

# WEB QUALITY, SATISFACTION, TRUST AND ITS EFFECTS ON GOVERNMENT WEBSITE LOYALTY

*by* Dyah Sugandini

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**Submission date:** 30-May-2020 02:41PM (UTC+0700)

**Submission ID:** 1334646839

**File name:** FACTION,\_TRUST\_AND\_ITS\_EFFECTS\_ON\_GOVERNMENT\_WEBSITE\_LOYALTY.pdf  
(513.35K)

**Word count:** 9067

**Character count:** 50451

**Dyah Sugandini**  
**Nur Feriyanto**  
**Yuliansyah Yuliansyah**  
**Ronald Sukwadi**  
**Muafi<sup>1</sup>**

**Article info:**  
Received 19.05.2018  
Accepted 24.08.2018

UDC – 006.015.5:004.737.1  
DOI – 10.18421/IJQR12.04-07

## **WEB QUALITY, SATISFACTION, TRUST AND ITS EFFECTS ON GOVERNMENT WEBSITE LOYALTY**

**Abstract:** *This research aims to analyze tourist loyalty on government websites that affected by service quality, reputation, consumer experience, satisfaction, and trust. This research is using data from 148 respondents who have been interacted with the website of visitingjogja.com. The data analysis technique is using two steps approach to Structural Equation Modeling (SEM). The research result shows that responsiveness as dimensional quality of website services has no influence toward consumer satisfaction, and system quality also has no influence on trust, so the model is modified. Modification is done by eliminating two insignificant paths. The result shows that reputation and experience has positive influence toward consumer satisfaction. Information quality and consumer satisfaction has positive influence toward trust, and trust has positive influence on website loyalty. Website loyalty model that proposed in thie research shows a fit result. Thus, this research result can improve generalization of research findings about website loyalty in the setting of government website user.*

**Keywords:** *Service quality, Experience, Reputation, Consumer satisfaction, Trust and Loyalty*

### **1. Introduction**

Technological advances have increased computer processing power and adaptation of broadband services that cause consumers to have grater interaction with computer and potentially better shopping experiences (Constantinides, 2004; Hausman & Siekpe, 2009). It is an important experience to maintain costumer satisfaction in some website services. Hoffman and Novak (1996) stated that websites that are commercially attractive depend on the provided facilities. An important goal for marketers is to provide opportunities for consumers to explore their experiences, help developing experiences, so that they can get

important results for the organization (satisfaction, revisit intention, and loyalty). Websites is a tool that can be useful to promote tourism products and services, get customer (Akincilar & Dagdeviren, 2014), and maintain them. Tourism management plans its website to become a dynamic marketing tool and use it as a way to influence the decision making of their consumers. Tourism industry has adopted internet as an effective communication channel to reach its consumers (Diaz & Koutra, 2013; Law et al., 2010). Websites is important for business to attract and maintain their loyal customer (Law et al., 2010). Although many researches have been trying to understand the relationship between

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<sup>1</sup> Corresponding author: Muafi  
Email: muafi@uii.ac.id

customer motivation, satisfaction, and loyalty (Yoon & Uysal, 2005), but customer loyalty is always developing (Mason et al., 2006; McMullan & Gilmore, 2008). Bai et al., (2008; Hsu et al., 2012), stated that although there are many studies that evaluate about website quality, but until now a good model has not found yet (Ip et al., 2011), so that studies about the impact of online service quality toward customer loyalty is still very necessary (Fassnacht & Koese, 2006). This research is going to analyze the antecedent of customer loyalty in using website which consists of website quality, user experience, reputation, trust, and user satisfaction. Website quality is consists of three dimensions, which is responsibility, functional quality, and service quality (Susilowati & Sugandini, 2018). The research setting is government website from Government Tourism Office in Daerah Istimewa Yogyakarta (DIY). The reason of website object is to add theoretical support to the user loyalty of government websites and because many of the previous researches have analyzed the factors that affected user perception of online service quality that focus on business service provided by the private sector such as online banking and shopping.

Grimsley and Meehan (2007) stated that research in the website setting that belongs to government/public sector has a relatively important attention. The research object is the official website of portal belongs to Government Tourism Office of Daerah Istimewa Yogyakarta, [visitingjogja.com](http://visitingjogja.com), which contains information of DIY tourism, ie tourism news, Jogja tourism activities, Jogja tourism event information, digital maps of DIY tourism, e-brochure/e-document. The purpose of this study is to test the consumer loyalty model on the website by exploring the service quality, experience, reputation, satisfaction and loyalty.

