

Optimizing The Website To Increase The Online Purchasing at Kampung Gajah Wonderland

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Abstract–The era of digitalization now has given a huge impact to all sectors. Internet as one of the tools is used to support all business, especially in tourism industries. Website of an establishment would be a big chance to inform anything about the products.

The prospect Kampung Gajah Wonderland is considered good in the future. It provides nature, culinary travelling, theme park, and outbound activities. The use of website is one of the ways to promote their products. The problem found in this research is the number of visitors using online transaction is still under the target.

The method used is descriptive quantitative statistical approach. The observation is used to retrieve the data at AWC, also the writer uses an interview, and questionnaires. Analytical techniques used is Equal analysis to determine the quality of its website.

AWC's website is found good. There are some factors from the website is under the average. The security and easiness are still under average.

The conclusion of the research is that the visitors have accessed the website but the information about online purchase is still under the target.

Key words : *website; online purchasing; target visitors*

I. INTRODUCTION

The number of people using the internet increase very fast, not only from the Personal Computer but it is from the Hand phone or other medias. This media will give challenges for business sectors to maximize it. Business online will be of the most changes to run. Online business is not only for promoting their products but the most important ones is the transaction. On online business, transaction has an important role whether the business runs. The transaction on online business is a commitment between the sellers and the buyers. They will buy and sell their products through online. Both parties have a commitment about price, quantity, quality, time of delivering and another requirements.

On this business, the transaction needs the settlement of payments. As there are many ways of payment settlements, by cash (Cash on Delivery) or by credit card and others (non cash) are the alternatives. The important on this transaction is how the customers feel secure in using this transaction. Online transaction needs easy and secure transaction. The customers sometimes don not believe on this transaction. They are afraid that they won't get the products after doing this online transaction.

Kampung Gajah Wonderland has implemented this transaction trough their website. Their website has been found is not as effective as they hope since the online transaction is getting lower. The customers found difficulties since the information is not clear enough so that the questions when they make the reservation take time to be response.

There are two kinds of payment at kampong Gajah Wonderland, cash and online. Cash means the directly buy the ticket when they arrive on that place, and the online tickets is for groups of visitors. The online transaction should make the customers feel secure in reserving their ticket but sometime they have to call or by email and takes time to do that so that the number of visitors use the online ticket is not as by cash. It is assumed that the method of online transaction hasn't been effective since it is not easy and secure.

II. REVIEW OF RELATED THEORIES

A. Online Transaction

On Wikipedia, it is said that On line transaction processing, or OLTP, is a class of information systems that facilitate and manage transaction-oriented applications, typically for data entry and retrieval transaction processing.

The term is somewhat ambiguous; some understand a "transaction" in the context of computer or database transactions, while others (such as the Transaction Processing Performance Council) define it in terms of business or commercial transactions. OLTP has also been used to refer to processing in which the system responds immediately to user requests. Also, it is functioned for online purchasing. Online shopping is predicted to grow continuously to \$370 billion in 2017. However, online shopping cart abandonment rate also increases to 73.6% in 2013. Online shopping is more accessible than it has ever been in the digital era with the introduction of tablets, smartphones, easy checkout systems and more secure systems. As a result, the e-commerce industry is generating higher sales volume. According to Forrester Research, the online retail sales volume for the US 2012 is **\$231 billion**. This figure is predicted to grow continually to **\$370 billion** in 2017. Forrester also reports that **53%** of people in the US shopped online in 2011 and it is predicted to grow to **58%** in 2016, according to the U.S. Census Bureau, **20.3%** of the U.S. population is under 15 years old. Assuming the online shoppers are *above* 15 years old, the majority of the U.S. population above 15 years old, **66%** shopped online in 2011. It will influence the marketing team of an establishment to maximize the use of their website to market their products. The website or online transaction will be very fundamental to be used to gain their target of transaction. Electronic transaction is part of this process. The term **electronic transaction** is everything from a stock trade to the transfer of money or goods involving people, businesses, accounts, or applications such as ATMs and POS terminals. Electronic transaction is a commitment between the sellers and buyers to trade their products through electronic media based on the price, quality, time of delivery and other committed requirements in e contract.^[1] There are 3 types of Online Transaction: by chatting and video- conference, email and website. Chat and video- conference let them to give a direct communication so that they could be able to share ideas and bargain their transaction. Email is written media use internet in order to be able to share their products information. Transaction uses website is the writer focus since it is equipped with some pages, pictures, videos or another

digital asset. So, the website is more complete to be used to promote and gain their target.

