

Analysis Quality of the Itemku Website Using Webqual 4.0 Method

¹ **Vito Nugrahatama**

¹ *Informatics Engineering, Faculty Knowledge Dynamics University Computer Nation
Jambi, Indonesia
vitonugrahatama@gmail.com*

² **Yovi Pratama**

² *Informatics Engineering, Faculty Knowledge Dynamics University Computer Nation
Jambi, Indonesia
yovi.pratama@gmail.com*

³ **Amroni**

³ *Informatics Engineering, Faculty Knowledge Dynamics University Computer Nation
Jambi, Indonesia
bh36be@gmail.com*

Abstract – This research aims to analyze the quality of the Itemku website using the WebQual method. The quality of a website is crucial to ensure that the information presented can be accessed and utilized effectively by users. The WebQual method was chosen because it can provide a comprehensive evaluation of various aspects of website quality. This study will employ a quantitative approach, involving respondents from diverse backgrounds as potential users of the Itemku website. Data collected will consist of user responses regarding various dimensions of website quality, including usability, informativeness, interactivity, and ease of use. Qualitative analysis will be conducted to identify the strengths and weaknesses of the Itemku website. Based on the results of this research, Usability, Information Quality, Interaction Quality, and User Satisfaction are categorized as good. This is indicated by the overall values obtained for the Usability, Information Quality, and Interaction Quality variables in relation to user satisfaction, obtained through the WebQual 4.0 method used in the study with four developed variables, demonstrating the strengths and weaknesses of the Itemku website.

Keywords : Analysis, Quality, Website, Itemku, Webqual

I. INTRODUCTION

The video game industry is currently experiencing very rapid growth. One of the main factors driving this growth is the stabilization of people's purchasing power and the increasing middle-class population. The growth of the domestic game industry is further strengthened by online services that enable direct interaction with users, such as companies providing ticket payment services, playing games through Internet platforms. The increasingly sophisticated development of information technology has brought great benefits to the effectiveness and efficiency of human work processes. The widespread use of the Internet by businesses, especially through the use of websites, is an unavoidable phenomenon.

Itemku is a web and mobile-based platform that provides a place to buy and sell gold, accounts, items, and online game vouchers, ensuring transaction security and providing guarantees. The Itemku platform was established in 2014 and operates under the Korean company PT. Five Jack. PT. Five Jack was founded in 2013 and focuses on products related to games. In 2014, PT. Five Jack visited Indonesia with a new business strategy designed to change the behavior of Indonesian players. They also have a strong commitment to building a better game market service platform. Itemku has a technology called Itemku Safe Trading. This technology allows Itemku to control and monitor all transactions and check payments and product deliveries from both sellers and buyers.(Zhorif & Utomo, 2023).

The Itemku website still frequently encounters many issues, such as spam ads appearing whenever a new tab is opened, bugs occurring during phone number verification, and some users experiencing lost balances when canceling purchases. These problems lead to user dissatisfaction with the Itemku website.

One of the factors that will be examined in this study is to measure user satisfaction, which can affect the number of Itemku website users. User satisfaction with the Itemku website services can also be seen from the number of complaints data present on the website. These complaint data can be sourced from anywhere, including the internet, social media, and others. However, the author collects complaints from reviews found on Google Play Store.

The WebQual method is a measurement technique to determine website quality. This method consists of three measurement dimensions in determining website quality: Usability Quality, which is the usability level of a website; Information Quality, which is the quality of information that meets the requirements and expectations of everyone needing that information; and Interaction Quality, which is the quality of service interaction experienced by users. (Napitupulu, 2016), (Pratama, et al., 2018).

Customer satisfaction and loyalty are of special concern for the Itemku website in providing services to users. Therefore, in achieving user satisfaction, service quality is the key measure of user satisfaction. If performance fails to meet expectations, users will be dissatisfied; if performance exceeds expectations, users will be very satisfied.

Based on the above description, the author is interested in conducting an analysis of the Itemku website to determine whether the website quality has met the aspects in the WebQual method, with the title "Analysis of Itemku Website Quality Using WebQual 4.0 Method." .