This novelty research is using the setting of e-tourism state-owned web that is still rare to be done. The previous research has taken many private web-owned settings and usually leads to a single destination, for example the research from Lu (2014) about online tourism model with the setting of ecotourism behavior. Moradi et al., (2017) and Feng-Hua Yang et al., (2017) take the setting of e-tourism companies' web managed by private parties. Jeon and Jeong (2017) also does not specifically conduct research with the setting of state-owned web, the study that they conducted demonstrates that customer loyalty formation in both physical and online environments has identical processes in the context of the lodging industry. This research model is different with the research model proposed by previous researcher. This research tests consumer loyalty model that is influenced by website service quality, experience, reputation, satisfaction, and trust. Website service quality is measured using three dimensions, which is responsiveness, system quality, and information quality. Satisfaction is influenced by experience, reputation, and responsiveness. Whereas, trust in this research is influenced by satisfaction, system quality, and information quality. Loyalty is directly influenced by trust. Henrichs et al., (2011) tests usage intention by exploring the variable of ease of use, usefulness, information quality, and feeling. Jeon and Jeong (2017) test the influence of website service quality toward e-loyalty. Perceived service quality in the research from Jeon and Jeong (2017) is influenced by website functionality, customization, and reputation. While e-loyalty is influenced by consumer satisfaction and return intention. Lee (2015) tests online loyalty that is influenced by trust and distrust. Trust and distrust is influenced by site convenience, content relevance, content truthfulness, consumer responsiveness, consumer involvement, and web fraud.

## 2. Literature Review

### 2.1. Website loyalty

Customer loyalty is always become the main topic of marketing and has become the main popular research topic in the US area, because words are spreading faster through internet (Reichheld et al., 2000). Customer loyalty is the main way toward e-vendor profitability. Every customer often refers a new customer to a preferred online store (Yun & Good, 2007), and give positive comments, even recommendation (Reichheld et al., 2000). Loyalty is a degree to which a consumer shows repurchase behavior of a service provider, poses a positive attitude disposition toward the service provider, and only considers using the service provider when it comes to the need to use this service. E-Loyalty is defined as probability that the same user will make a return visit to a certain websites and it will have a long term effect which is influenced by many factors, either directly or indirectly (Srinivasan et al., 2002; Toufaily et al., 2013). E-loyalty refers to a commitment to repurchase and word of mouth consistently in the future. Behavior and attitude is the right approachment to measure customer loyalty (Susilowati & Sugandini, 2018). Baloglu (2002) stated that the use of behavioral approachment is still difficult to explain motivations of spuriously loyal customers' patronage. Spuriously loyal customers' shows the purchase of recurring loyalty, but without any emotional attachment, such as hotel or airline loyalty program application (Shoemaker & Lewis, 1999). The approachment of attitude measurement can show emotional attachment or customer psychology, but it is not always affected to the number of purchase. Oliver (1999) and Johnson et al., (2006) suggested loyalty development to use the phases of cognitive, affective, conative, and action that become a framework of loyalty study (Sugandini et al., 2018a). Adopting loyalty phases from Oliver (1999), Lin and Sun (2009); Diharto et al. (2018)

stated that the determinant of customer e-loyalty is the quality of website, perceived service quality, customer satisfaction, and return intention.

Olson (2002) also found a strong relationship between quality (cognitive), satisfaction (affective), and loyalty (action) in loyalty framework. Among the key drivers of loyalty, trust has an important role (Chiu et al., 2012; Mouriuchi and Takahashi, 2016) because trust can reduce uncertainty and risk (Al-Debei et al., 2015). Lai et al., (2007) also stated that when customer feels a good service quality of a website, they also will have a high e-satisfaction. Customer who feels satisfied with a websites will have more e-loyalty. A responsive website is directly affected e-loyalty. Llach et al. (2013); Kim et al. (2011) stated that trust can mediate the relationship between satisfaction and loyalty.

### 2.2. Consumer Satisfaction and Trust

Consumer satisfaction is consumer feeling as a response to goods and services he has consumed. In other words, consumer loyalty is a comparison between perceived and predicted service before the goods or services are bought and consumed (Sukwadi, 2017). If what the consumer perceived exceed his expectation, then the consumer will feel satisfied. Conversely, if what the consumer perceived is lower than his expectation, the consumer will feel dissatisfied. E-Satisfactionis defined as customer satisfaction with previous purchasing experience with electronic companies (Anderson & Srinivasan, 2003). This experience may come from two sources: service of the website and the website itself. Many studies have shown that consumer satisfaction is a conducive factor for the creation of consumer loyalty (Sugandini, 2003; Sukwadi, 2017, Sugandini et al., 2018b). Consumers who are satisfied with both goods and services are likely to repurchase from the provider of the goods and services (Fornell et al., 1996). Satisfied consumers tend to be loyal (Anderson &

Lehmann, 1994; Fornell et al., 1996). Oliver (1980) shows that satisfaction has a significant impact toward trust, and it is logical because consumers who satisfied with their purchase tend to have high level of trust in the company.

