

## SME'S DIGITALIZATION ADOPTION: WEBSITE FOR COFFEESHOP COMMUNITY CANGKIR JALANAN

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### ABSTRACT

This paper aims to analyze the website design for the coffee shop community in Tangerang – Cangkir Jalan. The determinant factors for website design are usability quality, information quality, service interaction quality, and visual quality on the user's satisfaction. An online questionnaire was distributed to 30 members of Cangkir Jalan community with google form and the data collected was examined with Structural Equation Modeling (SEM) by tool SmartPLS 3.0 software. The results findings usability quality, information quality, and service interaction quality have no affect on user's satisfaction and visual quality has positive and significant affect on user's satisfaction. Website of Cangkir Jalan community need to be develop in order to increase the user's satisfaction.

**Keywords:** Website, Cangkir Jalan, Satisfaction, Small and Middle-size Enterprise, Digitalization

### 1. INTRODUCTION

The fourth industrial revolution has driven internet technology adoption in all aspects. By adopting this internet, companies will be more competitive and smarter for digital transformation in the business (Ghobakhloo, 2020). Indonesia is a developing country and as the world's fourth most populous nation. with 279 million people (worldpopulationreview.com, 2021) According to Davis et al., (2017) that 85 percent of the population has a mobile phone and 204.7 million internet users as per data on January 2022 (Simon Kemp, 2022). This digital technology has brought many opportunities to start a business. There are 62 million SMEs (Small and Medium-sized Enterprises) in Indonesia (Arip Tirta, 2021). The main objective is to develop this small business into a bigger one for national development in the future.

During the COVID-19 pandemic, the development of SMEs has been impacted. There is an implementation of community activity restrictions namely PPKM forcing people to stay at home. This implementation was due to the number of transmissions increasing rapidly in the area. Those SMEs with small businesses and a lack of budgets for marketing are unable to survive.

Cangkir Jalan is a community of more than 50 coffee shops in Tangerang city. This community was developed in order to unite the coffee shop in Tangerang city, to share knowledge, and organize events or activities. At the present time, each coffee shops only have social media as the easiest and cheapest digital marketing tool. The community project granted a budget to establish a website for this community. At the present time, the website is considered an organization's image. The design of the website can accommodate users' needs. The main concern of the users towards the website is eased to use the website, simple navigation, and trustable information given.

Previous research have focused on the usability of website with parameters like easy to navigate, users' friendly, and attractive (Candra, 2012; Singh et al., 2017). Parameter easy to navigate is important for website usability. If users find the website is easy to use, then the users will keep using the website. Website quality is also supported by the information quality with parameters like clear and trustable information (Syaifullah & Soemantri, 2016).

In this paper, we examine how the website design affects the user's satisfaction from the perspective of usability quality, information quality, service interaction, and visual quality. The results of this research will contribute to the body knowledge of website quality on users' satisfaction from assessment based on the usability quality, information quality, service interaction quality, and visual quality Below are the research questions:

- a. How is the website's usability quality affects on users' satisfaction?
- b. How is the website's information quality affects on users' satisfaction?
- c. How is the website's service interaction quality affects on users' satisfaction?
- d. How is the website's visual quality affects on users' satisfaction?

## 2. LITERATURE REVIEW AND CONCEPTUAL MODEL

### Website Quality

Website quality defines as a multidimensional interface that able to stimulate users’ attitude whether positive or negative attitude as the results from the interaction between users and the website itself (Gao & Bai, 2014). The website quality has positive and significantly affect the users’ satisfaction (Chi, 2018).

### Usability Quality

Usability defines as capability of a system to be understood, learned, used, and also attractive to the users (Mkpojiogu et al., 2018). Usability quality on website defines as how easily the users use the website, how fast the performance, and how many mistake occurred during the process. The previous research found that the usability quality has a positive and significant affect to user’s satisfaction (Dianat et al., 2019).

### Information Quality

Information quality defines as contents issues such as completeness, accuracy, format, and trust aspect of information delivered on website (Sharma & Lijuan, 2015). The dimensions of information quality such as reliability, flexibility, integration, and accessibility (Hidayatullah et al., 2020). The previous research found that information quality has a positive and significant affect to user’s satisfaction (Ningsih et al., 2019).

