

E-TAILING QUALITY OF MOSCLOT ONLINE CLOTHING (Case Study of www.mosclot.com)

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Abstract

Mosclot online retail (e-tailing) is the focused of this research examined of e-tailing quality which consists of four indicators such as website design, reliability, security and responsiveness. The e-tailing quality shows the degree/level of mosclot customers online services from www.mosclot.com. The respondents of the research is mosclot customers whose bought the clothing after visited the website of moslot. Because the population is not known percisely, that is why it used incidental sampling technique by coincidence technique. The number of respondents is 30 mosclot customers. The data was collected from asking of the questioner by mobile phone. The cross table result showed that the web design is good because of the web interface is interesting and the products information is complete, but the other indicators reliability, security and customer service are in low degree those because the the expectation of quality of the clothing is under customer expectation as seen as the website, no security verification feature and the solving problem is taken time for response.

Keywords: Reliability, Website Design, Security and Responsiveness

BACKGROUND

Internet has had a profound impact on the subject of marketing and currently most of the consumers feel comfortable buying products through online mechanism. Therefore, e-tailers have attempted to design website to attract customers to visit and revisit their sites. A lot of studies have explored the factors that could affect customers purchase behavior on the Web (Poddar et al.,2009) in Ziaullah et al., (2014:32). The Internet remains a critical channel for selling most goods and services. Companies such as Amazon distribute products and services solely through Web channels, and virtually all companies are creating Web channels as sources for prepurchase information (cars), alternative ways to buy products (retailers such as GAP, Talbot's, and Eddie Bauer), approaches to expand services (industrial products), and ways to capture time-conscious and upscale consumers (online banking). If these channels are to be viable, they must be perceived by consumers as effective and efficient (Parasuraman et al., 2005).

E-tailing is the largest marketing activity in the rapidly growing field of electronic commerce and, logically, perceived service quality would seem to be the key success factor that lifts this new form of retailing above traditional retailing because the products the two types of retailers sell are the same. However, e-retailing service quality must be validly measured if its actual role is to be demonstrated empirically. Moreover, a valid measure of service quality at each stage of e-retailing is required if e-retailers seek to improve their service quality (Saravanan and Kannan, 2012:2).

Important studies in the past have focused on issues like the search behaviour of individuals with regard to a web site (Novak et al., 2003), consumer behaviour in the context of internet retailing (Degaratu et al., 2001), and characteristics of online consumers (Mathwick, 2001) in Sahadev and Purani (2008;606).

The present study focuses on e-tailing quality where the measurements are reliability, website design, security and responsiveness. Wolfenbarger and Gilly (2002) in Wali and Opara (2012;118) found website design and reliability indicators that support electronic service quality with the result concluded that website design and reliability of e-service quality impact on customers repeat purchase in the aviation industry. Furthermore, the study recommended that since it is essential to meet customers expectation through reliable service and accessible website design, managers of the airline companies should deliver on their promise (Wali and Opara, 2012;118). On the case of e-tailing, the e-tailers use the visual aesthetics. To get these things, they use and designs better websites. The websites are considered most important because lack of aesthetics sense in the websites consumers may switch to another store. Secondly, manipulating websites is relatively easier, cheaper and can be done more flexibly (Dawn and Kar, 2011; 105). The SERVQUAL conceptualization to the electronic context is Gefen (2002), who found that the five service quality dimensions collapse to three with online service quality: (a) tangibles; (b) a combined dimension of responsiveness, reliability, and assurance; and (c) empathy (Parasuraman et al., 2005; 2).

This research is taken from small business clothing in Makassar, South of Sulawesi-Indonesia who uses website as known as www.mosclot.com to be one of its tool marketing. Based on preresearch through early interview, mostly the consumers are from outside of Makassar and attracted by the website of mosclot. The focus of this research is the level of quality of e-tailing through its website. The e-tailing quality derived from e-servqual of Parasuraman theory.

METHODS

This study raised about the quality of e-tailing case study on consumers mosclot. In this study used quantitative approach with a descriptive research with E-Tailing Quality a single variable. A descriptive study is undertaken in order to ascertain and to be able to describe the characteristics of variables in a situation (Sekaran, 1992:96). The Variable of E-tailing quality in this study refers to the opinion of Parasuraman et. al (2005). Furthermore, It is divided into four indicators with 14 items.

The population in this study is that consumers mosclot whose had web-based shopping. Because the population is not known, then use incidental sampling technique. This technique allows anyone who happened to meet with the researchers can be used as a sample. This is in accordance with the opinions expressed by Sugiyono (2009: 122) states that the sampling is incidental sampling technique by coincidence, that anyone who by chance / incidental met with investigators can be used as a sample, if it is deemed that the person who happened to be found suitable as data source. Therefore, the size of the sample set of 30 people. This amount is in accordance with the opinion of Roscoe (1975) in sekaran (1992: 253) which proposes a rule of thumb for determining the sample size is sample sizes larger than 30 and less than 500 are appropriate for most research.

