

Marketing Strategy Analysis of E-Commerce Activity through the Quality Test of Website and GA-Mobile PT. Garuda Indonesia (Persero) Tbk

Muhammad Rahim¹, Endang Sulistya Rini², Rulianda Purnomo Wibowo²

^{1,2}Master of Management Study Program on Postgraduate School of University of Sumatera Utara

Corresponding Author: Muhammad Rahim

ABSTRACT

Technological developments have had an impact on all aspects of human life, one of which is the business world which coincides with the development of the internet. A website is a means of providing information, promotion, and communication to consumers. This study aims to formulate an e-marketing-based marketing strategy to increase the growth of consumer transactions through the website quality test and PT Garuda Indonesia (Persero) Tbk's GA-Mobile by referring to the Importance and Performance Analysis (IPA) using indicators of the variables in WEBQUAL 4.0 which consist of Usability Quality, Information Quality and Service Interaction Quality dimensions using Importance Performance Analysis as a quantitative descriptive research method approach. This research instrument used a questionnaire. The population in this study are customers of PT Garuda Indonesia (Persero) Tbk who have and frequently conduct transactions through the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk. The numbers of samples in this study were 100 respondents. The results obtained from this study are measured based on the level of importance (Importance) and the level of performance (Performance), the overall gap (GAP) for all dimensions with an average gap (GAP) of -0.52. The biggest gap value is in the Usability Quality dimension with a gap value (GAP) of -0.56. Based on this, it can be concluded that the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk are perceived as not meeting the ideal quality, especially those related to the quality of use (usability quality) of services contained on the website and GA-mobile PT. Garuda Indonesia

(Persero) Tbk. The IPA quadrant gives the results of 1 indicator contained in quadrant I, 10 indicators contained in quadrant II, 9 indicators contained in quadrant III and 3 indicators included in quadrant IV.

Keywords: WebQual 4.0, Importance Performance Analysis (IPA), Service Quality, Garuda Indonesia Website, GA-Mobile Garuda Indonesia

BACKGROUND

The aviation industry, which is supported by information technology, provides many benefits. For today's society, the use of airplanes is no longer a luxury but has become a primary need. Airplanes can carry people from one area to another and from one country to another in a short time when compared to other modes of transportation. With a short trip will be able to save time and effort, therefore people need a good media that can provide sufficient information to make transactions on flight ticket purchase decisions. Online flight ticketing (booking) is very developed in Indonesia, especially in urban areas. Currently online booking enthusiasts are increasing, and the number of users shows a significant increasing trend. So, than that the airline company in this case PT Garuda Indonesia (Persero) Tbk must work hard to continue to improve and create a marketing strategy in this case the e-marketing strategy for its e-commerce devices, namely the GA-Mobile website and application so that it is not less competitive with other e-commerce tools in terms of marketing their products.

The website itself has unlimited time and space, its ability to carry out marketing activities, both product and brand image, online for anyone who needs and is connected to internet media. This is called e-marketing which provides many conveniences and advantages for the company, customers, and business partners of the company. E-marketing is very interesting because the current era of globalization demands a lot of ease and speed of information. For companies themselves, e-marketing can expand the market, expand the company's brand image, and provide convenience in providing information to customers. As for customers, the desired goods / services can be obtained without having to leave the home / office which makes it easier for customers to access company product information.

Apart from the website, there is also such a thing as a mobile application, where the mobile application is currently a very rapidly developing technology. The rapid development of mobile applications has an impact on people's daily lifestyle. Mobile applications are currently widely used to assist activities in daily life. According to Siegler (2008) a mobile application is an application of software which in operation can run on a mobile device (smartphone, tablet, iPod, etc.) and has an operating system that supports standalone software. The available mobile application distribution platforms are usually managed by the owner of the mobile operating system, such as the store (Apple App), store (Google Play), Store (Windows Phone) and the world (BlackBerry App).

Choosing an e-marketing strategy that suits the company and knowing the details of how and the impact of its implementation is very important and needed by the company. According to Kotler & Armstrong (2014) E-commerce is an online channel that can be reached by a person via a computer, which is used by business people in conducting business activities and is used by consumers to obtain information using computer assistance,

which in the process begins with providing information services to consumers in determining selection.

Based on survey data conducted by Daily Social for the level of site or online application users in purchasing flight tickets in 2018, Traveloka is the star with a visit rate of 45.04% followed by tiket.com at 27.22% and Airy Rooms at 20.29. %. This condition is indeed a phenomenon where the onslaught of Online Travel Agents at this time cannot be prevented by a marketing strategy that can attract consumers to make flight ticket purchases and other supporting needs such as hotel bookings and other products. The strategy applied by OTA really understands market conditions and desires such as the speed of accessing the OTA website and application, the marketing strategies they carry out such as giving cash back or each transaction is given points in the form of money which can be used as a price reduction in subsequent purchases (tiket.com). This really can attract consumers to continue transacting on the channel and finally the features and appearance of the website and application from OTA are very attractive and easy to use.