B. Steps Of Using Online Transaction

This is from the buyers point of view, the process they will do are finding the products they need, then exploring the products as their need, selecting the products from the products explored, buying decision then process of delivering or shipping the product. As the process of browsing some products bout by online transaction, the buying decision will be based on the varieties of products, the quality and also the prices. The first element to make the buyers decide to buy the products is when the customers open the website. On this process, the customers need to find the product they need easily so that the website should give an easy keyword and they will find the product they need. After having or browsing and searching from finding process, the will explore more about the quality, the price, the pictures, the rating of the products, specification and other information. So it needs to complete their website from all information their products. Next step will be selecting the product. On this website, it must be completed with shopping cart which will keep the selected item chosen by the customers. In this process, the customers could be able to process the selecting items. They could delete and also keep for the next step. Buying decision is done after selecting the product. The website must be completed with how to deliver the products.

Online transaction offers an easy transaction but some think that online transaction is difficult and not secure and sometimes unbelievable. So, it needs clear information to make sure the customers having accurate, secure and easy transaction. It also has to give variations of transaction can be chosen by customers. There is some transaction could be chosen by the customers. Transfer via bank, Credit Card, Escrow (most popular way of payment now), COD (cash on Delivery), E- Payment, Virtual Payment (E-Currency), Phone Banking, Internet banking, and from Automatic Transfer Money (ATM), and Debit Card. So this way of transaction is very helpful the customers. They may choose what they want to use.

C. Website Quality

World Wide Web is usually named as web is one the web sources. A good website must focus on content not only the appearance. It must be supported by a good quality of server. A good website must have a good content. Content will be about the lay out of menu, complete information, detail content, suitable content, easy to browse, systematic information and easy to understand. Navigation is another good website feature. Design of color, images, typography and lay out are very important to be a good website. Interactivity for bot customers and the website owner. There should be a forum for discussion, easy downloading, email address, chatting forum, member facilities, Comments, Polling and other interactive media. Function of website is another element of a good website. The placement of hosting, capacity, technology used, name of domain, subdomain, and cheap are needed in making a good website. The most important is the management of the website, easy to be updated, easy to be backed up, interaction with audiences

and of course easy to be managed.

WebQual Method is used to measure the quality of of a website. The web Qual method is measurement method used to determine the quality of a website by using the last perception from the users. This method is strong for the quality but it is not for the interaction among the users and provider. Quality ^[2] found that all quality could be categorized into 3 areas : website quality, information quality and interaction quality. The result is that there are 3 quality dimension : usability, Information Quality and Interaction and service quality (WebQual 3.0). Usability is quality focuses on the design of website, for example performance, easy to use, navigation, and the display to the users. Interaction quality is interaction quality experienced by the users when they want to know more about the information on the website, it can be proven by their trust and empathy, for example about the transaction and secure information, delivery, personalization, and the interaction with the provider. ^[3]

TABLE 1
WEBQUAL 4.0 QUESTIONNAIRE QUESTIONS

1. USABILITY

1	I find the site easy to navigate
2	I find the site easy to use/website
3	The site has an attractive appearance/website
4	The design is appropriate to the type of site
5	The site conveys a sense of competency
6	The site creates a positive experience for me

2. INFORMATION QUALITY

7	Provides accurate information
8	Provides believable information
9	Provides timely information
10	Provides relevant information
11	Provides easy to understand information
12	Provides easy to understand information
13	Presents the information in an appropriate format

3. INTERACTION QUALITY

14	Has a good reputation/
15	It feels safe to complete transactions
16	My personal information feels secure
17	Creates a sense of personalization
18	Conveys a sense of community
19	Conveys a sense of community
20	I feel confident that goods/services will be delivered as promised
21	My overall view of this Web-site

^[2] Barnes, S.J., & Vigen R.T. *WebQual: an exploration of website quality*. In *proceedings of the Eight Conference on Information System*. (Vienna, July 3-5, 1997)

^[3] Ibid. © 2016. The authors – Published by Atlantis Press

II. QUALITY OF THE WEBSITE AT KAMPUNG GAJAH WONDERLAND

The management of Kampung Gajah has provided their website and also provides the long distance transaction. Their website is www.kampunggajah.com. The long distance transaction used at Kampung Gajah uses telephone and email. They just use the email and telephone. The only provide simple website and no complete information. Based on pre survey, the customers choose to visit Kampung Gajah Wonderland are by direct check in and by cash. They do not have access to pay by online transaction. Since the website is very simple for the cover. . Usually the online transaction is used by group of visitors. The comment of visitors the website of Kampung Gajah is positive. The website is interesting, funny, interactive, virtual tour. Colorful, easy to read, detail information and provides good information about their products. The negative comments of the website is from the promotion point of view, it is not interesting and no detail information about price and payment. It only provides the phone number and email. From the questioners distributed to the customer, the writer finds the data as follows :

A. Usability

Usability is the easiness of the users to use the website. Below is the score of website usability from 120 customers who visit Kampung Gajah.

