Implementation of Website Quality Management for Tourist Villages Using Webqual 4.0 a Case Study of Sidajaya Tourist Village

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Abstract

Tourist village websites are pivotal in promoting local destinations and enhancing visitor engagement in the digital era. This study evaluates the quality of the Sidajaya Tourist Village website using the Webqual 4.0 method. The research identifies issues regarding the website's effectiveness in meeting visitor expectations and a lack of comprehensive insights into its usability, information accuracy, and service interaction quality. A survey with 70 respondents from the Sidajaya community was conducted, focusing on three key dimensions: Usability Quality (UQ), Information Quality (IQ), and Service Information Quality (SIQ). The results indicate that the website performs well in terms of usability and quality. However, significant concerns remain in service interaction quality, particularly in community engagement, transaction security, and customization features. These findings provide actionable recommendations for enhancing the website and contribute to developing digital services in Indonesian tourist villages, ultimately improving visitor satisfaction.

Keywords: *Community Engagement, Tourist Village Website, User Satisfaction, Webqual 4.0, Website Quality Management*

1. Introduction

Travel village websites are essential in promoting tourist destinations, especially in the digital age, where online presence significantly influences travel decisions [1]. The website serves as a comprehensive platform that provides potential visitors with important information [2], engaging content, and interactive experiences that can enhance the attractiveness of tourist villages [3]. The quality of a website plays a crucial role in attracting visitors and improving their satisfaction[4]. A high-quality website provides easy navigation and relevant and engaging information that can influence tourists' decisions to visit a destination. One way to assess website quality is through the Webqual 4.0 method, designed to evaluate website quality from the user's perspective, with indicators covering usability, information, reliability, and visual design [5].

Sidajaya Tourist Village, as one of the developing tourist villages, has great potential to utilize information technology through its website as a promotional and communication tool for visitors. However, despite having a website, it is still unclear how well the Sidajaya Tourist Village website meets visitors' expectations. Therefore, this study aims to measure and evaluate the quality of the Sidajaya Tourist Village website using the Webqual 4.0 method. It hopes to provide valuable insights for the village's management in improving their digital services. The main objective of this research is to measure the quality of the Sidajaya Tourist Village website using the Webqual 4.0 method and to provide improvement recommendations based on the evaluation results of the website's quality[6].

This research is expected to give a clearer picture of the aspects that need to be improved in managing the tourist village's website[7]. The anticipated benefit of this research is that it will contribute to developing tourist villages in Indonesia, particularly regarding website management as a promotional and communication tool. The results of this study can also be used by the tourist village management to improve their digital services, thus increasing visitor satisfaction and expanding their promotional reach.

2. Research Method

2.1. Data collection methods and instruments

This study uses a quantitative and descriptive method. The quantitative approach is a technique that may be applied to surveys to gather information on past or current attitudes, behaviors, and beliefs to test specific hypotheses [8]. This study uses a survey method of distributing the questionnaire to obtain primary data. Random sampling is used to choose the sample or respondent.

This research will measure the quality of the Sidajaya Tourism Village website based on the perception of the website users using four instruments from the Webqual 4.0 method. Webqual is a method used to measure the quality of a website based on the perception of the end users of the website [5]. In measuring website quality, webqual uses research instruments from three variables: Usability Quality (UQ), Information Quality (IQ), and Service Information Quality (SIQ). So, three instruments will be used, and 21 indicators will be made in the questionnaire to measure the quality of the Sidajaya Tourism Village website on user satisfaction.

Table 1: WebQual 4.0 indicators

Dimension	Code	Indicator
Usability Quality (UQ)	UQ1	It's simple to learn how to use the website.
Usability Quality (UQ)	UQ2	It serves as a clear and understandable user interaction on the website.
Usability Quality (UQ)	UQ3	The website is easy to navigate.
Usability Quality (UQ)	UQ4	It's simple to use the website.
Usability Quality (UQ)	UQ5	The website has an interesting user interface.
Usability Quality (UQ)	UQ6	The website design is in accordance with its type of website.
Usability Quality (UQ)	UQ7	The website contains competency values.
Usability Quality (UQ)	UQ8	The website gives a positive experience to the user.
Information Quality (IQ)	IQ1	There is accurate information on the website
Information Quality (IQ)	IQ2	There is reliable information on the website.
Information Quality (IQ)	IQ3	There is timely information on the website.
Information Quality (IQ)	IQ4	There is relevant information on the website.
Information Quality (IQ)	IQ5	There is easy-to-understand information on the website.
Information Quality (IQ)	IQ6	There is detailed information on the website.
Information Quality (IQ)	IQ7	The information is presented in the correct format on the website.
Service Information Quality (SIQ	SIQ1	The website has a good reputation.
Service Information Quality (SIQ	SIQ2	There is a secure to complete transactions on the website.
Service Information Quality (SIQ	SIQ3	There is a secure of personal information on the website.
Service Information Quality (SIQ	SIQ4	There is room to customize the website.
Service Information Quality (SIQ	SIQ5	There is a space for the community on the website.
Service Information Quality (SIQ	SIQ6	The facility to communicate with the organization is provided through the website.
Service Information Quality (SIQ	SIQ7	It guarantees that the service received is as promised as it can on the website.