Based on PT Garuda Indonesia (Persero) Tbk's Look to Book Ratio data from 2016 to 2019 in terms of search, reservation to purchase through Garuda Indonesia's website and GA-mobile, the trend is decreasing which is inversely proportional to website user data from Travel Online companies. The data shown in figure 1.2. where Traveloka and Tiket.com have topped the user and flight ticket search rates. It is necessary to test the quality of PT Garuda Indonesia (Persero) Tbk's website and GA-mobile services to find out whether the quality of services provided by the website and GA-mobile has an impact on the level of users and transactions through the website and GA-mobile.

To measure the quality of website services and mobile applications that aim to develop an e-commerce marketing program

that is quite suitable and can be used is the Importance and Performance Analysis (IPA) using indicators of the variables in WEBQUAL 4.0 which is arranged based on research in three areas, namely:

1. Usability Quality is the quality associated with site design, for example appearance, ease of use, navigation, and the description presented to the user.
2. Information Quality is the quality of the content contained on the site, whether the information is appropriate for user purposes such as accuracy, format and relevance.
3. Service Interaction Quality is the quality-of-service interactions experienced by users when they investigate deeper into the site, manifested with trust and empathy, for example issues of transaction and information security, product delivery, personalization and communication with site owners.

Conceptual Framework

Researchers consider it important to further investigate the quality of website and GA-mobile services on company performance in terms of website use and GA-Mobile, and how much service providers, in this case PT Garuda Indonesia (Persero) Tbk, understand what customers want for services which is given. Sastika

(2016) conducted a study entitled "Analysis of the Effect of Website Quality (WebQual 4.0) on Purchasing Decisions on Traveloka E-Commerce Website (Case Study: Traveloka Users in Bandung City, 2015)". This study uses multiple linear regression analysis with quantitative research methods. The results of this study indicate that the effect of website quality (variable x) using the webqual 4.0 method on purchasing decisions (variable y) on the Traveloka e-commerce website is significant. Landae and Sari (2018) conducted a study entitled "Analysis of the Quality of E-Commerce Websites on the Shopee.co.id Website in Indonesia Using the WebQual 4.0 Method". This study uses nonprobability sampling technique analysis with incidental sampling type with the WebQual 4.0 method. The results of this study indicate that broadly based on the dimensions of WebQual 4.0, including usability dimensions, information quality dimensions, and service interaction dimensions get a good reputation response or can be said to be a good category, but can still be improved so that they can fall into the category. "very good".

Based on the research above, the following is presented a framework of thought to determine the quality of the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk:

