

User Evaluation GKJW Waru's Website for Improving Brand Awareness

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Abstract - Gkjjw Waru's website presents information related to Gkjjw Waru's profile, worship schedule, daily devotional, children's reflection, weekly worship sermon summary, church internal news, church news, and activity gallery and others. This research purposes to evaluate the improvements variables for enticing citizens to use the websites gkjjw waru. The evaluation method uses webqual 4.0. The variables evaluated are Usability Website, Service Interaction quality, Information quality, User satisfaction and Brand awareness. Data collection with questionnaire, the total of respondents is 135 people. The result is Usability Websites and Service Interaction quality website doesn't affect User satisfaction, and indirectly does not affect the attractiveness of the congregation to access the website. Information Quality has a positive effect on User Satisfaction, User Satisfaction has a positive effect on Awareness and Information Quality has an indirect effect on Awareness.

Keyword: *Usability, service interaction, user satisfaction, awareness, webqual*

I. INTRODUCTION

The development of website information technology is so fast that all information will spread all over the world quickly. GKJW Waru website is one of the socio-religious organizations

located in Sidoarjo city, whose development is very fast. Along with the development dynamics of the congregation, PHMJ is required to provide the best service to the congregation. The public worship service every week is held 4 times, at 06.00, at 08.00, at 16.00 and 18.00, while the juvenile and children (toddler, pratama, madya) are held at 08.00. Number of citizens 1.900 congregations. Websites Gkjjw Waru provides information about the schedule of activities to be undertaken, both at church and at the regional level, Garuda Waru profile, internal church news, general Christian news, secretarial information. The contemplations provided include the radiant living waters (PAH), the weekly worship reflections, the devotions of child service, the liturgy of worship and the materials for the spiritual building of the congregation. Download facilities provided for the residents include church messages, leksionari, bibitab, congregation, chanting, Christian articles and forms needed by the congregation. The gallery contains photos and activity videos.

Based on the above problems need to be evaluated Gkjjw Waru website to provide recommendations to the daily servants of the congregation assembly (PHMJ) in providing services to its citizens. In this study the authors use the Webqual 4.0 method, which has been widely used by previous researchers in evaluating the quality of the website. The variables that need to be evaluated are: (1) Usability quality websites, (2) Service Interaction quality websites, (3)

Information quality websites, (4) User Satisfaction in using websites and (5) Brand Awareness websites to websites gkjlw waru.

Referring to the above problems the authors do "EVALUATION WEBSITE GKJW WARU WEBU with 4.0 TO IMPROVE BRAND AWARENESS".

A. Literature Review Webqual 4.0 dimension

Webqual 4.0 consists of 3 main components, namely: quality information, quality interaction and usability [2].

1. Usability Quality

Quality of usability includes the ease of the website to learn, easy to understand,

easy to navigate, convenience to used, website attractiveness, interfaces fun, have good competence and provide a fun new experience [2]

2. Information Quality

Quality information includes information accurate, reliable information,

up to date information, appropriate information with topic of discussion, ease of information for understandable, detailed information and information which are presented in an appropriate design [2].

3. Interaction of Quality

Quality of interaction includes capability provide a sense of security when the transaction, possess good reputation, easy communication, creating more emotional feelings personal, have confidence in giving personal information, able to create specific community, providing confidence that the promise will be fulfilled [2].

User Satisfaction

Satisfaction is defined as the difference between expectation, with perceived performance. Satisfaction is a person's feelings that result from comparing perceived products (outcomes) in relation to his expectations. So it can be said that the level of satisfaction is a function of the difference between expectation and perceived

performance. If performance is below expectations, then users will be disappointed.

Brand Awareness

Brand awareness is a consumer's ability to recognize or recall that a brand is part of a particular product / website category [4].

II. RESEARCH METHODS

This research type is quantitative research, subject in this research is congregation gkjlw congregation Waru. Data collection using questionnaires with likers scale. The total of respondents in this research amounted to 135 people. Data analysis activities are divided into two namely the statistical test (inference) and describe the data.

