Increasing The Intention to Buy Batik Gumelem Banjarnegara Using the Web Qual 4.0 Method

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	ABSTRACT
Keywords: *usability, information quality, and service interactions, intention to buy. Introduction*	*This study was to analyze the factors that influences the purchase intention of batik Gumelem which is assessed based on service quality of web qual 4.0, including 3 variables namely usability, information quality, and service interactions. Batik Gumelem entrepreneurs have not able to use technology media optimally so it must be developed and improved, therefore requires improvement knowledge and ability to utilize promotional and marketing with digital media. Webqual is a method of measuring website quality based on the perception of the end user (society). This method is a development of servqual which was widely used before in measuring service quality. WebQual 4.0 was compiled based on research in three areas, namely: 1. Usability Usability is the quality associated with website design, for example appearance, user convenience, navigation and the image presented to users (Barnes & Vidgen, 2002). 2. Information Quality. Information quality is the quality of the content contained on the website, whether or not the information is appropriate for user purposes such as format accuracy and relevance (Barnes & Vidgen, 2002). 3. Service Interaction, is the quality of service interactions experienced by users when they delve deeper into the website, manifested in trust and empathy. Examples of issues from transaction and information security, product delivery, personalization and communication with website owners (Barnes & Vidgen, 2002). The research paradigm used is quantitative, with a sample some people who have seen the batik Gumelem web. Data collection with questionnaire with target sample of 200 respondents. Measurement scale using Likert. Validity testing using CFA and reliability testing using Cronbach Alpha. The results are usability have positively effect on the intention to buy batik Gumelem, information quality have positively effect on the intention to buy batik Gumelem, and service interactions have positively effect on the intention to buy batik Gumelem.*

INTRODUCTION

Times have developed and are increasingly sophisticated as well as we must be able to keep up with increasingly modern developments, one of which is internet-based technology which is experiencing very fast development. There have been many people who have taken advantage of this internet-based technology, one of which is in the field of trade. Then came commerce with the internet as a means of doing business, namely E-commerce. E-commerce is the distribution, purchase, sale, marketing of goods and

services through electronic systems such as the internet or television, WWW, or other computer networks. E-commerce may involve electronic fund transfers, electronic data exchange, automated inventory systems, and automated data collection systems.

Gumelem batik entrepreneurs have not been able to use technology media optimally so they must be developed and improved, therefore they need to increase their knowledge and ability to use digital media promotion and marketing. The research paradigm used is quantitative, with a sample of some people who have seen the Gumelem batik web. The data collection technique is a questionnaire with a target sample of 200 respondents. The measurement scale uses a Likert Scale, and the instrument testing uses CFA for validity testing and Cronbach Alpha for reliability testing. The data analysis technique used multiple regression.

The purpose of this study is to analyze the factors that influence the purchase intention of Gumelem batik which is assessed based on the quality of website services based on 3 webqual 4.0 variables, namely: usability, information quality, and service interaction.

THEORITICAL REVIEW
Webqual 4.0

Webqual is a method of measuring website quality based on the perception of the end user (society). This method is a development of servqual which was widely used before in measuring service quality. WebQual 4.0 was compiled based on research in three areas, namely: 1. Usability Usability is the quality associated with website design, for example appearance, user convenience, navigation and the image presented to users (Barnes & Vidgen, 2002). 2. Information Quality. Information quality is the quality of the content contained on the website, whether or not the information is appropriate for user purposes such as format accuracy and relevance (Barnes & Vidgen, 2002). 3. Service Interaction, is the quality of service interactions experienced by users when they delve deeper into the website, manifested in trust and empathy. Examples of issues from transaction and information security, product delivery, personalization and communication with website owners (Barnes & Vidgen, 2002).

RESEARCH METHODS

The research paradigm used is quantitative, with a sample of some people who have seen the Gumelem batik web. The data collection technique is a questionnaire with a target sample of 200 respondents. The measurement scale uses a Likert Scale, and the instrument testing uses CFA for validity testing and Cronbach Alpha for reliability testing. The data analysis technique used multiple regression.

INSTRUMENT TEST RESULTS

The results of the instrument test consist of a validity test and a reliability test, which results in the finding that each variable has a KMO value (*Kaiser-Meyer-Olkin Measure of Sampling Adequacy)*above 0.5 and significant value andall indicators in each variable have a factor loading value above 0.6 and are grouped in each variable, so it can be said that all indicators pass the validity test.

The results of the reliability test using cronbach alpha, all variables have a cronbach alpha value above 0.6, so it can be said that all variables pass the reliability test.