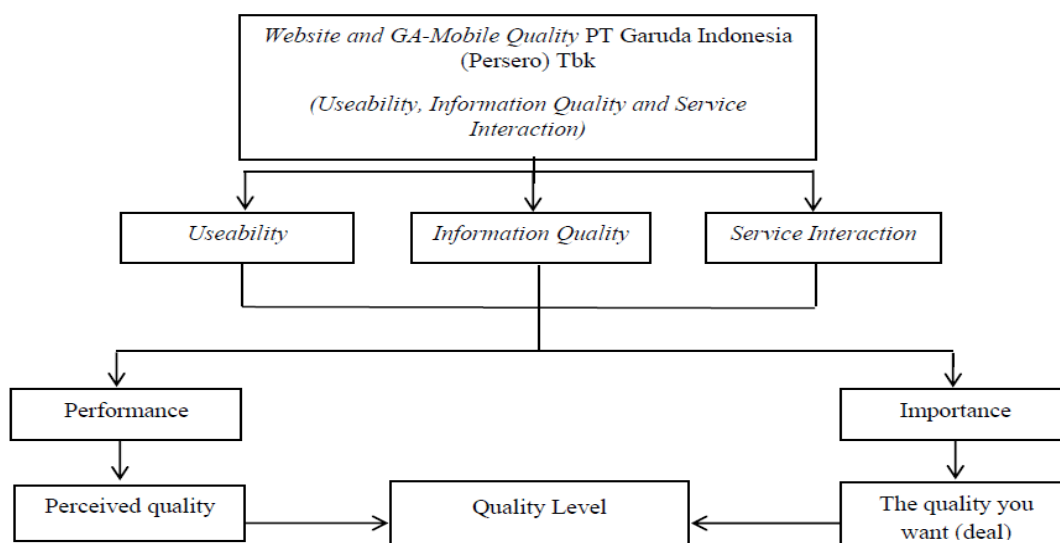


Figure 1: Conceptual Framework

RESEARCH METHODS

This type of research is descriptive quantitative. This study aims to describe or describe marketing strategies in e-commerce activities through WEB-QUAL 4.0 analysis which consists of several dimensions, namely usability, information quality and service interaction on the use of the website and application of GA Mobile PT Garuda Indonesia (Persero) Tbk which is carried out by collecting quantitative data and analysis (questionnaire) and testing using Importance Performance Analysis and Website Quality 4.0 (WEB-QUAL 4.0). The research location is at the sales office of PT Garuda Indonesia (Persero) Tbk Medan branch in 2020. The populations in this study are Garuda Indonesia consumers who have made transactions through the Garuda Indonesia website or e-commerce application with a sample of 100 people. Data analysis uses the Importance and Performance Analysis (IPA) method, which is a descriptive analysis technique introduced by John A. Martilla and John C. James in 1977 which is used to identify the priority factors of performance, what an organization must show in fulfilling its desires. consumer. Gap analysis is a measurement method to determine the gap between the performance of a variable and consumer expectations for this variable (Parasuraman, 1990) and Webqual 4.0 is a method or technique for measuring the

quality of a website based on end user perceptions. This method is an extension of the servqual compiled by Parasuraman (1990), which was widely used previously in measuring service quality.

RESULTS AND DISCUSSION

Analysis of Website Quality and Mobile Applications

This percentage assessment is carried out to determine the quality of the website and GA-mobile performance of PT Garuda Indonesia (Persero) Tbk for each indicator both in terms of importance (importance) and level of performance (performance) through the overall percentage results on the webqual 4.0 variable for each indicator, each of the Importance Performance Analysis (IPA) indicators.

The Quality of Webqual 4.0 Variables against the Level of Importance (Importance)

Based on the results obtained from 100 respondents, there were 88.57% of respondents who stated it was very important. This means that in the webqual 4.0 variable on the level of importance (Importance) it is found that each variable available in webqual 4.0 has an expected percentage value of 88.57%. The percentage value on the Likert scale is included in the very important category.

Table 1: Percentage Result of Webqual 4.0 Variable Against Importance

No.	Answer	Likert Scale (SL)	Frequency (F)	Score	Percentage (%)
1	Very Insignificant	1	1	1	0.04
2	Insignificant	2	19	38	0.83
3	Quite important	3	141	423	6.13
4	Important	4	971	3,884	42.24
5	Very Important	5	1,167	5,835	50.76
Total			2,299	10,181	100

Quality of Webqual 4.0 Variables against Performance Levels

Based on the results obtained from 100 respondents, 78.15% of respondents said they were good. This means that in the Webqual 4.0 variable on the performance

level, it is found that each variable available in Webqual 4.0 has an expected percentage value of 78.15%. The percentage value on the Likert scale is included in the good category.

Table 2: Percentage Results of Webqual 4.0 Variables Against the Performance Level

No.	Answer	Likert Scale (SL)	Frequency (F)	Score	Percentage (%)
1	Not very good	1	8	8	0.35
2	Not Good	2	131	262	5.70
3	Quite good (CB)	3	573	1,719	24.91
4	Good	4	942	3,768	40.96
5	Very good (SB)	5	646	3,230	28.09
Total			2,300	8,987	100

Importance Performance Analysis (IPA)

The results of the IPA calculation show the value for the average level of conformity of the indicators of importance level and overall performance level is 88.23, this means that based on the overall assessment of the level of importance and performance of the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk is categorized as very good. Likewise, the assessment of each attribute of the level of importance and performance of the website

and GA-mobile of PT Garuda Indonesia (Persero) Tbk is categorized as very good.

GAP Analysis

The quality value of the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk, can be seen from the GAP calculation of all the average ratings for each webqual 4.0 variable consisting of usability, information quality and service interaction which are correlated with performance indicators and interests (importance).

Table 3: GAP Calculation Results Average Indicator on Variable Webqual 4.0

No.	VariableWebqual 4.0	Importance	Performance	GAP
1	Usability Quality	4,36	3,80	-0,56
2	Information Quality	4,44	3,97	-0,47
3	Service Interaction	4,49	3,96	-0,53
Average (Mean)		4,43	3,91	-0,52

The results of calculations based on table 4.20 can be concluded that the gap value (GAP) on the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk gives a negative value on average of -0.52. This figure is an illustration of the performance of the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk at this time based on the overall webqual 4.0 variables on the importance and performance indicators, at this time it is considered insufficient and has not been able to fulfill the expectations of website users. and GA-mobile of PT Garuda Indonesia (Persero) Tbk.