TABLE 2
THE SCORE OF USABILITY OF THE WEBSITE
n= 120

1	I find the site easy to navigate	5,10
2	I find the site easy to use/website	5,02
3	The site has an attractive appearance/website	4,43
4	The design is appropriate to the type of site	4,87
5	The site conveys a sense of competency	4,62
6	The site creates a positive experience for me	4,81

Sources : data processing, 2106

Based on the table above, it could be found that the highest score for the website is easiness to navigate and use the website. Then the second is creates positive experience is one element makes the customers wants to visit this area. It means that from this point, it has an easy access. There are two indicators are on below average score. It means that the design and the sense of competency are not good. The table shows that the average score is on the middle. It means that for usability is enough. The average score for usability is 4,81 means it is good enough.

B. Information Quality

Information quality shows that the information from the website gives a good understanding of the products for the customers. If the score is high means that the website information fulfill the need of the users or customers. Below is the score of the Information Quality of Kampung Gajah website.

TABLE 3
INFORMATION QUALITY AVERAGE SCORE

1	Provides accurate information	4,66
2	Provides believable information	4,63
3	Provides timely information	4,74
4	Provides relevant information	4,34
5	Provides easy to understand information	4,76
6	Provides easy to understand information	4,44
7	Presents the information in an appropriate format	4,96

Source : Data Processing, 2016

From the average table, there are 4 indicators above the average. They are 1) giving the accurate information, 2) Up to date information, 3) understandable information, and 4) presenting an appropriate format. There are 3 indicator are below the average, they are 1) believable information, 2) relevant information, and 3) detail of information. All indicators even there are 4 above the average and 3 below the average but the score is still around the average means that overall it is still good enough. There are also some negative comments about this indicator, Kampung Gajah is

not as interesting as in the website and also there is no information about price for each attraction. It means that the website is not presenting believable information. It also indicates that there is no relevant information since the price is not detail for each attraction.

C. Interaction And Service Quality

TABLE 4
INTERACTION QUALITY
n = 120

1	It feels safe to complete transactions	4,55
2	My personal information feels secure	4,40
3	Creates a sense of personalization	4,88
4	Conveys a sense of community	4,43

Source : Data Processing, 2016

It can be seen that the highest score for this indicator is creating a sense of personalization. It means that the website helps the users to deal with the provider but the score is good enough. Three indicators are under the average. The indicators of providing safe feeling to complete the transaction, feeling secure of giving information and feeling safe to do the transaction are under the average score. So, overall, the score is still weak/low. Feeling safe and easy is the most important element in doing transaction. It influences to the customers believe to Kampung Gajah Wonderland. The most data of customers is about the visitor's data and transaction done by the customers. The facility of browsing and searching are not provided. The users feel difficult to choose the attraction more than 20 attractions. The price for each attraction is provided too so the users cannot decide to visit the attraction. Then will use telephone to decide to do the transaction, Especially for group of visitors. The price for each attraction must be provided on that website since the ticket is per attraction not package. The shopping Cart must be provided too, in case they want to do online transaction for each

attraction. The payment method is only bank transfer, based on the research, the writer finds that 85% respondents feel satisfied and 15% unsatisfied. The management has also given the confirmation letter so that the customers feel secure in doing the transaction.

The quality of overall website Kampung Gajah is only 4,73 from 4,67 of all dimension WebQual means that from the website itself the score is good.

CONCLUSION

The website of Kampung Gajah has been good. The usability of the website based on the webQual is still good enough. Since the design is simple and not interesting. The choice of color is not good too. The Information Quality is not good. The website information is not believable since it is not suitable with the reality. The information is very limited since there is no price for each attraction. The Interaction and Service Quality of the website is still bad. The customers feel unsecure to do the online transaction and the personal information is very limited. The website must be completed with shopping cart so that they could do online transaction. It aims to increase the online purchasing.

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