*H1: Satisfaction has positive influence toward trust.*

### 2.3. Trust and Loyalty

Mayer et al. (1995) defined trust as a willingness of a party to be vulnerable to the actions of others, regardless of the ability to monitor or control other parties. Trust is defined as consumer expectation that the service provider can be trusted or relied upon in fulfilling their promises. Trust as a competence perception has three characteristics: ability, consumer belief, and benevolence. Ability or competence is a belief and trust of someone with the other party about their ability or power to do what needs to be done. Consumer belief is the ability of vendors to provide goods and service easily. Benevolence means that someone believes that people are care about others and are motivated to act according to the direction of others. Ganesan (1994) refers to trust as credibility. In his research, Ganesan (1994) defined credibility as how far buyers believe that the supplier has the ability to perform activity effectively and reliably. Gommans et al. (2001) stated that in the context of e-commerce, consumer satisfaction and trust have an impact on customer loyalty. In the e-business context, trust becomes an important issue because the exchange is based on impersonal nature of the internet infrastructure (Pavlou, 2003). Trust is considered important in building long-term business relationship (Yuliansyah, Rammal & Rose, 2016).

Trust is believed to be able to strengthen customer loyalty (Harris and Goode 2004). Belief is important in the initial purchase in the context of e-commerce. Trust can influence behavior after the first use (Van

der Heijden et al., 2003) and it may increase repeat purchases. E-commerce provider provides the type and level of mix factors for interaction that customers' preference and which results in customer loyalty. Kim et al. (2008) argued that in the online shopping environment, consumers tend to rely on information provided on websites about the products or services because they have limited information. If the information quality provided in the website is accurate and sufficient, consumer confidence tends to increase which may lead to loyalty. When a website provide accurate and up-to-date information about products and services, then the website can be trusted (Liao et al., 2006).

*H2: Trust has positive influence toward loyalty*

### 2.4. Service quality

Perceived service quality refers to the general attitude which related with superior service (Parasuraman et al., 1988). The study of website portals finds that customer satisfaction is directly influenced by perceived service (Yang et al., 2005). Service quality that perceived by website customers (cognitive phase) seems to be a precursor to customer satisfaction (affective phase). Kim (2011) also found that information quality is the key factor that influencing in a website. Service quality as a service performance that consumer receive during service encounter. If the service performance does not meet the expectations, the perceived quality will be poor and consumer satisfaction will be low. Wang and Strong (1996) showed the dimension of information quality assessment, namely: (1) quality of intrinsic information: accuracy, objectivity, trust, reputation, (2) quality of contextual information: relevance, added value, timeliness, (3) completeness: amount of information, (4) quality of representative information: interpretation, format, coherence, (5) confirmity, and (6)



quality of information accessibility: accessibility and access security.

### 2.5. System quality and trust

The analysis and development of system quality is highly dependent on the needs, and usually system quality is closely related with satisfaction. System quality includes appearance, technical adequacy, delays, navigation, security, and privacy (Dellaert & Kahn, 1999). A website quality can increase consumer belief and affect the satisfaction of consumers who have online transaction, because consumers who have online transaction rely on the information that can be obtained from the website offered by the manufacturer (Zhang et al., 2015).

*H3: System quality has positive influence toward trust.*

### 2.6. Information Quality and Trust

Information quality focuses on the content of online system provider and represents how far online content has accuracy, timeliness, completeness, relevance, and consistency attribute (Bock et al., 2012). As long as interaction takes places in an online system, consumer will process the content and information to make decisions. A higher information quality will make online system more useful to make decision. Furthermore, the high quality of online system information (such as transaction accuracy) will create an impression of online competency and integrity of provider, which will increase consumer belief to them (Bock et al., 2012). Information quality is a measurement of value provided by information toward user. Quality is often regarded subjective, and information quality can vary among the information user. However, high level of quality enhances its objectivity or at least the concept of inter-subjectivity (Sugandini, 2003). Accuracy can be seen as just one element from information quality, but it depends on how it is defined, it

also can be seen as encompassing many other dimensions of quality. There is a trade-off between accuracy and other dimensions, aspects, or information elements that determine its suitability for any given task.

*H4: Information quality has positive influence toward trust*

### 2.7. Responsiveness and Consumer Satisfaction

Parasuraman et al. (1988) identified SERVQUAL as an instrument that has been widely accepted as a measurement tool for measuring service quality. Quality consists of two main elements: (1) How far a product or service meets consumer desires, (2) How far a product or service is free from deficiencies. Cronin and Taylor (1992) researched about conceptualization and the measurement of service quality and also the relationship between service quality, consumer satisfaction, and willingness to buy. The five dimensions of SERVQUAL from Parasuraman that have an influence toward satisfaction are as follows: tangibles (physical appearance, equipment, materials, and personal), reliability (having reliable and accurate service performance), responsiveness (response fast to consumer demands), assurance (having knowledge that needed to respond to consumer demands), and empathy (serving consumers with hearts). This research uses responsiveness as a factor that affects customer satisfaction, so the hypothesis that proposed is as follows:

*H5: Responsiveness has positive influence toward satisfaction*

### 2.8. Reputation and Satisfaction

Corporate reputation is customer perception about quality associated with the name of the company (Sugandini, 2003). This means that name of the company gives positive influence toward customer response of a product or service. The research from Zhang,

et al., (2015) found that a company that seeks to improve its reputation in online transaction will increase consumer satisfaction, but this good reputation is vulnerable and difficult to obtain. Self-perception theory argued that customer evaluation about the satisfaction of websites is caused by new reputation that is relevant with the website (Park & Lee, 2009).