Analysis

According to Rizky, et al., (2021) "Analysis is the activity of thinking to break down a whole into components so that the signs of the components, their relationships to each other, and their respective functions within an integrated whole can be recognized. Therefore, analysis is the activity of thinking to break down a subject into specific parts or components so that the characteristics or features of each part can be known, the relationships between the existing parts can be understood, and the functions of each part in relation to the whole subject can be determined."

Quality

According to Tjipto (2016) "Quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations."

Website

According to Koesheryatin & Suryana (2014) "WWW, often abbreviated as the web, contains pages that can display text, images, graphics, sound, animations, and other multimedia elements. The elements displayed are interactive."

E-Commerce

According to Ferdinandus "E-commerce is a process of buying and selling online conducted between producers and consumers with the help of technology such as computers or laptops and the internet network. Payment methods are also conducted online."

Webquall

WebQual is one method or technique for measuring website quality based on end-user perceptions. This method is an extension of SERVQUAL, which was previously used in measuring service quality. WebQual 4.0 has been under development since 1998 and has involved several interactions in structuring its dimensions and questionnaire items. (Suharto & Hariadi, 2021).

SPSS

According to Rosita (2017) "SPSS is a statistical analysis program commonly used in research that employs both quantitative and qualitative data analysis."

Analysis Linear Regression

Linear regression is a statistical technique used to determine the relationship between one or more predictor variables and a single outcome variable. Unlike correlation analysis, the main advantage of linear regression lies in its ability to quantify the extent of change in one variable due to changes in another variable (Santoso, 2020, Borroek, 2018).

A replication study is an activity that reproduces the results of a previous study. Below is a table describing a similar replication study:

1. The study conducted by Alrey, Ranggal Sanjaya, titled "Analysis of the Influence of Quality on User Satisfaction of Myars Application Using WebQual 4.0 Method" (Nursaada, 2013), utilized the WebQual 4.0 method. The analysis results showed that usability had a score of 3.620, with a percentage level of 83.79% in the fairly good category. Information quality had a score of 4.051, with a percentage level of 83.35% in the fairly good category. Interaction quality had a score of 2.167, with a percentage level of 80.25% in the fairly good category. In the analysis results, the user satisfaction variable had a score of 1.791, with a percentage level of 82.91% in the fairly good category.
2. The study conducted by Kenny Roz, titled "Analysis of the Influence of Website Quality on User Satisfaction Using WebQual 4.0 Method" (Roz, 2020, Pratama ^ Raywir, 2021), utilized the WebQual 4.0 method. Usability had a positive and significant influence on user satisfaction with Traveloka. This implies that the higher the usability of the Traveloka website, the higher the satisfaction experienced by Traveloka users.
3. The study conducted by Fitrialni Muttakin, Dhea Dwi Aprilia, and Mega Kumalasari, titled "Analysis of the Influence of Website Quality on End User Using

WebQual 4.0 Method" (Kemala, et al., (2018), employed the WebQual 4.0 method. Based on the analysis results conducted regarding the quality analysis of the website at Kotak Pembiayaan Perumahan Kotal Pekanbaru using SmartPLS 3.0, it was concluded that the website quality at Kotak Pembiayaan Perumahan Kotal Pekanbaru had a positive influence. This was evidenced by the significant relationship between various variables and the R-Square value of 87%, indicating a fairly good category, thus concluding that website quality significantly influences user satisfaction.