While the analytical techniques used for descriptive statistical analysis. Descriptive statistics is a statistic method that describes the phenomena of interest (Sekaran, 1992: 259). This study used a descriptive statistic instruments such as the mean (average), modus (the value with the largest number), median (middle

value) and a cross table. By using this analysis, it can obtain information on the e-tailing quality of mosclot online clothing.

RESULTS AND DISCUSSION

This research consists of a single variable with 4 (four) indicators and 14 items. In this section, it will be explained each indicator. Prior of the discussion, firstly is coding of the total score of respondents answers. Meanwhile, The total score of respondents in coded with numbers 1, which means poor, number 2 means moderate and number 3 means good. This encoding is also useful to facilitate the cross table analysis. The final result will be seen from cross table analysis.

In accordance with the results of questionnaires from 30 respondents, the obtained results are as follows as table 1:

Table 1 Frequency Encoding Result of Respondents Answers Total Score

<i>No</i>	<i>Indicator Code</i>	<i>Total</i>		
		Code 1	Code 2	Code 3
1	WD_1	0	1	29
2	R_1	4	26	0
3	S_1	0	30	0
4	CS_1	5	25	0

Source: Data Processed, 2015

Based on the table 1 the result showed that most of the total score of respondents answers is including in moderate category for all indicators. Meanwhile, the website design indicator is good result. Thus it can be argued that web design of Mosclot has been good, but it still not supported with reliability, security and its customer service.

1. Analysis of Mean Value, Median, and Modus of E-tailing Quality Variable

In accordance with the table 2, It can be seen that the value of the mean for Mosclot website design` s shows the value 19.63 point, with a median is 20 point and modus value is also 20 point. Then also the Mosclot reliability is to

demonstrate the value of 6.67 point, the median is 7 point and the modus 7 point. The results mean for Mosclot security`'s shows the value of 6,17 point, with a median value is 6 point and the modus is also 6 point. Finally for Mosclot customer service`'s shows the value 5.5 point, with a median value is 6 point and the modus is also 6 point. The full result can be seen in Table 2 below:

Table 2 Descriptive Analysis Result of E-Tailing Quality Variable

		Statistics			
		WD	R	S	CS
N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		19.6333	6.6667	6.1667	5.5000
Median		20.0000	7.0000	6.0000	6.0000
Modus		20.00	7.00	6.00	6.00

Source: Data processed, 2015

2. The Analysis Result of Cross Table E-tailing Quality Variable

The result of cross table for e-tailing quality variable is shown by table 3 of WD_1, S_1 and CS_1 below:

Table 3 Cross Table Web Design, Security and Customer Service

Annotation	WD_1			CS_1			
	1	2	3	1	2	3	
R_1	1	0	0	4	0	4	0
	2	0	1	25	5	21	0
	3	0	0	0	0	0	0

Source: Data Processed, 2015

Based on the table 3 it is proved that when it is seen from the reliability indicator, most respondents stated that website design of Mosclot is good, but the website does not provide less accurate in describing the products more detail and it is impact on the expectation of the customer about the quality of clothing including the size. Besides that, customers often do not get what they ordered via the website and delivery is not timely. As for the design of the website is considered good. Moreover, when linked with customer service also found similar conditions. When the Mosclot management responded their customers, solving problems experienced by consumers and the ability to respond quickly is also

included in the low category. Thus, it can be argued that Mosclot need of improvement in terms of reliability and customer service. The design of the website is already in the level of maintain.

Furthermore, in accordance with the table 4 it shows that from 30 respondents, they mostly considered that security is still low or poor category. In other hand, website design is good category. This showed that customers still doubt about the security feature in mosclot website. This condition is due during this time, customers conduct transactions straight to communicate via Whatsapp, Blackberry Messenger and Mobile Phone for their own comfort and feeling more safe. While the views of customer service indicator, the majority of respondents also said that it is still in poor degree. It is an urgent for increased security feature to support and improve the quality of online customer service. It shown from table 4 cross table for website design, security and customer service.

Table 4 Cross table WD_1, S_1 and CS_1

Annotation		WD_1			CS_1		
		1	2	3	1	2	3
S_1	1	0	1	29	0	0	0
	2	0	0	0	5	25	0
	3	0	0	0	0	0	0

Source: Data Processed, 2015

CONCLUSION

The result of this research is describing of the e-tailing quality, whereas seen from cross table analysis that those two tables showed security indicator and reliability indicator are in the low or poor level/degree. It means that mosclot as one of clothing online seller in Indonesia has to do improvement to its the feature of security in its website and the solving problem of its customer has to respond and reply soon. The dissapointment of moclot clothing product as a part of its delivering promise will affected to mosclot e-tailing service quality. Otherwise, the design of moclot website is already good and it seems that website design is one the consideration of customer intent to buy. As additional information, the mosclot support its marketing tool through social media promotion.

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