### Service Interaction Quality

Interaction quality defines as interactive expectations of users from a service provider during service deliverance process (Gronroos, 1984). Interaction quality has influence on users’ satisfaction during experiencing a service (Jamal & Naser, 2002). Previous study also shown positive result of service interaction quality towards users’ satisfaction (Ganesh et al., 2000).

### Visual Quality

Visual quality is significant influence on website quality as it will create visual sensory that is powerful in dictating users’ satisfaction. In website design, visual quality relate to aesthetic, consistency, and response (Gao & Bai, 2014). Previous research found that visual quality effect on satisfaction (Chi, 2018).

### User Satisfaction

Satisfaction defines as a consideration of products or services that extend a pleasant results of fulfillment the user’s desires (Sharma & Lijuan, 2015). Satisfaction is a result after use products or services. User satisfaction is used to measure the products or services quality. If the user satisfied to the products or services, meaning the user will keeping use in the future.

From the literature review, the operational variables stated at Table 1, used in this research as following below:

Table 1. Operational Variables

<i>Variables</i>	<i>Indicators</i>
Usability Quality (UQ)	1. Easy to navigate 2. Website is user friendly 3. Website has attractive appearance
Information Quality (IQ)	1. Provide clear information 2. Provide trustable information 3. It easy to understand information
Service Interaction Quality (SQ)	1. Website create space for personalization 2. Website make it easy to communicate with the community 3. It is safe for community profile on the website
Visual Quality (VQ)	1. The appropriate font used in the website design 2. Interesting colours and styles
User’s Satisfaction (US)	1. Feel satisfied with the website design 2. Feel happy to use the website

Source: Warjiyono et al., (2020)

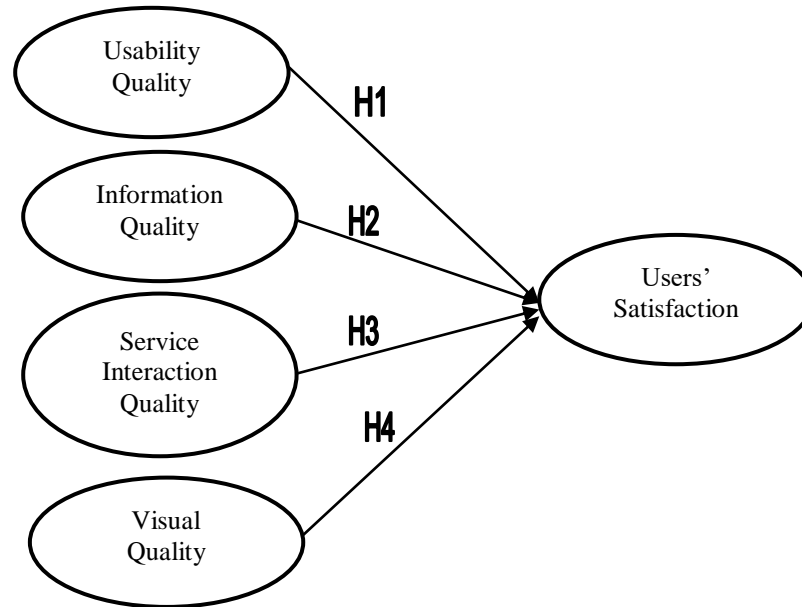


Figure 1. Conceptual Model

There are 4 hypotheses in the conceptual model shown in Figure 1 as following below:

Hypothesis 1: Usability Quality affects on Users' Satisfaction

Hypothesis 2: Information Quality affects on Users' Satisfaction

Hypothesis 3: Service Interaction Quality affects on Users' Satisfaction

Hypothesis 4: Visual Quality affects on Users' Satisfaction

### 3. RESEARCH METHODS

The research is based on quantitative and descriptive methods. The primary data was collected by an online survey from Cangkir Jalaran community members. In total, there are 30 members have response the online questionnaire. This is the minimum sample that able to be measured with SEM PLS (Joe F. Hair et al., 2014). The obtained data analyzed with Structural Equation Modeling by SmartPLS 3.0 software. The online questionnaire use 5-Likert Scale as measurement scale for each items range from 5: Totally agree until 1: Totally Disagree.

The first step in analyzing the data is to measure the validity and reliability of the instruments used. In SEM PLS know as outer model or measurement model. In this step, the validity and reliability measured with composite reliability, Cronbach alpha, discriminant validity, and Average Variance Extracted (AVE). After all the instruments and constructs are valid and reliable, the data to be analyzed further in next step, named inner model or structural model. The inner model measure with f-square, Q-square, R-Square, and hypothesis testing.