Consumers can renew their reputation perception about website from the interaction experience. Perceived reputation of consumers will be high as a result of the interaction experience to realize the expected benefit. If the confirmation of his expectation is positive, consumers tend to be satisfied. The reputation that perceived by consumer of the website affects satisfaction and loyalty (Sugandini et al., 2018b). The research result of Cheng and Huang (2013; Kauffman et al., 2010) about online shopping stated that website reputation has effect toward satisfaction. A reputable website will deliver a fair and honest image to the consumer. Consumers expect that the website matches what is promised thus it will encourage consumers to continue using it (Kim et al., 2012).

*H6: Reputation has positive influence toward satisfaction.*

### 2.9. Experience and Satisfaction

According to Meyer and Schwager (2007) and Sugandini et al. (2018a), customer experience is internal and subjective response from customer as a result of direct and indirect interaction with the company. Furthermore, Shaw and Ivens (2002) also stated that there are two elements in customer experience which are physical and emotional. Besides, Shaw and Ivens (2002) also explained that customer experience are not just influenced by one aspect, but also a combination of many aspects, so the component can be grouped in the five dimensions of customer experience. This five dimension experience is a form of

approachment that can be done by company to give good experience toward its customer (Sugandini et al., 2018b). Schmitt (1999) stated that the dimensions of customer experience consist of Sense, Feel, Think, Act, and Relate. Online customer experience is very important in the formation of consumer satisfaction consider that the process of online interaction relies on communication through website (Sweeney & Lapp, 2004). Therefore, on internet context, experience can cause positive feeling to do consumption. Thus, it can be said that if customer experience while using website (such as browsing, communicating, and transacting) is good, customer will make post-transaction assessment and evaluate the decision of all his experiences in using the website (Sugandini et al., 2018a). In other words, experience is expected to be able to increase positive consumer perception toward website and to be consumer satisfaction (Rust & Oliver, 1994). Satisfaction is the result of consumer assessment toward service based on their experience of the previous service (Sukwadi, 2017).

*H7: Experience has positive influence toward satisfaction*

### 3. Methodology

This research is a survey research. The analysis unit in this research is individual, that is tourists that currently visit DIY and using the website of visitingjogja.com as information source and guidance for travel in DIY tourism destination. The sampling technique is using convenience sampling. The number of sampling used in this research is 148 respondents which consist of foreign and domestic tourists. Data collection technique is using questionnaire with 5 point Likert scale, from very strongly disagree (score 1) to very strongly agree (score 5). The questionnaire is distributed to 150 visitors that are on a trip in Yogyakarta. The data that can be collected is from 148

respondents with the response rate of 98 percent. This research is using 8 variables that consist of 29 instruments. The experience construct is measured using 4 indicators adopted from Schmitt (1999) and Sweeney and Lapp (2004). The reputation construct consists of 3 indicators adopted from Kauffman et al. (2010) and (Kim et al., 2012). The responsiveness construct consists of 4 indicators adopted from Parasuraman et al., (1988). The system quality construct consists of 4 indicators adopted from Dellaert and Kahn (1999) and Zhang et al., (2015). The information quality construct consists of 3 indicators adopted from Bock et al., (2012). The satisfaction construct consists of 3 indicators adopted from Sweeney and Lapp (2004) and Sugandini (2003). The trust construct consists of 4 indicators adopted from Dellaert and Kahn (1999) and Sugandini et al., (2018b). The loyalty construct consists of 3 indicators adopted from Sugandini (2003); Oliver (1999) and Baloglu, (2002).

SEM is used to test website loyalty model that is proposed in this research, because SEM is also able to analyze the latent variable in the analysis (Byrne, 2010). Besides, the advantage of SEM are (1) SEM is one of the type of multivariate analysis of the second generation, (2) SEM is the proper analysis tool for social research with latent variables, and (3) SEM is able to test a complex research with many variables simultaneously (Fornell, 1987). SEM is particularly useful for the process of developing and testing theories and has become a quasi-standard in research (Hair et al., 2012). This study is using two phase SEM approach, which is measurement model and structural model. This study is using two phase SEM approach, which is measurement model and structural model. Measurement model is to confirm a dimension or factor based on the empirical indicators. Structural model is a model of relationship structure that form or explain the causality between factors. The difference between measurement and structural model

