant analysis in the Importance Performance Analysis (IPA) method is used to determine the variables that need improvement based on the quadrant analysis results. The data is analyzed by calculating the average values of Importance and Performance, followed by creating a Cartesian diagram. This results in the formation of four quadrants: Quadrant I represents the top priority, as it has high importance but low performance; Quadrant II indicates areas to maintain, with both high importance and high performance; Quadrant III signifies low priority, with both low importance and low performance; and Quadrant IV highlights areas of excess, where performance is high but the importance is low[12].

RESULTS AND DISCUSSION

1. Respondent characteristics

Respondent data collection began from February 2025 to March 2025. The data was distributed via Google Form and manually obtained, totaling 330 respondents. Respondents answered a questionnaire consisting of 24 questions, which were answered based on a Likert scale of 1-5. The characteristics of respondents obtained from the results of the questionnaire collection consist of Age, Gender, and Education, as in Table 2.

Table 2. Respondent Characteristics

Characteristics	Total	Percentage
Gender		
Male	113	34%
Female	217	66%
Age		
Less than 25 Years	23	7%
26-30 Years	44	13%
31-35 Years	67	20%
36-40 Years	85	26%
41-45 Years	53	16%
46-50 Years	32	10%
Over 50 Years	26	8%
Education		
High School	53	16%
Diploma	158	48%
Bachelor	119	36%

2. Website Quality of PT. Gratia Jaya Mulya

Usability Quality (UQ) assessment is conducted by providing six statements, namely PT. Gratia Jaya Mulya website is easy to operate, PT. Gratia Jaya Mulya website is easy to understand, PT. Gratia Jaya Mulya website has features that are easy to find, PT. Gratia Jaya Mulya's website is easy to access, and PT. Gratia Jaya Mulya's website has an attractive user interface. The layout of information on PT. Gratia Jaya Mulya website is appropriate [24]. The respondents' answers are shown in Figure 2.

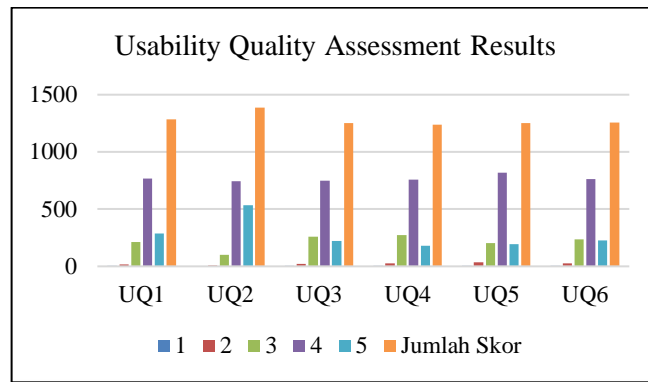


Figure 2. Usability Quality Assessment Results

Based on Figure 2, the total score for UQ1 is 1.285, UQ2 is 1.386, UQ3 is 1.251, UQ4 is 1.238, UQ5 is 1.254, UQ6 is 1.255, with an average usability quality rating of 1.278. To determine the usability Quality score, the average rating is divided by the number of respondents, resulting in 1.278 divided by 330. Which yields a value of 3.87, still within the range of 3.41 - 4.20 in the good criteria category. It can be concluded that Usability Quality falls within the good criteria.

Information Quality (IQ) assessment is conducted by providing eight statements, namely website provides clear information, website provides reliable information, presentation of information on the website is always up to date, website provides relevant information, website provides accurate data information, website presents detailed information, information on the website is presented in an appropriate format, website provides easy-to-understand information [24]. The respondents' answers are shown in Figure 3.

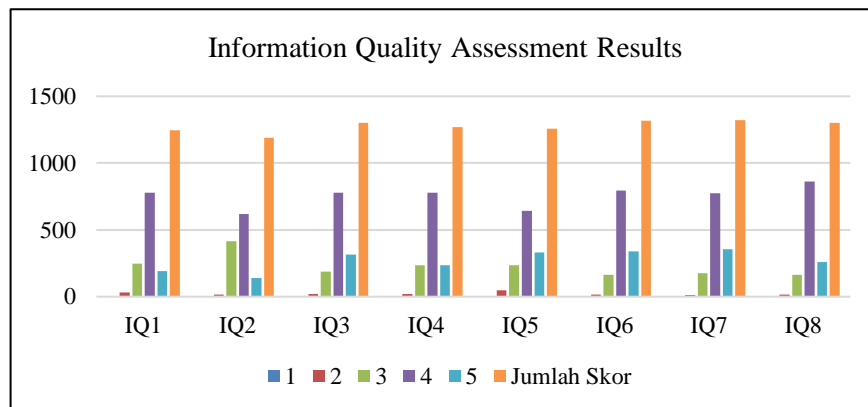


Figure 3. Information Quality Assessment Results

Based on Figure 3, the total score for IQ1 is 1.246, IQ2 is 1.191, IQ3 is 1.300, IQ4 is 1.269, IQ5 is 1.259, IQ6 is 1.317, IQ7 is 1.320, IQ8 is 1.301 with an average Information Quality rating of 1.275. To determine the Information Quality score, the average rating is divided by the number of respondents, resulting in 1.275 divided by 330, which yields a value of 3.86, still within the range of 3.41 - 4.20 in the good criteria category. It can be concluded that Information Quality falls within the good criteria.