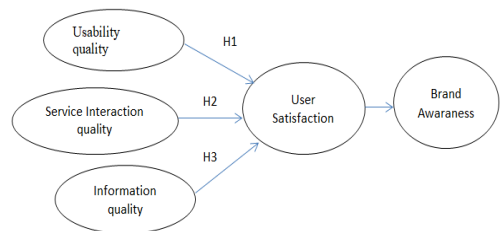


Fig 1. The research model

III. RESULTS AND DISCUSSION

Path analysis and measurement model

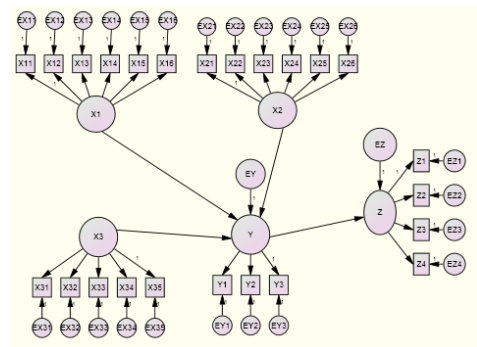


Fig 2. The path analysis research model

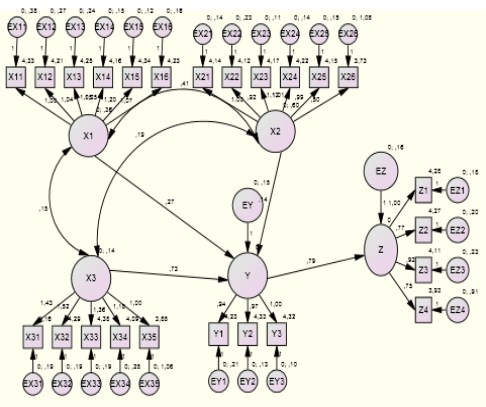


Fig 3. The structural model of research

Validity Testing Model

TABLE 1. LOADING FACTOR INDICATOR

Construct	Code	Loading factor
Usability quality	X11	0.789
	X12	0.853
	X13	0.842
	X14	0.879
	X15	0.905
Interaction quality	X21	0.918
	X22	0.889
	X23	0.874
	X24	0.863
	X25	0.914
Information quality	X31	0.778
	X32	0.721
	X33	0.729
	X34	0.837
	X35	0.706
User Satisfaction	Y1	0.870
	Y2	0.907
	Y3	0.917
Brand Awaranss	Z1	0.773
	Z2	0.737
	Z3	0.877
	Z4	0.763

Based on the results of data processing loading factor all indicators on each variable no value less than 0.50 or ($\alpha = 5\%$), means all the indicators are valid and the model evaluation process can be continued.

Test Reliability

Test reliability by calculating Cronbach Alpha from each item in a variable. The instrument used in the variable is said to be reliable if it has Cronbach Alpha more than 0.70, the calculation result can be seen in table 2:

	P	Label	Estimate	S.E.	C.R.
Y	<---	X1	,271	,186	1,460
	,144	par_20			
Y	<---	X2	,143	,139	1,030
	,303	par_21			
Y	<---	X3	,725	,262	2,767
	,006	par_22			
Z	<---	Y	,787	,096	8,206
	***	par_23			

Based on the above calculation results can be concluded that, All respondents answer can be said reliable because Alpha value greater than 0.7.

Validity Testing

a. Test Validity Indicator Variable Usability

All statements on Variable X1 are valid because the value of Sig. (2-tailed) less than $\alpha = 5\%$.

TABLE 2. VALIDITY TESTING INDICATOR VARIABLE USABILITY

		Correlations						
		X11	X12	X13	X14	X15	X16	TOTX1
X11	Pearson Correlation	1	,662**	,534**	,603**	,633**	,576**	,789**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	120	120	120	120	120	120	120
X12	Pearson Correlation	,662**	1	,739**	,664**	,682**	,612**	,853**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120	120
X13	Pearson Correlation	,534**	,739**	1	,681**	,713**	,651**	,842**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120	120
X14	Pearson Correlation	,603**	,664**	,681**	1	,817**	,724**	,879**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120	120
X15	Pearson Correlation	,633**	,682**	,713**	,817**	1	,793**	,905**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120	120
X16	Pearson Correlation	,576**	,612**	,651**	,724**	,793**	1	,847**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120	120
TOTX1	Pearson Correlation	,789**	,853**	,842**	,879**	,905**	,847**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120	120

** Correlation is significant at the 0.01 level (2-tailed).

b. Test Validity Indicators Variable Quality Information

All statements on Variable X2 are valid because the value of Sig. (2-tailed) less than $\alpha = 5\%$.

