System Quality, Information Quality and Customer Satisfaction On Oriflame's Mobile Application

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Abstract: Oriflame is one company that had dedicated to be an e-commerce Company. Many companies using Mobile applications on devices by apps-store and playstore as online-based services. However many customer as user negatef review through Oriflame application service. Nowadays, Oriflame still continue improving above system and digital application service that had deployed. The purpose of this research is to analyses relationship between System Quality, Information Quality and Consumer Satisfaction on oriflame's mobile application. The research method was using descriptive quantitative approach. The sample in this research amounted to 157 respondents with a non-probability technique. Data collecting by using questionnaires instrument by likert scalling with a score rating of 1 to 5. Data analyzing by using SPSS version 26. As partially,The result test performed was showing a strong correlation between system quality and customer satisfaction. It indicated by t-count was bigger than t-table (5.004 > 1.975) and a significant value of 0.000. the quality of information have also a a strong correlation ith customer stisfaction. It indicated by t-count was higer than t-table (6.364 > 1.975) and is significant at 0.000. Simultaneously, system quality and information quality have a significant positive effect. It's showed by the result of *f*-count was bigger than *f*-table (301.216 > 3.05) and a significance of 0.000. The variable capability of system quality and information quality explains a value of 79.4% as indicated by the Adjusted R-Square of 0.794 while the remaining 20.6% was influenced by other factors not examined in this research.

Keywords: System Quality; Information Quality; Customer Satisfaction

INTRODUCTION

Nowadays, many firms have converted to be E-commerce companies, Oriflame is one company that has also launched a mobile application. The Mobile applications on devices running on Android and iOS mobile operating systems are used by companies to provide online-based services. With the launch of the Oriflame's mobile application, Android and iOS users can explore quickly and easily when compared to accessing the website through browsing. The Oriflame's mobile application was presented in order to meet the needs of care products for both women and men. Besides, mobile apps provide convenience for shopping for consumers. Unfortuntelly, there ere several user responses regarding inthe app store and play store which express dissatisfaction.

This condition have had been shown that Consumer satisfaction is still not optimal, this is illustrated by the relatively low rating for both Android and iOS devices. Its reviews were indicated how this mobile apps just rated by 3.2 out of 5.0 on Apps store, and 4.4 out of 5,0 on Play store. Consumer satisfaction can be a realization that the company expects to provide some form of service to its customers (Santoso & Alawiyah, 2021).

Above regarding the results of the pre-survey research conducted on 30 respondents who had used and made transactions on the Oriflame application, most consumers expressed dissatisfaction. This dissatisfaction could be shown by the majority of respondents who answered "No" with a percentage of 60% or as many as 19 respondents and the remaining percentage of 40% or 11 respondents answered "Yes." The dissatisfaction experienced by consumers can be caused by many things, including because the application owned by Oriflame still has problems such as difficulty accessing the application and the information presented is incomplete so that users feel that the application does not meet their expectations. As a result of this dissatisfaction, it can make consumers not recommend the application to others. Public sector organizations are identified with

government or business entities in that the majority of their ownership is in the hands of the government, which is responsible for carrying out public services (S et al., 2020)

Sari, Subakti, and Septiano (2022), show that the quality of system has a positive and significant impact on consumer satisfaction. It should be in developing mobile application concepts, Oriflame's corporate policies adjust to these quality rules.

Other result of previous research by Yunita and Rakhman (2022) had stated that the quality of information has had also a positive and significant effect on customer satisfaction. In developing mobile application, company's team should be information's needs compliance and prepare to some information's components.

The purpose of this research is to analyses relationship between System Quality, Information Quality and Consumer Satisfaction on oriflame's mobile application. The reason why researchers are interested in conducting this research is because they have not found a meeting point for factors that affect customer satisfaction.

METHOD

The research was made with a descriptive quantitative method. The research population is users of the Oriflame's mobile application. According to Sugiyono (2019), the sample reflects the population's size and demographics. The method of sampling that was employed was non-probability sampling. Non-probability sampling, on the other hand, uses a method in which not every member of the population has an equal chance of being picked. Researcher utilized saturation sampling to establish the sample. In this study, the sample was obtained by distributing a questionnaire to 157 participants via Google Form. The data analyzing technique by using research instrument test consisting of validity test, reliability test, simple linear regression test, multiple linear regression test, simple correlation test, multiple correlation test, simple coefficient of determination, multiple coefficients of determination, partial test (t-test). and simultant test (f-test). The Analysis process by using SPSS tool version 26.