Service Interaction Quality (SIQ) assessment is conducted by providing six statements, namely PT. Gratia Jaya Mulya website is safe from viruses, PT. Gratia Jaya Mulya website can be trusted in maintaining the confidentiality of personal data, PT. Gratia Jaya Mulya website provides space for the community, PT. Gratia Jaya Mulya website makes it easy to communicate with the admin, PT. Gratia Jaya Mulya website guarantees a high level of confidence in the information presented, PT. Gratia Jaya Mulya website provides good service [24]. The respondents' answers are shown in Figure 4.

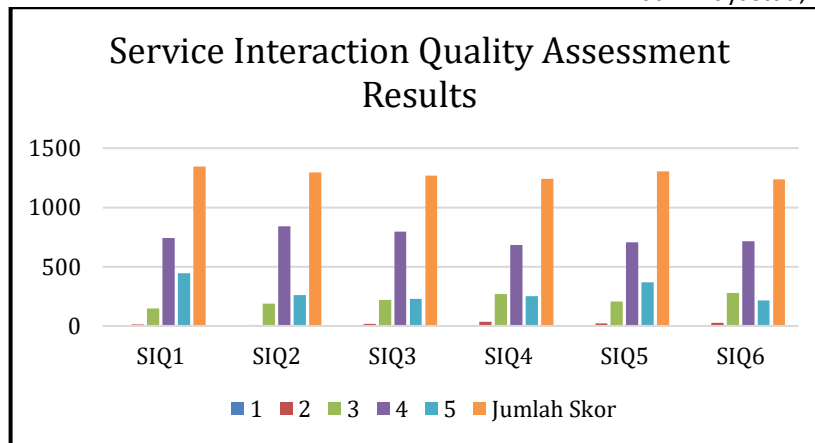


Figure 4. Service Interaction Quality Assessment Results

Based on Figure 4, the total score for SIQ1 is 1.346, SIQ2 is 1.297, SIQ3 is 1.266, SIQ4 is 1.239, SIQ5 is 1.302, SIQ6 is 1.237 with an average Service Interaction Quality rating of 1.281. To determine the Service Interaction Quality score, the average rating is divided by the number of respondents, resulting in 1.281 divided by 330, which yields a value of 3.88, still within the range of 3.41 - 4.20 in the good criteria category. It can be concluded that Service Interaction Quality falls within the good criteria.

Website PT. Gratia Jaya Quality (QW) assessment is conducted by providing four statements: I am satisfied that the website of PT. Gratia Jaya Mulya fulfills my information needs, I am satisfied with its efficiency, I am satisfied with its effectiveness, and I am satisfied with its overall Quality [24]. The respondents' answers are shown in Figure 5.

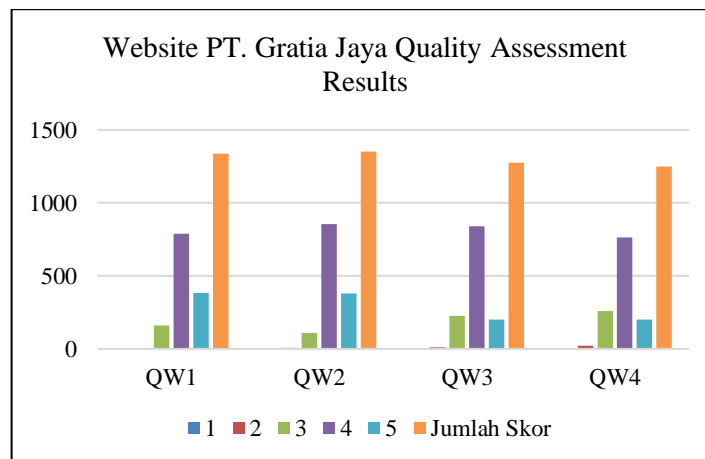


Figure 5. Website PT. Gratia Jaya Quality Assessment Results

Based on Figure 5, the total score for QW1 is 1.339, QW2 is 1.351, QW3 is 1.275, and QW4 is 1.248, with an average Website PT. Gratia Jaya Quality (QW) rating of 1.303. To determine the Website PT. Gratia Jaya Quality score, the average rating is divided by the number of respondents, resulting in 1.303 divided by 330, which yields a value of 3.95, still within the range of 3.41 - 4.20 in the good criteria category. It can be concluded that the website PT. Gratia Jaya Quality falls within the good criteria.