### 4. RESULTS

#### Demographic Respondents

Based on the data collected from the Cangkir Jalaran community's member, in total there are 30 respondents shown on Table 2.

From the Table 2 above, the majority respondents was male with 25 respondents, range of the age majority of 21 – 30 years old with 16 respondents, working as private employee with 14 respondents, and monthly income below Rp. 5 million with 13 respondents.

## Measurement Model

Table 2. Profile of the Survey Respondents

Characteristics	Frequencies (person)	Percentages (%)
Gender		
Male	25	83.33%
Female	5	16.67%
Age		
21-30 years old	16	53.33%
31-40 years old	11	36.67%
41-50 years old	3	10%
Employment		
Civil Servants	5	16.67%
Private Employee	14	46.67%
Entrepreneur	11	36.66%
Monthly Income		
Below Rp. 5 million	13	43.33%
Rp. 6 – 8 million	9	30%
Rp. 9 – 11 million	3	10%
Above Rp. 12 million	5	16.67%

Source: Primary Data, 2022

The parameter of measurement model based on the theory, the items are considered valid if exceed 0.70 for the loading factors, composite reliability > 0.70, Cronbach Alpha > 0.70, and AVE > 0.50.

Table 3. Results of the Measurement Model

Variables	Items	Loading Factors	Cronbach Alpha	CR	AVE
Usability Quality (UQ)	UQ1: Easy to navigate	0.904	0.846	0.908	0.768
	UQ2: Website is user friendly	0.936			
	UQ3: Website has attractive appearance	0.781			
Information Quality (IQ)	IQ1: Provide clear information	0.923	0.937	0.958	0.884
	IQ2: Provide trustable information	0.957			
	IQ3: It easy to understand information	0.940			
Service Interaction Quality (SQ)	SQ1: Website create space for personalization	0.935	0.904	0.940	0.839
	SQ2: Website make it easy to communicate with the community	0.931			
	SQ3: It is safe for community profile on the website	0.881			
Visual Quality (VQ)	VQ1: The appropriate font used in the website design	0.879	0.710	0.873	0.775
	VQ2: Interesting colours and styles	0.878			
User's Satisfaction (US)	US1: Feel satisfied with the website design	0.869	0.731	0.881	0.788
	US2: Feel happy to use the website	0.892			

Source: Primary Data, 2022

Based on Table 3, all the items used in the research with loadings value range from 0.781 – 0.957 exceed parameter 0.70. For Cronbach Alpha ranges from 0.710 – 0.937 exceed parameter 0.70. For Composite Reliability ranges from 0.873 – 0.958 also exceed parameter 0.70. While for AVE range from 0.775 – 0.884 are greater than 0.50. In summary, all the instruments and items used in the research are valid and reliable. The path diagram in the research shown on Figure 2 completed with each items loading factors. The next step was the analysis of discriminant validity with the Fornell–Larcker criterion. The square root of each AVE construct value must be higher than the construct correlation with other latent variables (Fornell, C. and Larcker, 1981). The result at Table 4, shows that the AVE construct value is higher.



Figure 2. Path Diagram of Measurement Model

Table 4. Fornell-Larcker Criterion

Variables	IQ	SQ	UQ	US	VQ
<b>IQ</b>	0.940				
<b>SQ</b>	0.892	0.916			
<b>UQ</b>	0.788	0.866	0.876		
<b>US</b>	0.548	0.739	0.650	0.888	
<b>VQ</b>	0.774	0.878	0.769	0.835	0.880

Source: Primary Data, 2022

**Structural Model**

The evaluation of Structural Model with a bootstrap procedure to evaluate the significance of indicators and path coefficients. Before hypotheses testing, an evaluation of the model quality were carried out such as the coefficient of determination ( $R^2$ ), the effect size ( $f^2$ ), and cross-validated redundancy ( $Q^2$ ) (Hair et al., 2019). The coefficient of determination ( $R^2$ ) measures 0.75, 0.50, and 0.25 for all endogenous structures for being considered as substantial, moderate, and weak. The results for coefficient of determination ( $R^2$ ) for User’s Satisfaction is 0.75, meaning that this variable is influenced by exogenous variables with substantial criteria.