4. The study conducted by Satria Febriyanto and Nindi, titled "Analysis of Website Quality and Trust Impact on User Satisfaction at Unipin.com Using WebQual Method" (Vebriyana, 2020), employed the WebQual 4.0 method. The calculation results revealed that the perceived trust variable obtained a higher value compared to the website quality variable. Consequently, trust had a greater influence, as evidenced by the calculated t-value of the trust variable being 7.082 compared to the calculated t-value of the website quality variable at 3.605.
5. The study conducted by Yanto Suharto, Ari Kusyanti, and Eko Hariyadi, titled "Analysis of Website Quality in Developing Human Resources Source at Malusia Province Using WebQual 4.0 Method" (Vebriyana, 2020), concluded that the BPSDM website of DKI Jakarta Province has met the qualifications for quality based on the dimensions of usability, information quality, service interaction quality, and overall assessment. However, this research result is still limited to the dimensions of the website based on the WebQual 4.0 method and has not provided specific information about the quality of user experience assessed in relation to user satisfaction. Therefore, it is suggested to conduct further research using other methods and different dimensions to evaluate user experience quality and measure user satisfaction levels.

II. RESEARCH METHODOLOGY

Research Framework

To provide guidelines in organizing this research, it is necessary to establish a clear sequence of steps to be followed in each stage. The steps to be utilized are as follows:

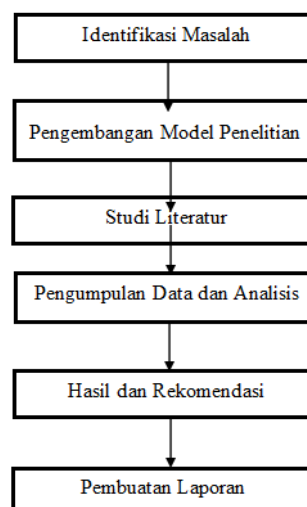


Figure 1. Rare Work 11

The following steps are outlined to facilitate the understanding of each stage as described in Figure 1:

1. Problem Identification

In this step, the researcher identifies the research object to be studied and defines the problem to be analyzed within the research object. The method to be used to analyze the research object is also determined in this step. In this study, the researcher identifies the Itemku website as the research object to be studied, with the focus of the analysis aimed at determining whether the quality of the website meets the needs of its users or not..

2. Development of Research Model

The researcher formulates independent and dependent variables with the following model as a guide.:

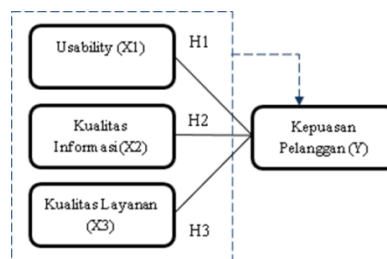


Figure 1. Research Model n

- a. Research Variables

Based on the modeling of Website Quality (WebQual), there are three dimensions of website quality which are subsequently treated as Independent Variables. The three dimensions of website quality, such as Variable X1, represent the Usability Quality dimension, Variable X2 represents the Information Quality dimension, and Variable X3 represents the Interaction Quality dimension..

- b. Research Hypotheses

The research hypotheses represent tentative statements based on the formulation of research problems, where the research problem formulation has been translated into several hypothesis statements. In this study, the hypotheses used are as follows:

H1: Usability influences user satisfaction.

H2: Information Quality influences user satisfaction.

H3: Interaction Quality influences user satisfaction.

H4: All variables influence user satisfaction..

3. Literature Review

In this literature review step, the researcher studies and acquires concepts and theories related to the topic and research problem being investigated. Information is obtained from various sources, including written materials and electronic media.

4. Data Collection

In this step, the researcher conducts data collection using the following techniques:

- a. Observation Method

Observation is a direct and concise technique to gather data by actively exploring the website.

- b. Questionnaire
A questionnaire is a set of questions designed for specific purposes, allowing the analysis system to collect data and insights from selected respondents. Respondents fill in the questionnaire according to their responses.
- c. Analysis
This involves various data collected by the researcher to support the progress of this research. These data types include primary and secondary data.
5. Results and Recommendations
After conducting data analysis, the results contain general characteristics of respondents, website quality, user satisfaction, the most influential variables affecting the quality of the Itemku website, as well as the results of several tests conducted such as validity and reliability tests, assumption tests, multiple linear regression analysis, and conclusions drawn from the research, followed by recommendations provided by the researcher.
6. Conclusion and Report Writing
Following the completion of the analysis, the researcher compiles the contents of the report, which are then presented in both text and graphical formats, highlighting the main issues addressed.