is required to be defined, because a proper specification of measurement model is required before obtaining the meaning given on the structural model analysis (Anderson & Gerbing, 1988). Convergence in the measurement should be seen as a criterion that needs to be done before having causal analysis because it represents a condition that needs to be required as logical needs (Bagozzi, 1981). Another reason to use the method is to obtain accurate representation about indicator reliability as the best model (Hair et al., 2010). Thus, the measurement model of the variables must be considered first before testing the relationship between constructs. The use of two phase measurement can avoid interpretational confounding (Ping, 1996). The two phase SEM approach is also aims to solve the sampling problem with relatively small data compared to the number of instrument items used in the research (Hartline and Ferrell, 1996). Hair et al., (2010) recommended the best measurement sample in the use of structural equation modeling, which are 200 respondents. This study also uses maximum likelihood estimation to test the model parameters with the average value of raw data as the input. The composite value is also used to reduce the number of estimated parameter and to obtain the number of sample ratio and estimated parameter that can be accepted. The use of one composite indicator for a latent construct would not be perfect for estimating a construct (Churchill, 1979). The steps that can be done in two-step approach to SEM are as follows: First, sum the items scale in each construct into summed-scale indicator for each construct. Second, each indicator is standardized ( $z$  score) with mean = 0, standard deviation = 1, with the purpose to eliminate the influence of different scales (Hair et al., 2010). Third, define ( $\epsilon$ ) and lambda ( $\lambda$ ) terms, error terms can be calculated by the formula of  $(1-a) \sigma^2$  and lambda terms with the formula of  $a^{1/2} \sigma$  (Purwanto, 2002). The calculation of construct reliability ( $a$ ) can be done by the formula:



$$a = (\sum \text{Standardized Loading})^2 / (\sum \text{Standardized Loading})^2 + \sum \epsilon_j$$

Standard deviation ( $\sigma$ ) can be calculated with SPSS application program. Fourth, after error ( $\epsilon$ ) and lambda ( $\lambda$ ) terms are known, the scores are included as parameters in the SEM measurement model analysis. The model testing uses Structural Equation Modeling, with various criteria of Goodness of Fit, which is Chi-square, Probability, RMSEA, GFI, AGFI, and CFI.

## 4. Results

### 4.1. Respondent Characteristic

The number of respondents in this research is 148 people, consisting of 98 respondents are foreign tourists, and 50 respondents are domestic tourists. The average age of respondents is range from 20-45 years old. From gender category, there are 70% male tourists and 30% female tourists. The average number of visit to tourism destination in DIY is 2 times, with purpose to be on holiday. The source of information used to travel DIY tourism destination is from travel agent and the website visitingjogja.com.

### 4.2. Estimation toward Measurement Model (Validity and Reliability)

Estimation toward measurement model is done by validity and reliability test of each research instrument (Table 1). The result of convergent validity and reliability test shows that all indicators are valid since they have critical ratio value above 2, although there are some indicators with the factor loading  $\leq 0.4$ . Hair et al., (2010) stated that the required lambda value (factor loading) is greater than 0.4. If this requirement is not achieved, then the critical ratio value or CR which is identical to the t-value greater than 2 also indicates that the indicator is significantly the dimension of the factor formed. Therefore, it can be concluded that the measurement indicators have fulfill the requirement of convergent validity so that it becomes a unity of measuring instruments which measure the same construct and can predict well the construct that should be predicted (Hair et al., 2010). The result of instrument reliability test with construct reliability and extracted variance shows that the instrument is reliable, which indicated by the value of construct reliability above 0.7 and variance extracted greater than 0.5.

**Table 1.** Measurement Model Test (Validity and Reliability)

	Standardize Factor Loading (SFL)	CR	Construct Reliability	Variance Extrated
Experience			0.974	0.903
Experience 1	0.828	10.075		
Experience 2	0.720	8.671		
Experience 3	0.879	10.557		
Experience 4	0.761	-		
Reputation			0.869	0.695
Reputation 1	0.541	2.246		
Reputation 2	0.354	2.233		
Reputation 3	0.435			
Responsiveness			0.977	0.917
Responsiveness 1	0.547	7.021		
Responsiveness 2	0.905	12.728		
Responsiveness 3	0.600	7.895		
Responsiveness 4	0.901			
System quality			0.972	0.921
System quality 1	0.879	16.864		
System quality 2	0.784	13.091		