TABLE 3. VALIDITY TESTING INDICATOR VARIABLE QUALITY INFORMATION

		Correlations						
		X21	X22	X23	X24	X25	X26	TOTX2
X21	Pearson Correlation	1	.791**	.830**	.786**	.815**	.433**	.918**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000
	N	120	120	120	120	120	120	120
X22	Pearson Correlation	.791**	1	.752**	.716**	.753**	.479**	.889**
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
	N	120	120	120	120	120	120	120
X23	Pearson Correlation	.830**	.752**	1	.879**	.825**	.190*	.874**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.038	.000
	N	120	120	120	120	120	120	120
X24	Pearson Correlation	.786**	.716**	.879**	1	.803**	.233*	.863**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.010	.000
	N	120	120	120	120	120	120	120
X25	Pearson Correlation	.815**	.753**	.825**	.803**	1	.434**	.914**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000
	N	120	120	120	120	120	120	120
X26	Pearson Correlation	.433**	.479**	.190*	.233*	.434**	1	.582**
	Sig. (2-tailed)	.000	.000	.038	.010	.000	.	.000
	N	120	120	120	120	120	120	120
TOTX2	Pearson Correlation	.918**	.889**	.874**	.863**	.914**	.582**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	120	120	120	120	120	120	120

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

c. Test Validity Indicator variable Interaction

TABLE 4. VALIDITY TESTING INDICATOR VARIABLE INTERACTION

		Correlations					
		X31	X32	X33	X34	X35	TOTX3
X31	Pearson Correlation	1	.654**	.569**	.522**	.319**	.778**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000
	N	120	120	120	120	120	120
X32	Pearson Correlation	.654**	1	.581**	.494**	.169	.721**
	Sig. (2-tailed)	.000	.	.000	.000	.065	.000
	N	120	120	120	120	120	120
X33	Pearson Correlation	.569**	.581**	1	.498**	.263**	.729**
	Sig. (2-tailed)	.000	.000	.	.000	.004	.000
	N	120	120	120	120	120	120
X34	Pearson Correlation	.522**	.494**	.498**	1	.626**	.837**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	120	120	120	120	120	120
X35	Pearson Correlation	.319**	.169	.263**	.626**	1	.706**
	Sig. (2-tailed)	.000	.065	.004	.000	.	.000
	N	120	120	120	120	120	120
TOTX3	Pearson Correlation	.778**	.721**	.729**	.837**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	120	120	120	120	120	120

** Correlation is significant at the 0.01 level (2-tailed).

All statements on Variable X3 are valid because the value of Sig. (2-tailed) less than $\alpha = 5\%$

d. Test Validity Indicator Variable user Satisfaction

TABLE 5. TESTING INDICATOR VARIABLE USER SATISFACTION

		Correlations			
		Y1	Y2	Y3	TOTY
Y1	Pearson Correlation	1	.651**	.678**	.870**
	Sig. (2-tailed)	.	.000	.000	.000
	N	120	120	120	120
Y2	Pearson Correlation	.651**	1	.801**	.907**
	Sig. (2-tailed)	.000	.	.000	.000
	N	120	120	120	120
Y3	Pearson Correlation	.678**	.801**	1	.917**
	Sig. (2-tailed)	.000	.000	.	.000
	N	120	120	120	120
TOTY	Pearson Correlation	.870**	.907**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	120	120	120	120

** Correlation is significant at the 0.01 level (2-tailed).

All statements on Variable Y3 are valid because the value of Sig. (2-tailed) less than $\alpha = 5\%$.