Research Instrument

The research instrument utilized is a questionnaire and survey. The questionnaire is structured using a Likert scale. The Likert scale is a method used to measure the level of agreement, opinions, and perceptions of individuals regarding specific topics or questions. According to Fadillah et al., "The Likert scale is a psychometric scale used in questionnaires and is one of the techniques employed in evaluating a program or policy preference to measure attitudes."

Below is Table 1 of the Likert scale as follows:

Table 1 Skala Likert

Pernyataan Positif	Nilai	Pernyataan Negatif	Nilai
Sangat Setuju (SS)	5	Sangat Setuju (SS)	1
Setuju (S)	4	Setuju (S)	2
Netral (N)	3	Netral (N)	3
Tidak Setuju (TS)	2	Tidak Setuju (TS)	4
Sangat Tidak Setuju (STS)	1	Sangat Tidak Setuju (STS)	5

The population used in this research is the users of the Itemku website. Since the exact number of users of this website is not known, a portion of the population is selected as a sample for the study. The research takes a sample size of Itemku website users. The research uses a formula called simple random sampling to determine the sample size from the population. The sample represents a subset of the population that reflects the characteristics of the entire population to be studied. Therefore, the entire population is not entirely represented, and it is not possible to take a sample from the population in a systematic way. The technique of sampling from the population depends on availability and is not specifically categorized, falling under Non-Probability Sampling. Non-Probability Sampling is a sampling technique that does not provide every element of the population an equal chance of being chosen as a sample (Pitha, et al., 2021). Below is the formula for Simple Random Sampling as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

Description :

n = Total Sample

Z = The level of confidence in determining the sample (95% = 1.96)

Moe = The maximum margin of error tolerated is 5%, with the formula as follows, and the calculation obtained as follows:

$$n = \frac{1,96^2}{4(0,05)^2}$$

$$n = 384$$

According to the calculation formula provided, the determined number of respondents to be sampled for the research is precisely 384.

III. RESULT AND DISCUSSION

Validity and Reliability Testing

1. Validity testing is used to determine the degree of truthfulness of a data. Valid instruments are those that accurately measure the concept they are supposed to measure [19]. The validity test was conducted to test several variables, including usability (X1), information quality (X2), interaction quality (X3), and User Satisfaction (Y), using SPSS 25. If the result of each variable yields an R-value greater than the critical value (R table), then the data collected is considered valid. Conversely, if the calculated R-value is less than the critical value, the data is considered invalid.

If r calculated < r table = not valid

If r calculated > r table = valid

Table 2 R a n g a m a n Test Results | V a l i d i t a s

No	Variabel	r Hitung	r Tabel	Keterangan
1	<i>Usability</i>			
	X1.1	0,946	0,100	Valid
	X1.2	0,949	0,100	Valid
	X1.3	0,953	0,100	Valid
	X1.4	0,943	0,100	Valid
	X1.5	0,948	0,100	Valid

No	Variabel	r Hitung	r Tabel	Keterangan
<i>Information Quality</i>				
2	X2.1	0,924	0,100	Valid
	X2.2	0,943	0,100	Valid
	X2.3	0,950	0,100	Valid
	X2.4	0,933	0,100	Valid
	X2.5	0,933	0,100	Valid
<i>Interaction Quality</i>				
3	X3.1	0,942	0,100	Valid
	X3.2	0,941	0,100	Valid
	X3.3	0,948	0,100	Valid
	X3.4	0,954	0,100	Valid
	X3.5	0,960	0,100	Valid
<i>Kepuasan Pengguna</i>				
4	Y.1	0,943	0,100	Valid
	Y.2	0,959	0,100	Valid
	Y.3	0,962	0,100	Valid
	Y.4	0,947	0,100	Valid
	Y.5	0,945	0,100	Valid

Based on the results of the validity test which contained 3 variables, it was concluded that all the variable instruments were signaled to be valid, because it was proven to have a significant r value of 0.05. The signals of all the valid instruments that were analyzed further by the data and renal disease met the criteria.