The effect size for each path model able to be determined by calculating  $f^2$  by the criteria of 0.02 as small, 0.15 as medium, and 0.35 as strong effect (Hair et al., 2019). On the effect of user’s satisfaction, only visual quality has a strong effect (0.571), while information quality has a small effect size (0.210). However, Usability Quality (0.000) and Service Interaction Quality (0.077) have no effect size on User’s Satisfaction. The f-square results shown at table 5 below.

Table 5. Evaluation of F-Square Effect Size

Path	F-Square	Result
Usability Quality > User’s Satisfaction	0.000	No effect size
Information Quality > User’s Satisfaction	0.210	Small effect size
Service Interaction Quality > User’s Satisfaction	0.077	No effect size
Visual Quality > User’s Satisfaction	0.571	Strong effect size

Lastly, the final evaluation of the structural model is to examine the predictive relevance of model using Stone-Geisser’s with Q-square. The result shows the Q-Square values is above zero (0.509) meaning that the model has acceptable predictive power. The structural model path diagram shows at Figure 3.

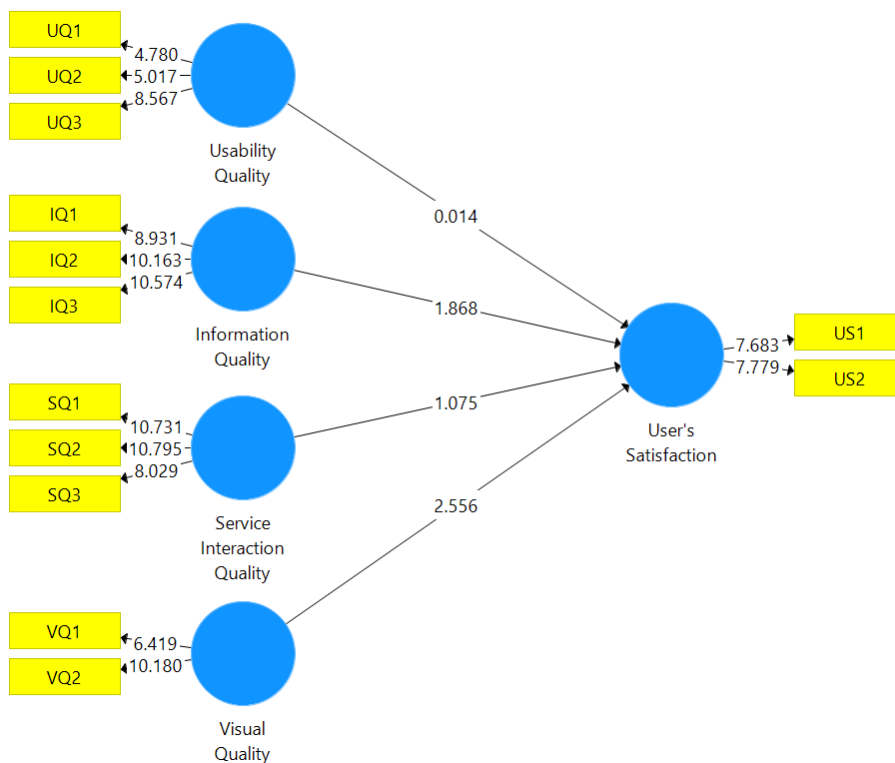


Figure 3. Path Diagram of Structural Model

Table 6. Hypotheses Testing

Path	$\beta$	T-Statistic	p-value	Result
H1: UQ > US	0.003	0.014	0.014	H1 rejected
H2: IQ > US	-0.506	1.868	0.062	H2 Rejected
H3: SQ > US	0.493	1.075	0.283	H3 rejected
H4: VQ > US	0.792	2.556	0.011	H4 supported

Source: Primary Data, 2022

The results of hypotheses testing show in Table 6. Hypothesis is accepted if the t-statistic is greater than 1.96 and significant affect if less than 0.05. Usability Quality has no affect on User’s Satisfaction ( $\beta$ : 0.003, t: 0.014), therefore H1 is rejected. Information Quality has no affect on User’s Satisfaction ( $\beta$ : -0.506, t: 1.868), therefore H2 is rejected. Service Interaction Quality has no affect on User’s Satisfaction ( $\beta$ : 0.493, t: 1.075), therefore H3 is rejected. Visual Quality has a positive and significant affect on User’s Satisfaction ( $\beta$ : 0.792, t: 2.556) therefore H4 is supported.