Results of Website and GA-Mobile Service Quality PT. Garuda Indonesia (Persero) Tbk Based on the GAP Value

Based on the results of the GAP analysis, it shows that all variables from Webqual 4.0 consisting of Usability Quality (-0.56), Information Quality (-0.47) and Service Interaction Quality (-0.53) have negative results. From these results it can be concluded that the current quality on the website and GA-mobile is still not in line

with the expectations of website and GA-mobile users. This implies that in the future PT Garuda Indonesia (Persero) Tbk, especially the website and GA-mobile management unit or unit, will pay more attention to the quality of the website and GA-mobile on the indicators contained in the Usability Quality, Information Quality and Service Interaction Quality variables. so as to be able to fulfill the expectations of its users or Garuda Indonesia consumers in general, especially indicators that are considered important and which require more priority for quality improvement so that the Company's goals can be achieved by increasing the number and trust of Garuda Indonesia consumers using and transacting on the website and GA- mobile PT Garuda Indonesia (Persero) Tbk.

-0.52 is the result of the average gap score (GAP) on the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk. These results indicate that the level of performance offered or provided by these devices is still insufficient and unable to meet the expectations of consumers or

users, so it is necessary to make improvements or improvements to any indicators of webqual 4.0 based on the results obtained from Importance Performance Analysis (IPA).

Website Service Quality and GA-Mobile PT. Garuda Indonesia (Persero) Tbk. Viewed from the Level of Importance and the Level of Performance

The website and GA-Mobile of PT Garuda Indonesia (Persero) Tbk, which are based on the webqual 4.0 variable, obtained results with a total of 100 respondents where 88.57% stated that it is very important at the level of importance (importance) and in webqual 4.0 to the level of performance (performance) of 78, 15% said it was good. Based on these results it can be concluded that the respondents consider the performance offered by the Website and GA-Mobile of PT Garuda Indonesia (Persero) Tbk is in the good category, but the performance given is still below the expected value given by the respondent, namely with a difference of 10.42%. , this difference is quite far from the point of view of the importance for each attribute in the webqual 4.0 variable compared to the performance side for each attribute in the webqual 4.0 variable. Thus the company must improve the performance of all indicators of each variable in webqual 4.0 so that the gap between the level of importance and performance can be the same or more the level of performance can be higher than the level of importance so that customer satisfaction will be achieved which results in increased interest in using and transacting through the website. and GA-mobile PT. Garuda Indonesia (Persero) Tbk.

The Importance Performance Analysis (IPA) method shows that there are several indicators of each webqual 4.0 variable, namely in quadrant I and quadrant III that need to be improved and improved, especially in quadrant I which is the main priority where indicator number 4 is obtained, namely "Payment options. and the

payment process on Garuda Indonesia's website and GA-mobile is in accordance with the wishes of consumers ", this indicator is a top priority which must improve the quality of its performance by the Company through the related unit that manages the website and GA-mobile due to payment options and payment processing problems in this case. very important and becomes a factor for consumers or users to complete transactions in purchasing tickets or purchasing other Garuda Indonesia products.

In quadrant III, the indicators for each webqual 4.0 variable need to be improved and paid attention to by the Company through their related units, although according to users or consumers the indicators on each variable are deemed less important but these indicators are supporting factors and include the main factors in activities on the website and GA-mobile. PT Garuda Indonesia (Persero) Tbk. In quadrants II and IV the quality of services provided by the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk has met the expectations of users or consumers, thus the Company must maintain and improve the performance of these devices so that they are not less competitive with e-commerce devices. from other similar companies thereby increasing consumer interest and purchasing / transactions through the website and GA-mobile of PT Garuda Indonesia (Persero) Tbk.

CONCLUSION

1. The results of the calculation of the quality value of each question variable in each dimension of WebQual 4.0 on the level of importance (importance) is 88.57%, this amount on the Likert scale is included in the very important category while the performance level is 78.15% this amount on the Likert scale is included in the good category.
2. The results of the calculation of the value of the gap (GAP) between the level of importance (importance) and

performance (performance) give negative results (<0), namely -0.52 . This figure implies that the level of performance offered or provided by the website and GA-mobile PT. Garuda Indonesia (Persero) Tbk is still lacking and has not been able to fulfill the expectations of users or consumers.

3. The results obtained after analyzing using the Importance Performance Analysis (IPA) quadrant are as follows:
 - a. Quadrant I (Main Priority): Companies prioritize to focus on improving the attributes that are in this quadrant, because the quality of the performance of the website and GA-mobile is not satisfactory.
 - b. Quadrant II (Maintain Achievement): Consumers are very satisfied. Companies must maintain and continuously improve the performance quality attributes of the website and GA-mobile which are in this quadrant.
 - c. Quadrant III (Low Priority): Although the attributes in this quadrant are not important according to consumers, the company must still improve the quality of performance on the attributes in this quadrant because according to consumers the performance is not satisfactory.
 - d. Quadrant IV (Not Priority / Excessive): Consumers are satisfied with the performance of Garuda Indonesia's website and GA-mobile and the company must maintain and continue to improve its performance.

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