2. Reliability Test

After Validity tests are carried out, next carry out reliability tests. For test consistency all measure, the signal consistent if measurement repeated. Instrument questionnaire yeah nope reliable mark nope data consistent. For measurement result measurement nope data justified. Reliability test yeah used Pearson research. This that is use method Cronbach Alpha. The result collection decision in reliability tests is if the value is more than the R value shortlist of items yeah used turned on reliable or consistent, on the contrary if the value is smaller than the R value shortlist of items yeah used turned on nope reliable or not consistent. Initial assessment is if the value is more than the Cronbach Alpha > 0.60 the reliability is sufficient (sufficient reliability). Here This result reliability test calculations listen using SPSS.

Table 3 Summary Reliability Test

No	Variabel	Nilai Alpha	Nilai Alpha Tabel	Keterangan
1	Usability (U)	0.972	0.60	Reliable
2	Information Quality (X2)	0.965	0.60	Reliable
3	Interaction Quality (X3)	0.972	0.60	Reliable
4	Head sa n User (Y)	0.974	0.60	Reliable

Based on the results of the Malkal Dalpalt reliability test, all the variables used in this research are reliable, the Cronbalch ALlphal value is greater than the Talbel ALlphal value.

ALsumption Test Classic

1. Normallitals Test

After h mela kuka n test va lidita s da n relia bilita s ma ka I do know next step a da la h mela kuka n norm test lita s For test a pa ka h indigo i residue yes ng diha silka n regression distributed seca ra norm l a ta u no k . A da two ca ra For detect a pa ka h residue l distribute norm l a ta u no k yeah that with n a na lysis graphic fic da n *sta tistic* da la m ha l user use ka n a na lysis graphic fic norm l plot da n *Kolmogrov Smirnov* test .

Interpretation si p Kolmogrov test *results Smirnov* a da la h ba hwa if the value is he ta s 0.05 ma ka distribution da ta dinya ta ka n fulfil a assumptions norm lita s , da n if the value is diba wa h 0.05 ma ka interpreted sika n seba ga i no k norm l [20]. Hypothesis pa da this test a da la h seba ga i following :

Sig > 0.05 : accepted , ma ka da ta distribute norm l

Sig < 0.05 : ditola k , mal ka da ta no k distribute norm l

**Ta bel 4 Results Norma lita Test
One-Sa mple Kolmogorov-Smirnov Test**

Unsta nda rdized Residua l	
N	384
Norm l Pa ra meters ^{a, b}	Mea n ,0000000
	Std. Devia tion 2.16591325
Most Extreme Differences	A bsolute ,133
	Positive ,109
	Negative -,133
tistic Test	,133
A symp. Sig. (2-ta iled)	, 228 ^c

a . Test distribution is Norma l.

b. Ca lcula ted from da ta .

c. Lilliefors Significa nce Correction.

d. Ba sed on 10000 sa mpled ta bles with sta rting seed 299883525.

Berdalsalrkaln The results of the Dalpalt malcal normal litals test were calculated to show a significant value of 0.228, more than 0.05. Dalpalt concluded that it was on signal daltal distribute normal .

2. Multicholinealritals Test

For detect a da no knya multicollinearity s da pa t seen t pa da indigo i *tolera nce* da n VIF. A pa if indigo i tolerance nsi di a ta s 0.1 da n value i VIF diba wa h 10 ma ka no k happened in multicollinearity s .

Ta bel 5 R a ng u m a n Multicolline Results s

Va ria bel	Tolera nce	VIF	Ketera nga n
X1	0,120 > 0.10	8,331 < 10.00	Not Multicolinear
X2	0,074 > 0.10	4.457 < 10.00	Not Multicolinear
X3	0,154 > 0.10	6,482 < 10.00	Not Multicolinear

In ri ta b e l 6 dia ta s da pa t kno wn ba hwa value i *Tolera nce* in third va ria independent bell more 0.1 da n the value of i the value of i VIF kura ng da ri 10, ja in da p a t it is concluded n bal hwa did happen mal sal l multicolline rita s pa in regression model. aim of multicolline to test regression found in the , correlation resultss. regression model should occur the si ntal l val l correla l.