2.2. Research Model

To evaluate the quality of the Sidajaya Tourist Village website, this study employs a research model that focuses on three critical dimensions: Usability Quality (UQ), Information Quality (IQ), and Service Information Quality (SIQ). These dimensions are hypothesized to influence User Satisfaction (US), which is the model's dependent variable. The following hypotheses are proposed:

H1: Usability Quality (UQ) significantly influences User Satisfaction (US).
H2: Information Quality (IQ) significantly influences User Satisfaction (US).
H3: Service Information Quality (SIQ) significantly influences User Satisfaction (US).

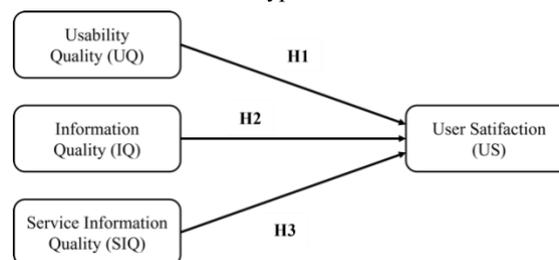Figure 1 below illustrates the research framework used to test these hypotheses.

Fig. 1: Research Model

2.3. Data Process

Furthermore, determining variables was carried out by reading literature studies and collecting previous studies to find supporting theories, research methods (Webqual 4.0) and research variables to support the preparation of questionnaires. After the questionnaire is completed, a questionnaire is distributed to obtain data from the respondents, followed by data recap and data processing using SPSS software for validity tests, reliability tests, statistical analysis and linear regression tests. From the linear regression test, an analysis of the relationship between variables was carried out, namely testing the hypothesis. From the hypothesis test, the last stage is to conclude and recommend the research results.

3. Results and Discussion

The potential of Sidajaya tourism villages, which is unknown to many people, causes the Sidajaya tourism village to be hampered in its development. Information about the Sidajaya tourism village, which is still challenging to obtain, causes people to be reluctant to look for the information they need. So, knowledge about Sidajaya Tourism Village is lacking. So a system is required to help the community access information about the Sidajaya tourism village. The population of this study is 70 respondents from the Sidajaya Tourism Village website community who have had experience accessing https://desasidajaya.com/.
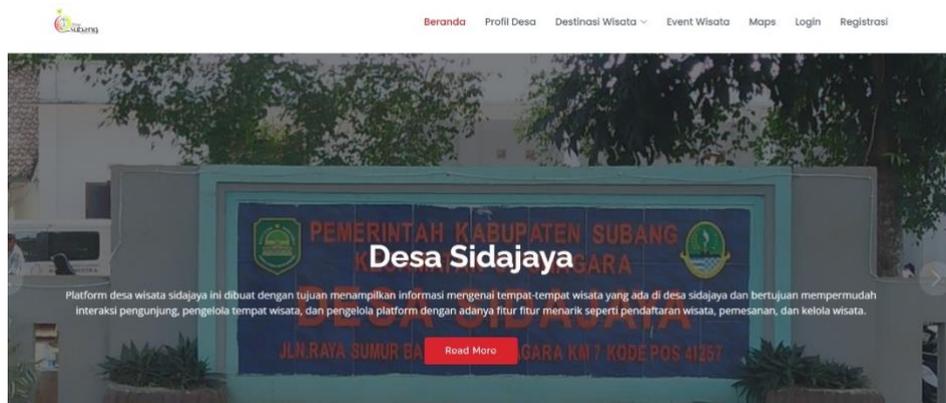
Fig. 2: Landing page Sidajaya Tourism Village

The questionnaire was made using closed questions so that respondents could easily answer it because the researcher had determined the answers, and the data from the questionnaire could be quickly analyzed statistically. The questions were created using a 5-point Likert scale. Scale 1 (strongly disagree), scale 2 (disagree), scale 3 (neutral), scale 4 (agree) and scale 5 (strongly agree).

3.1. Validity and reliability test

A validity test is necessary to determine the degree of dependability of the testing apparatus used for quantification. The validity test is conducted by appealing the computed r-value (Pearson Correlation) with the r table, which has a significance of 5% [8]. Table 2 displays the validity test results for each question variable's importance and performance level, and SPSS is used to calculate the Corrected Item-Total Correlation value. The data is considered genuine if the r tabel is more than 0.1909.