The results of the analysis of the quality of the website of PT. Gratia Jaya Mulya are in Table 3. It is obtained that the average value of the total score of all variables in the Webqual 4.0 method has a value of 3.89 so that it is still in the range of 3.41 - 4.20, which means it has good criteria, so it can be concluded that the website of PT. Gratia Jaya Mulya is still in good criteria.

3. Hypothesis Testing

a. Validity and Reliability Test

Validity testing ensures the questionnaire is suitable for current and future research. In contrast, the reliability test determines whether the questionnaire is consistent and dependable. Smart PLS tests both validity and reliability, with the questionnaire being considered valid if the AVE value exceeds 0.5 and reliable if the Composite Reliability value exceeds 0.7[25]. The results of the validity and reliability tests are in Table 3. From the test results all variables are declared valid and reliable because they have an AVE value of more than 0.5 and a Composite Reliability value of more than 0.7. meaning that the questionnaire used has been declared valid and reliable for research use.

Table 3. Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Information Quality	0.866	0.882	0.897	0.527
Service Interaction Quality	0.805	0.805	0.859	0.505
Usability Quality	0.840	0.840	0.883	0.558
Website PT GJM Quality	0.800	0.805	0.870	0.626

b. Bootstrapping Test

Bootstrapping testing is conducted to identify the variables in the Webqual 4.0 method that impact the quality of the PT. Gratia Jaya Mulya (PT GJM) website. If the p-value is less than 0.05 or the T-statistics value is greater than 1.97 at a 5% significance level, it can be concluded that the exogenous variable influences the endogenous variable [25]. The exogenous variables include Information Quality, Usability Quality, Service Interaction Quality and the endogenous variable Website PT. Gratia Jaya Mulya Quality so that a hypothesis can be formulated, while the bootstrapping test results are in Table 4.

Table 4. Bootstrapping Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
<i>Information Quality -> Website PT GJM Quality</i>	0.538	0.537	0.048	11.319	0.000
<i>Service Interaction Quality -> Website PT GJM Quality</i>	0.124	0.124	0.059	2.094	0.037
<i>Usability Quality -> Website PT GJM Quality</i>	0.201	0.204	0.056	3.559	0.000

Hypothesis 1: Usability Quality has an influence on the Website of PT. Gratia Jaya Mulya Quality

ased on table 5, obtained the results of testing hypothesis 1 with a T statistics value of $3.559 > 1.97$ and a p-value of $0.000 < 0.05$, means that the Usability Quality variable influences the PT. Gratia Jaya Mulya Quality Website Variable. The results of this study are in line with research [26], in this study the success of the PT. Gratia Jaya Mulya website cannot be separated from the assessment of user experience which is an important part of the success of system implementation. Users feel that the PT. Gratia Jaya Mulya website has difficulties because the search feature is difficult to find causing a low score. In general, the existing features work well according to their functionality, the website is also fast to access and responsive so that users can access information more efficiently.

Hypothesis 2: Service Interaction Quality has an influence on the Website of PT. Gratia Jaya Mulya Quality

Based on Table 5, the results of testing hypothesis 2 with a T statistics value of $2.094 > 1.97$ and a p-value of $0.037 < 0.05$ means that the Service Interaction Quality variable influences the PT. Gratia Jaya Mulya Website Quality variable. The results of the study support research [27]. In this study, Service Interaction Quality plays an important role in determining the quality of the website of PT. Gratia Jaya Mulya because the interaction between users and services on the website reflects how well the company serves visitors and meets their needs. Users of the PT. Gratia Jaya Mulya website who get a response are fast, friendly, responsive, and effective. If visitors have questions or problems, they can easily contact customer service or find the necessary information. PT. Gratia Jaya Mulya's website provides service features that are easy to access and use, this will improve the overall quality of the website thereby increasing the positive image of the company.

Hypothesis 3: Information Quality has an influence on the Website of PT. Gratia Jaya Mulya Quality

Table 5 obtained the results of testing hypothesis 3 with a T statistics value of $211.319 > 1.97$ and a p-value of $0.000 < 0.05$, meaning that the Information Quality variable influences the PT. Gratia Jaya Mulya Quality Website Variable. The results of this study support research [28]; in this study, users of the PT. Gratia Jaya Mulya website feel that the quality of the information presented on the website is good, so it greatly influences the user experience. In addition, the existence of accurate, relevant, and up-to-date information builds trust and gives an impression of the company's professionalism. Users also find it easier to make decisions after finding complete and clear information about products, services, prices, and company policies. In addition, the presentation of information that is easy to read with clear language and a neat structure makes it easier for users to understand the information presented. PT. Gratia Jaya Mulya's website presents information that is always up-to-date, thus strengthening the company's image and providing a more satisfying experience. Based on the findings of the interview results, customers reported incomplete product descriptions.