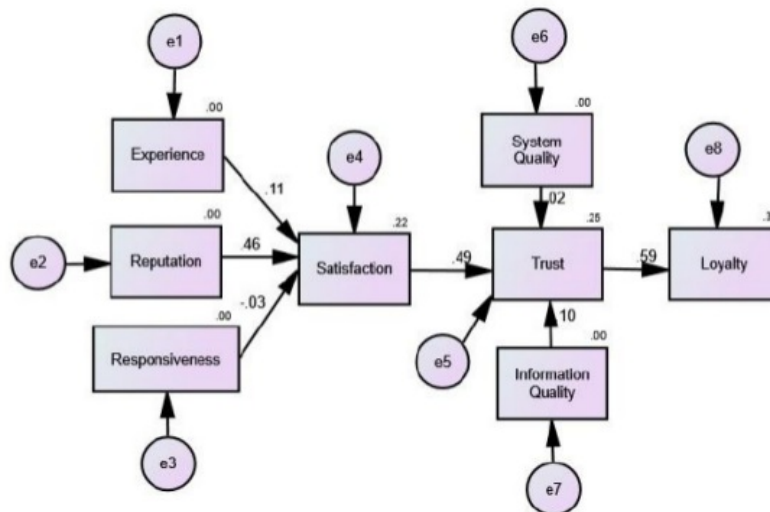
**Table 1.** Measurement Model Test (Validity and Reliability) (continued)

	Standardize Factor Loading (SFL)	CR	Construct Reliability	Variance Extrated
System quality 3	0.833	14.895		
System quality 4	0.945			
Information quality			0.984	0.917
Information quality 1	0.824	15.677		
Information quality 2	0.506	6.912		
Information quality 3	0.955	23.998		
Information quality 4	0.958	-		
Satisfaction			0.921	0.797
Satisfaction 1	0.729	2.404		
Satisfaction 2	0.678	2.427		
Satisfaction 3	0.585	-		
Trust			0.891	0.732
Trust 1	0.553	5.293		
Trust 2	0.657	5.900		
Trust 3	0.607	5.655		
Trust 4	0.738	-		
Loyalty			0.731	0.535
Loyalty 1	0.391	2.976		
Loyalty 2	0.372	2.975		
Loyalty 3	0.775	-		

**Structural Equation Modeling Test**

The test result with SEM using AMOS program can be seen on Figure 1. The

evaluation toward the model test result can be seen on Table 2.



**Figure 1.** Website Loyalty Model before Modification

The evaluation result toward the proposed model shows that from all criteria used are mostly not show a good result, this means that the model are not is not in accordance with the data and poor, so the model needs

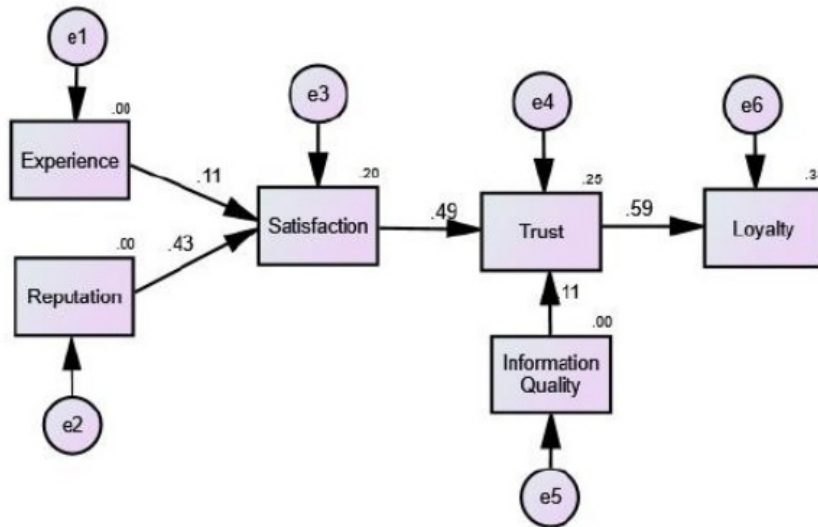
to be modified. Modification is done by eliminating the path that is not significant. Table 3 shows the CR values and p values of each path.

**Table 2.** Criteria Evaluation of Goodness of Fit Indices

Type of goodness of fit model	Index of goodness of fit model	Recommended Value	Result	Information
Absolute fit measures	Chi-Square Statistic ( $\chi^2$ or CMIN)	Small	108.161	Poor
	P	$\geq 0.05$	0.000	Moderate
	GFI	$\geq 0.90$	0.890	Moderate
	RMSEA	$\leq 0.08$	0.100	Moderate
Incremental fit measures	TLI	$\geq 0.90$	0.828	Moderate
	CFI	$\geq 0.94$	0.895	Moderate
Parsimonious fit measures	Normed $\chi^2$ (CMIN/DF)	$1 \leq \text{Normed } \chi^2 \leq 5$	4.916	Good

**Table 3.** Path Coefficient (Standardized Regression) between Variables

Path analysis	Estimate	SE	CR	P	SFL	Information
Satisfaction $\rightarrow$ trust	0.444	0.039	11.344	0.000	0.492	H1 Supported
Trust $\rightarrow$ loyalty	0.689	0.008	87.962	0.000	0.594	H2 Supported
System quality $\rightarrow$ trust	0.032	0.038	0.841	0.400	0.019	H3 Not supported
Information quality $\rightarrow$ trust	0.312	0.048	6.559	0.000	0.102	H4 Supported
Responsiveness $\rightarrow$ satisfaction	-0.065	0.059	-1.098	0.272	-0.027	H5 Not supported
Reputation $\rightarrow$ satisfaction	0.925	0.088	10.541	0.000	0.461	H6 Supported
Experience $\rightarrow$ satisfaction	0.139	0.044	3.177	0.001	0.109	H7 Supported



**Figure 2.** Website Loyalty Model after Modification

The evaluation result toward the proposed model modification shows that from all criteria that is used, most of them shows a good result (Table 4). The next step is to

conduct test of proposed hypothesis based on Table 5 and refers to CR value and p value from each path.