RESULTS AND DISCUSSION

Data analysis results in the form of a description of the general respondents. Where this elaboration aims to determine the condition and background of respondents based on gender, age, last education, job, intensity of use, economic online aplications, and recent expenses. The following is a tabulation in the form of the characteristics of the respondents, presented in the form of data as follows:

Table 1. Respondent background

Respondent's Backgrounds	Background Aspect	Percentage
Gender	Female	87,9%
	Male	12,1%
Age	18-26 Years	68,8%
	27-35 Years	29,3%
	36-44 Years	1,9%
Last Education	Elementary School	0,6%
	High School	76,4%
	Diploma	2,5%
	Bachelor	20,4%
Job	Student	44,6%
	Teacher	3,2%
	Private Employee	21,0%
	Housewife	26,1%
	Entrepreneurship	1,9%
	Housewife and Home bussiness	0,6%
	Unemployee	0,6%
	Reseller	0,6%
	Phrarmacist	0,6%
	Online Shop	0,6%
	Bussiness	0,6%

Respondent's Backgrounds	Background Aspect	Percentage
Intensity of use	Rarely	28,7%
	Sometimes	19,1%
	Often	52,2%
Economic Online Applications	Yes	96,2%
	No	3,8%
Recent Expenses	Rp.250,000 - Rp.750,000	48,4%
	Rp.750,000 - Rp.1,250,000	28,0%
	Rp.1,250,000 - Rp.1,750,000	17,2%
	Rp.1,750,000 - Rp.2,250,000	0,6%
	> Rp.2,250,000	5,7%

Based on the table above it is clear that most female respondents are 87,9%, and the women respondents are 12,1%. Furthermore, the dominant respondents are those who are young (18-26 years old) by 68,8% then 27-35 years by 29,3%, and others are 36-44 years as 1,9%. Next, most of the respondents have a graduated high school of 76,4% some are bachelor graduates by 20,4% some are diploma graduates by 2,5% and some are elementary school graduates by 0,6%.

Then, the most dominant occupation of respondents was as a student by 68.8%, followed by housewife by 26.1%, private employee by 21.0%, teacher by 3.2%, entrepreneur by 1.9%, while those who did not work, Oriflame reseller, housewife and business at home, pharmacist, online shop, and business each by 0.6%. Next, based on the intensity of use, most respondents answered often by 52.2%, some answered rarely by 28.7% and some answered sometimes by 19.1%.

Next, based on economic online applications, most respondents answered yes by 96.2%, and some answered no by 3.8%. And finally based on the amount of the recent expenses on the Oriflame application the largest is the range of Rp.250,000 - Rp.750,000, amounting to 48.4%, then the range of Rp.750,000 - Rp.1,250,000 amounting to 28.0%, the range of Rp.1,250,000 - Rp.1,750,000 17.2%, the range > Rp.2,250,000 amounting to 5.7%, while the range of Rp.1,750,000 - Rp.2,250,000 is only 0.6%.

The author scheduled the implementation of this research from December 2022 to March 2023.

Description of Research Variables

The description of the results of this study will be interpreted by describing the objective data from the results of distributing the processed questionnaires which can be viewed in the following table

Table 2. Results of the System Quality Questionnaire Score

Questions	Likert Scale					Total
	STS (1)	TS (2)	CS (3)	S (4)	SS (5)	
P1	0,6%	2,5%	26,8%	50,3%	19,7%	157
P2	0%	2,5%	24,8%	52,9%	19,7%	157
P3	0%	36,9%	10,8%	35%	17,2%	157
P4	0%	36,9%	12,1%	34,4%	16,6%	157
P5	8,9%	42,7%	17,8%	21,7%	8,9%	157
P6	0,6%	33,1%	16,6%	36,9%	12,7%	157
P7	0%	4,5%	29,9%	49,7%	15,9%	157
P8	0%	0%	17,8%	54,8%	27,4%	157
P9	0,6%	0,6%	21%	56,1%	21,7%	157
P10	0%	0,6%	12,1%	65,6%	21,7%	157
Average	1,07%	16,03%	18,97%	45,74%	18,15%	100%

According to the table above shows that System Quality (X1) can be seen from 157 respondents with 10 questions. Where the distribution of answers was as much as 1,07% of respondents answered Strongly

Disagree (STS), as much as 16,03% answered Disagree (TS), as much as 18,97% answered Neither Agree (CS),as much as 45,74% answered Agree, ,as much as 18,15% answered Strongly Agree (SS), Thus for the variable System Quality (X1) the majority answered "Agree (S)."