Table 1 Validity Test Results

Variable	Question	Component			
		1	**2**	**3**	**4**
Usability	1.1	0.821			
	1.2	0.845			
	1.3	0.848			
	1.4	0.871			
	1.5	0.819			
	1.6	0.668			
	1.7	0.743			
	1.8	0.874			
Information quality	2.1		0.868		
	2.2		0.878		
	2.3		0.903		
	2.4		0.874		
	2.5		0.846		
	2.6		0.803		
	2.7		0.777		
Service interaction	3.1			0.832	
	3.2			0.832	
	3.3			0.896	
	3.4			0.847	
	3.5			0.868	
	3.6			0.875	
	3.7			0.768	
Purchase intention	4.1				0.809
	4.2				0.881
	4.3				0.884

Source: Primary data (2021)

The results of the validity test above show that all indicators for each variable are grouped in their respective constructs, and the factor loading value for all indicators is above 0.6, so it can be said that all variables pass the validity test. This means that usability, information quality, and service interaction variables are factors that can form a buying intention model.

Table 2. Reliability Test Results

Variable	*Cronbach Alpha*	Information
Usability	0.898	Reliable
Information quality	0.936	Reliable
Service interaction	0.907	Reliable
Purchase intention	0.917	Reliable

Source: Primary data (2021)

The results of the reliability test above show that all indicators for each variable have a Cronbach alpha value above 0.6, so it can be said that all variables pass the reliability test. This value means that the questionnaire has accuracy as an instrument to measure purchase intention. This means that usability, information quality, and service interaction variables are factors that can form a buying intention model on Gumelem Banjarnegara batik.

Table 3. Hypothesis test results

The proposed research hypothesis	Regression coefficient value	Significance value	Direction	Hypothesis decision
H1: Usability positive effect on consumer purchase intention.	0.294	0.001	Positive	Supported
. H2: Information quality has a positive effect on consumer purchase intentions	0.416	0.02	Positive	Supported
H3: Service interaction has a positive effect on consumers' purchase intentions	0.324	0.004	Positive	Supported

Source: Primary data (2021)

Discussion Of The Results Of Hypothesis Testing 1

Hypothesis 1 states that usability has a positive effect on consumer purchase intentions on Gumelem Banjarnegara batik. The results of data analysis show the regression coefficient value of 0.294 with a significance of 0.001 (see Table 3). This figure shows that usability has a positive effect on consumer buying intentions on Gumelem Banjarnegara batik. According to (Suyanto, 2009) usability is "as a user experience in interacting with an application or website until the user can operate it easily and quickly". Based on this definition, it can be concluded that usability is the

quality of ease and speed in operating an application or web with a design display that is presented to the user. According to (Barnes & Vidgen, 2002), with the site, site navigation, site use, site appearance, site design, site competence and positive experience of the site.

Discussion Of The Results Of Hypothesis Testing 2

Hypothesis 2 states that information quality has a positive effect on consumer purchase intentions on Gumelem Banjarnegara batik. The results of data analysis show the regression coefficient value of 0.416 with a significance of 0.02 (see Table 3). This figure shows that information quality has a positive effect on consumer buying intentions on Gumelem Banjarnegara batik. Information quality is quality related to the amount, accuracy and form of information about products and services offered on a website (Nusair & Kandampully, 2008 in Mohd Sam & Tahir, 2009). Based on this definition, the quality of the information referred to is the quality of the web which consists of the content of the website, the suitability and form of information, the amount, accuracy and relevance of the products or services on the web that are shown to users. According to (Barnes & Vidgen, 2002).

Discussion of the results of hypothesis testing 3

Hypothesis 3 states that service interaction has a positive effect on consumer purchase intentions on Gumelem Banjarnegara batik. The results of data analysis show the regression coefficient value of 0.324 with a significance of 0.004 (see Table 3). This figure shows that service interaction has a positive effect on consumer buying intentions on Gumelem Banjarnegara batik. According to (Suyanto, 2009) interaction is "what involves website users as a user experience with the website itself". Based on this definition, service interaction is the involvement of website users when studying the website itself so that trust and empathy arise. According to (Barnes & Vidgen, 2002), the quality of service interactions has been divided into several questions, namely regarding site reputation, security in transactions,

CONCLUSIONS AND SUGGESTIONS

1. *Usability*positive effect on consumer purchase intention on Gumelem Banjarnegara batik.
2. *Information quality*positive effect on consumer purchase intention on Gumelem Banjarnegara batik.
3. *service interaction*positive effect on consumer purchase intention on Gumelem Banjarnegara batik

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