Based on the test results of all hypotheses, it can be concluded that all variables in the Webqual 4.0 method influence the quality of PT. Gratia Jaya Mulya's website. This indicates that Usability, Information Quality, and Service Interaction Quality significantly shape the overall user experience. The findings highlight the importance of addressing each variable to improve the website's performance and user satisfaction.

4. Quantitative Analysis

The data obtained based on the answers given by respondents regarding the assessment of the performance and Importance of the Website of PT. Gratia Jaya Mulya are in Table 5. Then, data processing was carried out using SPSS to obtain a mapping of each variable in the form of a Cartesian diagram consisting of four quadrants that illustrate the priority scale for improvement.

Table 5. Average Performance Value and Importance

No	Variable	Average Performance	Average Importance
1	Variabel_Usability_Quality	3.87	3.93
2	Variabel_Information_Quality	3.86	3.89
3	Variabel_Service_Interaction_Quality	3.88	3.86

The quadrant results in Figure 6 illustrate that the Usability Quality variable is in Quadrant I, meaning that users of the PT. Gratia Jaya Mulya website consider usability quality an important attribute. However, in reality, it still does not meet users' expectations. Thus, improvements are still needed to improve the usability quality of the PT. Gratia Jaya Mulya website so that it can meet user expectations. Poor performance will affect user satisfaction, so it requires attention to ensure an optimal user experience.

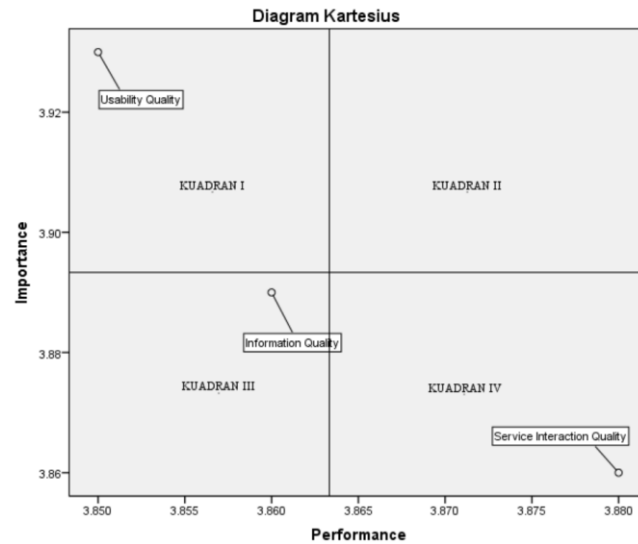


Figure 6. Results of the IPA Method Analysis Diagram

The Information Quality variable is in quadrant III, which means that users of the PT. Gratia Jaya Mulya website consider information quality to be an attribute that is not considered important. Performance is still low because there are problems related to the quality of the information presented. This can be caused by information that is not relevant to users and incomplete information delivery. PT. Gratia Jaya Mulya's website needs to evaluate and improve the relevance and quality of information delivery to increase user satisfaction and overall website effectiveness.

The Service Interaction Quality variable is in Quadrant IV, meaning that users of the PT. Gratia Jaya Mulya website consider Service Interaction Quality from a technical or operational perspective to have provided services that exceed user expectations even though the level of importance is low. This is because users only occasionally use these services when they need information and other services. Consumers rarely use interactive services like email and company office contacts on the PT. Gratia Jaya Mulya website. Users currently prioritize easy access to information, so consumers often use WhatsApp contacts from sales they already know because the response provided is faster.

CONCLUSION

From the analysis of the data obtained from the respondents' answers, this study concludes that the quality of the website of PT. Gratia Jaya Mulya is in a good category with an average total score of 3.89, while all variables in the Webqual 4.0 method (Usability Quality, Information Quality, Service Interaction Quality) influence the quality of the website of PT. Gratia Jaya Mulya. The quality of the website of PT. Gratia Jaya Mulya is already in the good category. However, this study concluded that there is still a need for improvement in the Usability Quality variable because based on the quadrant analysis using the IPA method. It is still in the Quadrant I category, meaning the attributes are important. However, they still do not meet users' expectations, so improvements are needed in the user interface section by redesigning the website UI. The Information Quality variable is in Quadrant III, which means that the attribute is not considered important and performance is still low by users; Service Interaction Quality is in Quadrant IV, which means that it has provided services that exceed user expectations despite its low level of importance. Researchers provide suggestions for improving product information to increase customer confidence in health equipment, while further studies to analyze the Technology Acceptance Model to determine user acceptance of the PT. Gratia Jaya Mulya website.

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