e. Test Validity Indicator Variable Brand Awareness

TABLE 6. VALIDITY TESTING INDICATOR VARIABLE BRAND AWARENESS

		Correlations				
		Z1	Z2	Z3	Z4	TOTZ
Z1	Pearson Correlation	1	.586**	.633**	.322**	.773**
	Sig. (2-tailed)	.	.000	.000	.000	.000
	N	120	120	120	120	120
Z2	Pearson Correlation	.586**	1	.583**	.309**	.737**
	Sig. (2-tailed)	.000	.	.000	.001	.000
	N	120	120	120	120	120
Z3	Pearson Correlation	.633**	.583**	1	.575**	.877**
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	120	120	120	120	120
Z4	Pearson Correlation	.322**	.309**	.575**	1	.763**
	Sig. (2-tailed)	.000	.001	.000	.	.000
	N	120	120	120	120	120
TOTZ	Pearson Correlation	.773**	.737**	.877**	.763**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	120	120	120	120	120

** Correlation is significant at the 0.01 level (2-tailed).

All statements on Variable Z are valid because the value of Sig. (2-tailed) less than $\alpha = 5\%$

Descriptive Analysis

a. Usability Websites (X1)

TABLE 7. AVERAGE AND STANDARD DEVIATION FOR USABILITY DIMENTION

No	Statement	Jawaban (%)					Average	Standard Deviation
		Very Agreed (5)	Agreed (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
1	The website of Gkijw Waru is easy to operate.	50	40	5,8	1,7	2,5	4,33	0,863
2	Gkijw Waru's website is easy to access	39,2	47,5	10,0	1,7	1,7	4,21	0,819
3	The website of Gkijw Waru is easy to use	40,8	48,3	7,5	1,7	1,7	4,25	0,802
4	Website Gkijw Waru has an attractive display & layout content	36,7	49,2	9,2	3,3	1,7	4,16	0,850
5	Website design in accordance with church organizations	48,3	42,5	5,8	1,7	1,7	4,43	0,804
6	Website Gkijw Waru provides spiritual education	35,8	55,8	5,0	1,7	1,7	4,22	0,761

b. Information quality Websites (X2)

No	Statement	Jawaban (%)					Average	Standard Deviation
		Very Agreed (5)	Agreed (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
1	Website Gkijw Waru has a good reputation.	29,2	61,7	5,0	4,2	0,0	4,16	0,698
2	Website Gkijw Waru provide a sense of security when downloading files / news and congregation articles	41,7	49,2	5,8	3,3	0,0	4,29	0,726
3	Website Gkijw Waru gives an impression of interest	45,8	48,3	3,3	2,5	0,0	4,38	0,674
4	Website Gkijw Waru gives the impression of community	26,7	58,3	12,5	2,5	0,0	4,09	0,698
5	Easily communicate with the website admin via email or guest book	34,2	40,8	4,2	20,8	0,0	3,88	1,101

TABLE 8. AVERAGE AND STANDARD DEVIATION FOR INFORMATION QUALITY DIMENTION

No	Statement	Jawaban (%)					Average	Standard Deviation
		Very Agreed (5)	Agreed (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
1	Website Gkijw Waru provide accurate activity schedule information.	34,2	55,0	3,3	5,8	1,7	4,14	0,863
2	Websites Gkijw Waru provide reliable information.	34,2	50,8	9,2	4,2	1,7	4,12	0,863
3	Websites Gkijw Waru provide timely information / up to date.	39,2	48,3	5,8	3,3	3,3	4,17	0,929
4	Website Gkijw Waru provide complete information	40,8	48,3	4,2	5,0	1,7	4,22	0,871
5	Gkijw Waru's website provides easy-to-understand information	35,8	51,7	5,8	5,0	1,7	4,15	0,866
6	Websites Gkijw Waru provide information in the appropriate format needs	26,7	43,3	8,3	20,0	1,7	3,73	1,113

c. Service Interaction Websites (X3)

Table 9. Average and standard deviation for Service Interaction Dimention

d. User Satisfaction Websites (Y1)