**Table 4.** The Value of Goodness of Fit Model

Type of goodness of fit model	Index of goodness of fit model	Recommended Value	Result	Information
Absolute fit measures	Chi-Square Statistic ( $\chi^2$ or CMIN)	Small	58.621	Moderate
	P	$\geq 0.05$	0.000	Good
	GFI	$\geq 0.90$	0.910	Good
	RMSEA	$\leq 0.08$	0.890	Good
Incremental fit measures	TLI	$\geq 0.90$	0.908	Good
	CFI	$\geq 0.94$	0.975	Good
Parsimonious fit measures	Normed $\chi^2$ (CMIN/DF)	$1 \leq \text{Normed } \chi^2 \leq 5$	2.665	Good

**Table 5.** Path Coefficient (Standardized Regression) between Variables

Path analysis	Estimate	SE	CR	P	SFL	Information
Satisfaction $\rightarrow$ trust	0.448	0.039	11.541	0.000	0.488	H1 Supported
Trust $\rightarrow$ loyalty	0.689	0.008	87.962	0.000	0.594	H2 Supported
Information quality $\rightarrow$ trust	0.334	0.040	8.364	0.000	0.109	H4 Supported
Reputation $\rightarrow$ satisfaction	0.847	0.051	16.546	0.000	0.430	H6 Supported
Experience $\rightarrow$ satisfaction	0.137	0.044	3.140	0.000	0.109	H7 Supported

## 5. Conclusions

This research result shows that the earlier website loyalty model that proposed in this research is not fit and it is required to do a modification. The modification is conducted by eliminatin the path of responsiveness to satisfaction and system quality to trust. The new website loyalty model after modification can be accepted, this means that website loyalty model can be explained by reputation, experience, satisfaction, trust, and information quality. The influence of responsiveness toward satisfaction is not supported because the website visitingjogja.com is not a smart website, which means that there is no interaction in the website between customer and vendor, and this website is just functioned as a board of advertisement. Therefore, this research result cannot support the findings from Cronin and Taylor (1992); Parasuraman et al. (1998); Sugandini (2003). The influence of system quality toward satisfaction that is not supported is caused by the website visitingjogja.com has not been a smart website, so it still cannot operate reliably, there is not a guide who is ready to help when consumer experience a problem, and the website layout is also not easy for

consumers to get answers about the information of destination. This research is not support the research result from Dellaert and Kahn (1999) and (Zhang et al., 2015). Since the influence of responsiveness and system quality is not supported, vendors need to make improvements toward its system quality through the improvement of layout displayed on the website, the reliability of the website in serving prospective tourists, and from the responsiveness side of the website, the website manager must be able to create a website that is interactive with the customer. Website visitingjogja.com should be more interactive, it should be able to adjust with consumer needs, smarter in meet the consumer needs (such as able to make hotel reservations, tourism destination ticket purchase, and other accommodation), so that the website visitingjogja.com can be a website that is ready to sell tourism product to consumer, and not only become a billboard.

The influence of reputation toward satisfaction is 43.0%, this research result supported the research findings from Zhang et al. (2015) which stated that online reputationis increasing consumer satisfaction and customer will also evaluate his decision



based on the reputation website belong to the company (Park & Lee, 2009; Cheng & Huang, 2013; Kauffman et al., 2010; Kim et al., 2012). The influence of experience toward satisfaction is 10.9%. This research result supported the research findings from Meyer and Schwager (2007) and Sweeney and Lapp (2004) which stated that consumer experience during the use of website has an impact in the satisfaction evaluation for consumer experience during they use the website. The influence of satisfaction toward trust is 48.8%. This result shows that for building a consumer trust toward website, satisfaction become the main key that needs to be noticed by the website manager. This research result supported the research findings from Anderson and Srinivasan (2003); Fornell et al. (1996); Anderson & Lehmann, (1994); Fornell et al. (1996); Oliver, (1980). The influence of information quality and trust is 10.9%, which supported the research findings from Bock et al. (2012); Sugandini, (2003). The influence of trust toward website loyalty is 59.4%, this shows that consumer that is getting more loyal toward website is influenced by his trust toward the website. This research result supported the research result from Mayer et al. (1995); Ganesan, (1994) and Gommans et al. (2001) which stated that in the context of e-commerce, trust becomes the main key for consumer loyalty. Pavlou (2003); McKnight and Chervany (2002); Harris and Goode, (2004) stated that trust is believed to be able to strengthen customer loyalty and repetitive purchase (Van der Heijden et al., 2003). With the support of the influence of trust toward loyalty of website user, it is expected that website manager is honest in giving information about tourism destination displayed on the website, able to give more attention to the website user, easier to access the website, and website maintenance and improvements should be done quickly so that the website can be easier and faster to be accessed. The influence of information quality in the website toward trust that is not so high shows that managers should be more