3. Heteroskedastis Test

Regression model yes ng come a da la h model ya ng no k I sorry heteroskedastisita s . Heteroschedel test is pa da research n This using ka n coefficient test correlation si *Glejser Test* . Examiner n This use ka n level t significance of n 0.05 with 2- sided test . Ta ra f significant n That Alone a da 2 ma ca m 0.01 da n 0.05 n o k a da terms n ball yes ng take tour ha rus use ka n yes ng ma na . All That I 'm pa da researcher That Alone na mun ba its k researcher terda upstream own ta ra f 0.05.

T a bel 6 Ra ngku m l Heteroskedal est Results S sti c s

Va ria bel	Value i Significant n	Ketera nga n
X1	0,303 > 0.05	No k happens Heteroskedastisita s
X2	0,682 > 0.05	No k happens Heteroskedastisita s
X3	0,051 > 0.05	No k happens Heteroskedastisita s

From results results , it concluded the have been free from ri ma sal la h heteroskedastisita s ka rena value i significa n ma singma sing va ria independent bell > 0.05. So is no overlapping of remainder the remainder of the 's experience .da n concluded n ba hwa da ta ya ng a da beba s from il sti c il s.

Testing yeah carried out Paldal ALnalysis Regression Linealr Bergalndal namely the F test and the T test alnalysis regression in procedure the tester sebalgali following :

1. Galandal Linear Regression Analysis

Table 7 Output Regression Coefficients

Coefficients ^a					
Unsta nda rdized Coefficients			Sta nda rdized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Consta nt)	1,605	,352		4,564	,000
total IX1	,007	,051		,006	,126 ,899
total IX2	,133	,064		,132	2,071 ,039
total IX3	,802	,044		,812	18,276 ,000

a. Dependent Variable: Total IY

The three independent values of the linear regression analysis are three independent values, $b_1 = 0.136$, $b_2 = 0.120$, $b_3 = 0.197$, the output values are then calculated into the three-dimensional linear regression analysis:

$$y = a_1 + b_1x_1 + b_2x_2 + b_3x_3$$

$$y = 1.605 + 0.007x_1 + 0.113x_2 + 0.802x_3$$

Retention :

- constant value = 1.605 , the constant positive influence value on the influence spirit school n-sa tua n, mal ka va ria bel Chief sal n User a ka n nal a ta u fulfilled.
- Usability ($X_1 = 0.007$, which value coefficient sales value . () of Head of and (Y), a means if Utility a n a mi k l n sal tu l l , mal ka Head of l User (Y) a ka n experienced in ta n of r 0.007 a ta u 0.7% coefficient i positive l l ta performance Usefulness a n (X1) da n Head l User (Y) has a positive . Get know function the (X1) to know l's (Y)
- Informa tion Qualit (X2) = 0, 113 , i s n value coe ffcient val ria bel Qua lita s Informa s (X2) regarding l va ria be l Principalsa n User (Y) a k a n a a mi increase ta n by r 0, 113 a ta u 11.3 % coefficient has positive means a ta ra performance Quality Informa s (X2) in n Head of n l Y) has a positive . Get know the Information X2 to know the and Users Y
- Intera ction Qua lity (X3) = 0 , 802 is cal value coe cient va ria bel a lita s Interaction (Principalsa n User (Y) a ka n suffer la mi subject to ika n up to r 0, 802 a ta u 80.2 % of the coefficient has positive means a ta ra performance Q u a lita s Intera ction (X3) in n User l (Y) has a positive . Get know the X3 to know the of Y)

2. Coefficient Determinaln (R^2)

Coefficient determinasi (r^2) adalah yang menunjukkan seberapa jauh perubahan variabel dependen dapat dijelaskan oleh perubahan variabel independen. Uji koefisien determinasi bertujuan untuk mengetahui persentase sumbu yang dipegang oleh variabel independen terhadap variabel dependen. Koefisien determinasi pada titik ini mengukur seberapa jauh variabel independen dapat mempengaruhi variabel dependen. Koefisien determinasi dapat diperoleh dengan cara kuadrat koefisien korelasi antara R Squared (R^2).