Tabel 10. Average and standard deviation for User Satisfaction

e. Brand Awareness Webstes (Z1)

No	Statement	Jawaban (%)					Average	Standard Deviation
		Very Agreed (5)	Agreed (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
1	I will use websites Gkijw Waru's to see the schedule of worship and other church activities.	42,5	48,3	4,2	5,0	0,0	4,28	0,769
2	I will use the websites Gkijw Waru to find daily devotionals / spiritual construction articles	36,7	55,8	5,0	2,5	0,0	4,27	0,670
3	I will recommend to my relatives / friends / co-workers in faith to use websites Gkijw Waru's to search for daily devotionals, church messages, Christian news, etc.	31,7	50,8	14,2	3,3	0,0	4,11	0,765
4	I will remind the website admin if it is late in updating the information	35,0	40,8	5,8	18,3	0,0	3,93	1,070

Tabel 11. Average and standard deviation for Brand Awareness

Variable correlation

a. Usability Website and User Satisfaction

The first hypothesis (H1) in this research is Usability websites affect the User Satisfaction. The results showed that the Variable Usability (X1) does not affect to user satisfaction(Y) because the value P = 0.144 (greater than 0.05).

b. Service Interaction quality and User Satisfaction

The second hypothesis (H2) in this research is Interaction Quality effect on User Satisfaction. The results show that Variable interaction quality (X2) has no effect on user satisfaction (Y) because the value of P = 0.303 (greater than 0.05).

c. Information quality dan User Satisfaction

The second hypothesis (H3) in this research is Information Quality affects Information Quality. The result of the research shows that Information Quality has positive influence directly to User satisfaction. The direct influence of Information Quality (X3) variable to User Satisfaction (Y) is 72,5%, while Influence indirectly X3 (through Y) to Brand Awareness (Z) equal to 57.1%. Information Quality affects User satisfaction. 45.8% of congregations prefer an attractive website design and 41.7% prefer it if the website is supported by security when downloading articles, newsletters, galleries, and more. Information (daily devotionals, gkijw waru news, available congregational messages are more qualified, and supported by the appearance of websites that are interesting and guaranteed security. According to a study conducted by N. Elangovan under the title Evaluating Perceived Quality of B-School Websites.

d. User Satisfaction dan Brand Awareness

The second hypothesis (H4) in this research is

No	Statement	Jawaban (%)					Average	Standard Deviation
		Very Agreed (5)	Agreed (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)		
1	I feel satisfied in using websites Gkijw Waru in fulfilling the information needs of worship schedule, daily reflection, church news, etc.	38,3	50,8	6,7	4,2	0,0	4,23	0,753
2	I am satisfied with the information provided and given the websites of Gkijw Waru.	45,0	45,8	6,7	2,5	0,0	4,33	0,714
3	I am satisfied with the service provided and given the websites Gkijw Waru.	42,5	50,0	4,2	3,3	0,0	4,320	0,710

User satisfaction effect on Brand Awareness. The result of this research show that User satisfaction have positive effect directly to Brand Awareness. The direct influence of User Satisfaction (Y) variable to Brand Awareness (Z) is 78.7%.

Therefore, the daily servant of the church congregation (PHMJ) as the decision maker in the management of this website should pay attention to

the congregation's desire to obtain information related to the Schedule of activities, daily devotions, church news, spiritual guidance articles, gallery congregation activities and downloading materials Christian Spirituality. The congregation is happy to remind you that daily schedules and reflections are not updated.

CONCLUSION

Based on the analysis and evaluation, this research can be summarized as follows:

1. Usability Websites GKJW Waru does not affect User congregation satisfaction in using websites, and Usability Websites can not attract congregations to actively use websites.
2. Service Interaction quality websites GKJW Waru has no effect on User satisfaction of the congregation in using the website, and Service Interaction quality can not attract congregation to actively use websites.
3. Information quality website GKJW Waru positively influence the User satisfaction congregation in using the website, and Information quality can attract congregations to actively use websites.
4. User Satisfaction websites GKJW Waru have a positive effect on attracting Brand Awareness

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