Table 2: Validity test

Code	r-value	Validity
UQ1	0,818	Valid
UQ2	0,778	Valid
UQ3	0,866	Valid
UQ4	0,766	Valid
UQ5	0,657	Valid
UQ6	0,788	Valid
UQ7	0,783	Valid
UQ8	0,822	Valid
IQ1	0,916	Valid
IQ2	0,906	Valid
IQ3	0,905	Valid
IQ4	0,927	Valid
IQ5	0,779	Valid
IQ6	0,932	Valid
IQ7	0,826	Valid
SIQ1	0,869	Valid
SIQ2	0,812	Valid
SIQ3	0,812	Valid
SIQ4	0,836	Valid
SIQ5	0,848	Valid
SIQ6	0,792	Valid
SIQ7	0,742	Valid

Table 3: Validity test

Code	Cronbach's Alpa	r-value	Reliability
UQ	.910	0.1909	Reliable
IQ	.954	0.1909	Reliable
SIQ	.915	0.1909	Reliable

3.2. Result

This section presents the findings from evaluating the Sidajaya Tourist Village website using the Webqual 4.0 method, which focuses on assessing usability, information quality, and service interaction quality. Data was collected from 70 respondents who were regular website visitors, specifically the Sidajaya Tourism Village community. The results are derived from the survey using a 5-point Likert scale, covering 21 indicators across the three dimensions of Usability Quality (UQ), Information Quality (IQ), and Service Information Quality (SIQ). The data were analyzed using SPSS software for validity, reliability, and hypothesis testing.

Table 4: Correlations Test

Variable	R-table	Pearson	Correlations	Sig.
UQ	0.1968	.790**	Strong	.001
IQ	0.1968	.811**	Very Strong	.001
SIQ	0.1968	.772**	Strong	.001

From Table 4, the Pearson correlation results for the variables are as follows:

Usability Quality and User Satisfaction
A correlation analysis yielded a Pearson r of .790, indicating a strong, nearly linear association between Usability Quality (UQ) and User Satisfaction (US). Practically, better navigability and response times are usually mirrored by higher satisfaction ratings. This pattern lends considerable weight to Hypothesis 1, which posits that UQ exerts a meaningful influence on US; the accompanying p-value of .001 classifies the finding as statistically solid.

Information Quality and User Satisfaction
Calculating the relationship between Information Quality (IQ) and User Satisfaction (US) produced a Pearson r of .811, underscoring an unusually robust connection. Users almost universally report feeling more satisfied when content is more detailed and easier to digest. The result reaffirms Hypothesis 2, which maintains that IQ exercises a significant effect on US; the matching p-value of .001 reiterates the strength of this conclusion.

Service Information Quality and User Satisfaction
A separate computation for Service Information Quality (SIQ) returned a Pearson r of .772, a reading that still reflects a close bond with US. Users are happier when product descriptions, help text, and similar materials are accurate and readily accessible. The data remains consistent with Hypothesis 3, which expects this lifted mood; as before, the persistent p-value of .001 keeps the assertion statistically intact.

The Sidajaya Tourist Village website generally performs well across all dimensions of Webqual 4.0, particularly in terms of Usability Quality and Information Quality. However, there are clear opportunities for improvement in Service Interaction Quality, particularly in enhancing community engagement and service customization features. Addressing these areas will likely increase user satisfaction and promote the Sidajaya Tourist Village as a popular tourist destination.

4. Conclusion

This study has successfully measured the quality of the Sidajaya Tourist Village website using the Webqual 4.0 method. The results demonstrate that the website generally meets user expectations regarding usability and information quality, with users appreciating the ease of navigation and the relevance of the information provided. However, the study also highlighted areas for improvement in service interaction quality, particularly in fostering better communication channels and ensuring secure transactions. The findings underline the importance of website quality in promoting tourist villages and suggest that enhancing service interaction can significantly improve user satisfaction. This research offers practical recommendations for the management of Sidajaya Tourist Village. It provides a framework for other tourist villages in Indonesia aiming to optimize their websites as effective communication and promotional tools. The correlation results support H1, H2, and H3, as all three relationships show positive and statistically significant correlations. Usability Quality (UQ), Information Quality (IQ), and Service Information Quality (SIQ) all have significant and positive correlations with User Satisfaction (US), indicating that the higher the quality in these areas, the higher the user satisfaction.

5. Suggestions

To improve the overall user experience, the Sidajaya Tourist Village website should focus on enhancing service interaction features. This includes implementing secure transaction systems, providing more personalized user interactions, and creating an online community space where visitors can share experiences and feedback. The website's content and design should be regularly updated to ensure that information remains timely and relevant. Continuous monitoring of user feedback will allow the website to adapt to evolving visitor needs and expectations. Although usability was rated positively, visual design always has room for improvement. Investing in a more aesthetically pleasing and modern user interface could enhance the website's appeal and make it more engaging for potential visitors.

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