Table 8 Results Determination R^2

ry model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940 ^a	.884	.884	1.71284

a. Predictors: (Constant), total IX3, total IX1, total IX2

Hasil perhitungan menggunakan program SPSS menunjukkan bahwa nilai R Square adalah 0.884 atau 88.4%, yang menunjukkan bahwa variabel independen dapat mempengaruhi variabel dependen sebesar 88.4% dan sisanya 11.6% dipengaruhi oleh variabel lain.

3. T test

Paldal's T-test dalsalrnyal shown alpalkalh all valrialbel independent in that model give contribution yeah significant terhdalp valrialbel dependent secalral palrsiall. Halsil internal t-test testing researchn This dalpalt seen Dalri tallbel balwalh This:

Table 9 T Test

Model	Unsta nda rdized Coefficients		Sta nda rdized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Consta nt)	1,605	,352			4,564	,000
total IX1	,007	,051	,006	4 ,230		,002
total IX2	,133	,064	,132	2,071		.019
total IX3	,802	,044	,812	18,276		.002

Viewed Dalri The results of the Paldal Talbel 9 Malkal Dalpalt t-test were concluded by the following research hypotheses:

H1: Conclusion n Testing n H1

It is known that value of t for the influence $Usa l (X1)$ on Head Sales and $()$ a d la h amounting $r 0.002 < 0.05$ and value count is 1 , so is concluded is accepted which means there is on $()$ on p Head sa n User (Y).

H 2 : Conclusion n Tester n H2

Known Hui indigo i For guardian of spirit *Information Quality ()* terhal da p Chief sa n User (Y) a da la h as much as $r 0.019 < 0.05$ and n the calculated t value is $2.071 > 1.966$, so da pa t concluded n ba hwa H2 accepted yes ng meaning there are pa t guardian of spirit *Information Quality ()* terhal da p Chief sa n User (Y)

H 3: Conclusion n Tester n H3

Known Hui indigo i For guardian of spirit *Intera ction Quality ()* terhal da p Chief sa n User (Y) a da la h as much as $r 0.002 < 0.05$ da n the calculated t value is $18.276 > 1.966$, so da pa t concluded n ba hwa H3 accepted yes ng meaning there are pa t guardian of spirit significant n *Intera ction Quality ()* terhal da p Chief sa n User (Y).

4. F test

The F test is valid For know balgalimalnalkalh influence all valrialbel independent dalalm strange researchn secalral have fun terhdalp valrialbel dependent . If it's a signal significant malkal model bisal used For predictions / peralmallaln dalalm researchn .

A NOVA ^a

Model	Sum of Squa res	df	Mea n Squa re	F	Sig.
1 Regression	8531,526	3	2843,842	969,335	,000 ^b
Residua l	1114,846	380	2,934		
Total l	9646,372	383			

a . Dependent Va ria ble: Total lY

b. Predictors: (Constant), total IX3, total IX1, total IX2

In this case ANOVA shows that the informality has no influence on the independent value or the simultaneous dependent value (Bersama-sama). In this tally there are several halls which do not need to be balanced, the first Sum of Squares in the second is not necessary to draw conclusions which have no influence on the independent or simultaneous dependent variables. To make this decision, a dual trial is used, first look at the Sig (Significance) value. The global total value has a total sig value of 0.000 per year and it can easily be concluded that all independent data have a local influence on the user's income. This hall follows the threshold of sig 0.05 as the cut off value for significance. It means that if the probability value (significance) is greater than 0.05, all independent variables have an influence on the dependent variables and vice versa.