Table 3. Results of the Information Quality Questionnaire Score

Questions	Likert Scale					Total
	STS (1)	TS (2)	CS (3)	S (4)	SS (5)	
P1	0%	2,5%	33,8%	42%	21,7%	157
P2	0%	4,5%	31,2%	52,2%	12,1%	157
P3	0%	32,5%	14%	31,8%	21,7%	157
P4	0%	40,1%	8,9%	29,9%	21%	157
P5	0%	8,3%	17,8%	47,1%	26,8%	157
P6	0%	4,5%	16,6%	55,4%	23,6%	157
P7	0%	5,7%	26,8%	48,4%	19,1%	157
P8	0%	1,9%	7%	26,1%	65%	157
Average	0%	12,50%	19,51%	41,61%	26,38%	100%

According to the table above shows that Information Quality (X2) can be seen from 157 respondents with 8 questions. Where the distribution of answers was as much as 12,50% answered Disagree (TS), as much as 19,51% answered Neither Agree (CS),as much as 41,61% answered Agree (S), ,as much as 26,38% answered Strongly Agree (SS), Thus for the variable Information Quality (X2) the majority answered "Agree (S)."

Table 4. Results of the Consumer Satisfaction Questionnaire Score

Questions	Likert Scale					Total
	STS (1)	TS (2)	CS (3)	S (4)	SS (5)	
P1	0%	12,7%	26,8%	42,7%	17,8%	157
P2	0%	25,5%	19,7%	38,9%	15,9%	157
P3	0%	0,6%	33,1%	47,8%	18,5%	157
P4	0%	1,9%	26,8%	53,5%	17,8%	157
P5	0%	0,6%	25,5%	56,7%	17,2%	157
P6	0%	1,3%	33,1%	47,8%	17,8%	157
Average	0%	7,10%	27,50%	47,90%	17,50%	100%

According to the table above shows that Consumer Satisfaction (Y) can be seen from 157 respondents with 6 questions. Where the distribution of answers was as much as 7,10% answered Disagree (TS), as much as 27,50% answered Neither Agree (CS),as much as 47,90% answered Agree (S), ,as much as 17,50% answered Strongly Agree (SS), Thus for the variable Consumer Satisfaction (Y) the majority answered "Agree (S)."

Regression Analysis

Table 5. Results of Multiple Regression Tests System Quality and Information Quality on Consumer Satisfaction

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4,400	,754		5,835	,000
	Kualitas Sistem	,221	,044	,404	5,004	,000
	Kualitas Informasi	,388	,061	,513	6,364	,000
a. Dependent Variable: Kepuasan Konsumen						

From the table above, the regression equation can be made as follows:

$$Y = 4.400 + 0.221 X_1 + 0.388 X_2 + e$$

The results of the study above, show that the coefficient for Information Quality (X2) is 0.388 and the coefficient for System Quality (X1) is 0.221 with a constant of 5.835. In other words, if System Quality (X1) increases by one point, Consumer Satisfaction (Y) will improve by 0.221, and if Information Quality (X2) increases by one point, Consumer Satisfaction (Y) will grow by 0.388.

Table 6. Multiple Determination Coefficient of System Quality and Information Quality on Consumer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,892a	,796	,794	1,772

a. Predictors: (Constant), System Quality, Information Quality

b. Dependent Variable: Consumer Satisfaction

Referring to the calculation of the multiple determination coefficient test in table 6, the Adjusted R-Square value is 0.794 or 79.4%. This shows that the variable System Quality and Information Quality jointly affect Consumer Satisfaction 79.4% and the other 20.6% is influenced by another aspect.

Hypothesis Test

T-test. In the test, t test is performed by comparing the calculated t value to the t table and the probability index between variables. From the partial t test results, the findings are as follows:

Table 7. Partial Hypothesis Significance Test Results between System Quality and Information Quality on Consumer Satisfaction

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,400	,754		5,835	,000
	System Quality	,221	,044	,404	5,004	,000
	Information Quality	,388	,061	,513	6,364	,000

a. Dependent Variable: Consumer Satisfaction

Source: SPSS output, 2023

The Effect of System Quality on Customer Satisfaction

Referring to table 7 Results of Testing the Significance of the Hypothesis Partially between System Quality and Information Quality on Customer Satisfaction, the SPSS Output above, t-count for the System Quality variable is 5.004 higher than t-table 1.975 and Sig. 0.000 is lower than Sig.0.05, So. H0 was rejected and Ha was accepted. Thus ,"There was a Positive and Significant Effect of System Quality on Customer Satisfaction" can be accepted and proven at a 95% confidence interval.