active in updating the website, so that the information displayed in the website become more accurate and comprehensive. The website visitingjogja.com must be able to be accessed quickly by its user. With the increasing quality of information presented by the website visitingjogja.com, then the trust felt by consumers will also increase, which in the end can increase customer loyalty.

## 6. Contribution and Limitation

**1** Theoretical contribution of this research is in the website consumer loyalty model by modifying the influence of service quality dimension in the satisfaction and trust. This research analyzes the influence of website server quality from three dimensions, which are responsiveness, system quality, and information quality. Meanwhile, other factors that analyzed in this research are experience, reputation, satisfaction and trust. Responsiveness as website service quality dimension is analyzed for its influence toward satisfaction, and system quality and information quality is analyzed for its influence toward trust. This research result can increase the finding generalization of consumer loyalty in the web setting belong to government/public service, and support the previous research result about loyalty in public service (Grimsley & Meehan, 2007; Diaz & Koutra, 2013; Ip et al., 2011). Trust is become the largest factor that influence loyalty, because it becomes a catalisator for the transaction of buyer and seller that make consumer has big expectation to feel satisfied with the exchange relationship (Pavlou, 2003).

The practical contribution of this research result is to give direction for tourism manager, especially government about the importance of website in promoting tourism destination and giving information for tourists and potential tourists to visit tourism destination in DIY. Consumer loyalty in the website visitingjogja.com is more influenced by the trust toward the website. This means

that many tourists and potential tourists expect that the display of the website visitingjogja.com have a high level of honesty, so that the description in the display with what was encountered and felt during the visit is the same experience. Customer expectation that is the same with the reality will also increase consumer satisfaction to the website, so it can also increase consumer loyalty. The information quality in the website needs to be improved by adopting new innovations that is attractive for the consumer, so that it can increase consumer trust and loyalty.

The limitation of this research is just taking one government website which is visitingjogja.com with the respondents from foreign and domestic tourists. This research only uses 148 respondents, although it has meet the sample requirement of 10 times of

the observed variable, Hair et al., (2010) stated that a good data analysis that use SEM should be use 200 respondents. This research still cannot support the influence of responsiveness toward satisfaction and system quality toward trust, so for future research, it is expected to research about the influence of responsiveness toward satisfaction and system quality toward trust in order to strengthen the previous finding and strengthen this research result. This research is only analyses website loyalty model by exploring the relationship of reputation, experience, satisfaction, information quality, and trust. For future research, it is better to analyse some factors that can influence website loyalty such as privacy, system availability, efficiencies, usefulness, and functionality so that a more comprehensive finding can be found.

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**Dyah Sugandini**

Universitas Pembangunan  
Nasional "Veteran"  
Yogyakarta  
Department of Management  
Jl. SWK 104, Condong  
Catur, Sleman, Yogyakarta,  
Indonesia  
[dini@upnyk.ac.id](mailto:dini@upnyk.ac.id)

**Nur Feriyanto**

Universitas Islam Indonesia  
Department of Economics  
Jl. SWK Ringroad Utara  
Condong Catur Yogyakarta  
Indonesia  
[nur.feriyanto@uii.ac.id](mailto:nur.feriyanto@uii.ac.id)

**Yuliansyah Yuliansyah**

Universitas Lampung  
Department of Accounting  
Jl. Sumantri Brojonegoro,  
Gedong Meneng, Rajabasa,  
Gedong Meneng, Rajabasa,  
Kota Bandar Lampung,  
Lampung, Indonesia  
[yuliansyah@feb.unila.ac.id](mailto:yuliansyah@feb.unila.ac.id)

**Ronald Sukwadi**

Atma Jaya Catholic  
University of Indonesia,  
Department of  
Industrial  
Engineering  
Jl. Raya Cisauk BSD  
City, Tangerang  
Selatan  
Indonesia  
[ronald.sukwadi@atmajaya.ac.id](mailto:ronald.sukwadi@atmajaya.ac.id)

**Muafi**

Universitas Islam Indonesia,  
Department of Management  
Jl. SWK Ringroad Utara  
Condong Catur Yogyakarta  
Indonesia  
[muafi@uii.ac.id](mailto:muafi@uii.ac.id)

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# WEB QUALITY, SATISFACTION, TRUST AND ITS EFFECTS ON GOVERNMENT WEBSITE LOYALTY

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