### 5. DISCUSSIONS, SUGGESTIONS, AND LIMITATION

The research results in examining the website quality of Cangkir Jalan community based on the user’s satisfaction using method SEM PLS with 4 constructs namely Usability Quality, Information Quality, Service Interaction Quality, and Visual Quality. Below is the conclusion:

- Hypothesis 1 is rejected indicated that Usability Quality on Cangkir Jalan’s website has no affect the users’ satisfaction. The website needs to add some feature such as image and up-dated information about the community’s activities.
- Hypothesis 2 is rejected indicated that Information Quality on Cangkir Jalan’s website has no affect the users’ satisfaction. The website needs to add more useful information about coffee shop activities and strategies or skills for barista.
- Hypothesis 3 is rejected indicated that Service Interaction Quality has no has no affect the users’ satisfaction. The website needs to be more responsive to the user’s inquiry.

- d. Hypothesis 4 is supported indicated that Visual Quality has affect the users' satisfaction. The website already applied aesthetic font size and colors.
- e. Overall, Cangkir Jalanan's website need to be improved in terms of website security, communication lines, and responsiveness responses in order to increase user's satisfaction.

#### The suggestions for the research such as:

1. The results of this research can be used as a reference and contribute to the development of Cangkir Jalanan's website in order to meet the needs of members as users of the website.
2. For future research, we suggest adding other constructs such as e-service quality, website design, and product quality.

#### The limitation of the research such as:

1. The research only study about the user's perception of using Cangkir Jalanan's website with limited respondents only the member of the community.
2. The research only used 4 constructs to examine the user's satisfaction namely Usability Quality, Information Quality, Service Interaction Quality, and Visual Quality.
3. The research method is quantitative with analyze using SEM PLS Method.

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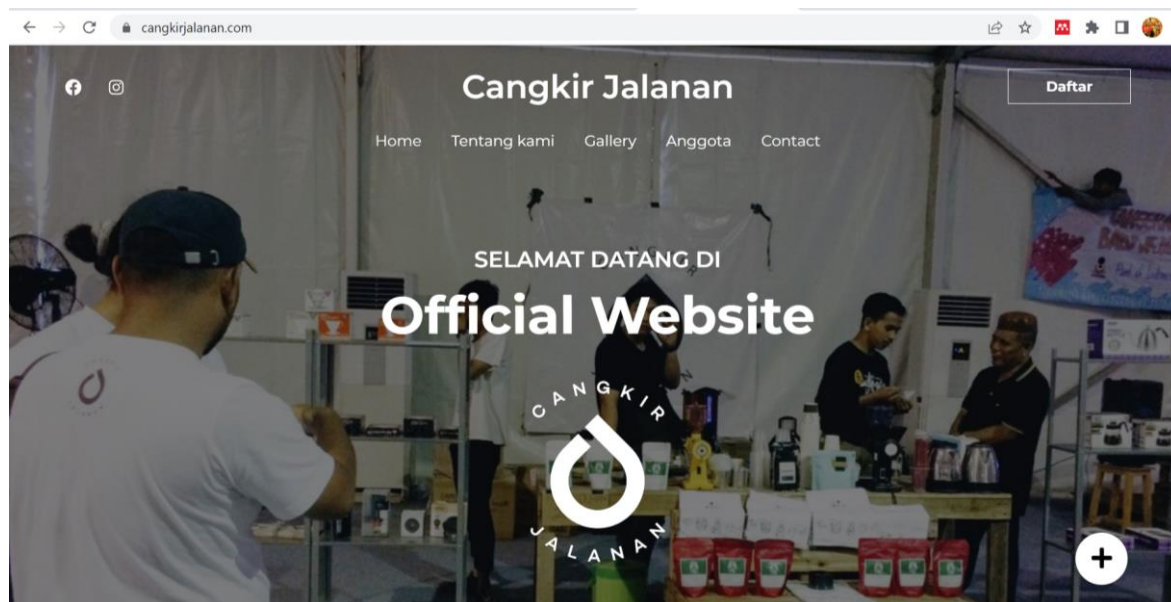
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**APPENDIX**



Appendix 1. Home screen of the Cangkir Jalanan’s Website