The Effect of Information Quality on Consumer Satisfaction

According to table 7 Results of Testing the Significance of the Hypothesis Partially between System Quality and Information Quality on Customer Satisfaction, the SPSS Output above, t-count for the Information Quality variable is 6.364 higher than t-table 1.975 and Sig. 0.000 is lower than Sig.0.05, So, H0 was rejected and Ha was accepted. Thus, "There is a Positive and Significant Effect of Information Quality on Consumer Satisfaction" can be accepted and proven at a 95% confidence interval.

F-test. By comparing the obtained t-count to the simultaneous t-table of independent variables and the probability index on the dependent variable. The following findings were attained from the partial t test outcomes:

Table 8. Results of Simultaneous Hypothesis Significance Testing between System Quality and Information Quality on Customer Satisfaction

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1891,394	2	945,697	301,216	,000ᵇ
	Residual	483,498	154	3,140		
	Total	2374,892	156			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), System Quality, Information Quality

Base on the table above, the F-count value is 301.216 and the F- table value is 3.05. Because the F-count is higher than F-table with a significant level of 0.000 up to 0.05. Its shows that H1 and H2 are accepted. Its means that there is an System Quality and Information Quality on Consumer Satisfaction.

Disscusion

System quality has had the positive and significant effect on customer satisfaction

This condition happened at cause a good system quality consumers will feel served so that consumers feel satisfied with the existing system in the application. This finding was in line with research that conducted by Sari, Subakti, and Septiano (2022), Agustina, Gustiana, and Amini (2021), Patalo, dkk (2021), Sari and Wijaksana (2020), Katili, Juanna, and Ismail (2022), Inggit and Wijaksana (2020), Armeliadinda and Azis (2020, Amarin and Wijaksana (2021), Layongan, Nangoi, dan Kalalo (2022), Nurul Khotimah (2022), Sari and Wijaksana (2020), Indriyani, Pandansari, and Anggraeni (2022), Ginting and Nugraha (2019), Ariadanang and Chusumastuti (2022), Dessyana and Yolanda (2022). With the results of research stating that customer would be satisfied if the mobile application has a well quality of system.

Information quality has had the positive and significant effect on customer satisfaction

This condition happened at cause a good information quality consumers can rely on accurate, relevant, and useful information to make decisions regarding the product or service they want so that customer satisfaction will also increase. This finding was in line with research that conducted by Agustina, Gustiana, and Amini (2021), Agani dan Azis (2021), Patalo, dkk (2021), Amarin and Wijaksana (2021), Layongan, Nangoi, dan Kalalo (2022), Inggit and Wijaksana (2020), Yunita and Rakhman (2022), Tulodo and Solichin (2019), Nurul Khotimah (2022), Armeliadinda and Azis (2020), Indriyani, Pandansari, and Anggraeni (2022), Katili, Juanna, and Ismail (2022), Ginting and Nugraha (2019), Sari and Wijaksana (2020), Dessyana and Yolanda (2022). With the results of the study stating that customer would be satisfied if the mobile application has a well quality of information.

System quality and information quality have had the positive and significant effect on customer satisfaction

This condition happened at cause a good system quality and information quality will bring consumer felt would serve. And quality information would support consumers can rely on this information to make decisions regarding the product or service, so that satisfaction on consumers will also increase. These finding were in line with research that conducted by Agustina, Gustiana, and Amini (2021), Layongan, Nangoi, dan Kalalo (2022), Patalo, dkk (2021), Amarin and Wijaksana (2021), Armeliadinda and Azis (2020), Inggit and Wijaksana (2020), Katili, Juanna, and Ismail (2022), Ginting and Nugraha (2019), Dessyana and Yolanda (2022), Nurul Khotimah (2022), Indriyani, Pandansari, and Anggraeni (2022), Ariadanang and Chusumastuti (2022), Sari and Wijaksana (2020). With the results of the study stating that customer would be satisfied if the mobile application has the well quality of system and a well quality of information too..

CONCLUSION

The conclusions obtained after finding the data analyzing results are as follows:

1. There was a positive and significant effect of system quality on consumer satisfaction using the Oriflame application. This condition occurs because of the good quality of the system consumers will feel served so

that consumers feel satisfied with the system in the application. so that consumers feel satisfied with the system in the application.

2. There was a positive and significant influence on the quality of information on consumer satisfaction in users of the Oriflame application. This condition occurs because with good information quality consumers can rely on information that is accurate, relevant, and useful for making decisions regarding the product or service they want so that consumer satisfaction will also increase.

3. There was a positive and significant influence on the quality of system and quality of information on consumer satisfaction in users of the Oriflame application. This condition occurs because good system quality and information quality will make consumers feel served. And quality information will support consumers to rely on this information to make decisions regarding products or services, so that customer satisfaction will also increase.

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