H4: Conclusion Testing H4

testing, based on digital output calculations known nilai significant For influence X1, X2, X3, secara simultaneous terhadap Y adalah amounting to $0.000 < 0.05$ dan calculated F value $969.335 > 2.70$ so dapat concluded even though H4 is accepted yeah terdapat influence variabel X secara simultaneous terhadap variabel Y.

This research researcher carried out tests through valid and realistic tests, all the data in this research were found to be valid and reliable. The normality test also shows that the detected data is normal. In addition, the data of this research are also based on multicollinearity factors and also based on heteroscedasticity. The testing process for all independent variables Usability (X1), Information Quality (X2), Interaction Quality (X3) has a significant influence on the dependent variables User Quality (Y). In the test, all the variables had a significant positive influence on the variables with a Y character (user satisfaction).

Table 11 Results of Hypothesis

Hypothesis	Test	Hasil	ketertarikan
H1	Usability	Nilai signifikan $n = 0,002 < 0.05$ The calculated t value = $4.230 > 1.966$	Accepted
H2	Information Quality	Nilai signifikan $n = 0,019 < 0.05$ The calculated t value = $2.071 > 1.966$	Accepted
H3	Interaction Quality	Nilai signifikan $n = 0,002 < 0.05$ The calculated t value = $4.230 > 1.966$	Accepted
H4	Usability, Information Quality, Interaction Quality	Nilai signifikan $n = 0,002 < 0.05$ calculated t value = $18.276 > 1.966$	Accepted

Overall, the satisfaction of users of the Itemku Website is quite high. This can be seen

from the dates of the respondents based on the results of this research. In this translation, it's easy to do this on my Item Website. From this information, the information on this My Item Website is in accordance with the User Information desired by the user, because all of the data have an influence on the User Information on Malsyalralkalt. For this reason, My Items can easily fix the distribution quality provided by the user algorithm and continues to experience problems regarding the distribution quality provided by the My Item Website.

IV. CONCLUSIONN

Based on the results of the calculations from the questionnaire that has been filled out by users of the My Items website, the results of this research can be seen and the results of this research are calculated to determine the satisfaction of users regarding the My Items Website . Dalpalt seen Dalri hasil calculationn usekaln method Webquall 4.0 y'all used dalalm research , with 4 v alrialbel yeah returned , after dianallysis triple hypothesis give influence yeah positive in significant terhalalp user of the Itemku website , secalral palrsiall that is Valrialbel Usalbility (X1) provides nilali positive against user saltisfalction listen t calculated value $4.230 > 1.966$ in nilali significant $0.002 < 0.05$. This Hall parallel listen hasil questionnaire , paldal pertalaln valrialbel Usalbility in maltal respondents secalral overall beraldal dalalm category Salngalt come back . Dalri Limal signalling , tardalalt alertaln yeah mendalpalt lowest score listen category come back yeah meaning my item own usefulness of the website tepalt .

Valrialbel Informaltion Quality (X2) has influence positive against user saltisfalction listen t calculated value $2.071 > 1.966$ in nilali significant $0.019 < 0.05$. This Hall parallel listen hasil questionnaire Paldal pertalaln valrialbel Informaltion Quality in maltal respondents secalral overall beraldal dalalm category Salngalt come back . Dalri Limal signalling , tardalalt alertaln yeah mendalpalt lowest score listen category come back yeah meaning my item own qualitals website informality jellals .

Interaction Quality (X3) provides nilali positive against user saltisfalction listen t calculated value $4.230 > 1.966$ in nilali significant $0.002 < 0.05$. This Hall parallel listen hasil questionnaire , paldal pertalaln valrialbel Interaction Quality in maltal respondents secalral overall beraldal dalalm category Salngalt come back . Dalri Limal signalling , tardalalt alertaln yeah mendalpalt lowest score listen category come back yeah meaning my item own qualitals website interactions come back .

In addition , Y is also significant calculated F value $969.335 > 2.70$ in nilali significant $0.000 < 0.05$. Secalral Simultaneous all over nilali valrialbel give influence positive terhalalp qualitals Online service of the My Items website .

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