Shopeefood Customer Satisfaction Modeling Based on Webqual 4.0 and Kano Method

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Abstract

The development of technology today allows many people to be able to maximize the use of the internet in meeting their daily needs. One of the applications used is Shopee with the Shopee Food service which offers many promos and various food options. The purpose of this research was to see the effect of the attributes in Webqual 4.0 on the projection of the Kano Model regarding customer satisfaction with ShopeeFood services. In this case, the researcher will conduct research on Indonesian Adventist University students as respondents to the research. The division of the questionnaire is divided into two main parts, namely the webqual method questionnaire which assesses the reality and expectations of the service, and the Kano model which assesses the functionality, dysfunctionality and importance of each feature or attribute. The results of the research show that the respondents were satisfied with the ShopeeFood service with a score of the Usability aspect with a score of 4.15, Information Quality with a value of 4.02, and Service Interaction Quality with a value of 4.00. The results of webqual data processing are supported by the results of the kano model questionnaire data processing. Where satisfaction with the ShopeeFood service is reflected in the presence of several features/attributes that meet the expectations of users. Overall, each feature/attribute is included in the Attractive category (A).

Keywords: ShopeeFood, Kano Model, Consumer Satisfaction, Webqual

Pemodelan Kepuasan Pelanggan ShopeeFood Berbasis Webqual 4.0 dan Metode Kano

Abstrak

Perkembangan teknologi dewasa ini memungkinkan banyak orang untuk dapat memaksimalkan penggunaan internet dalam memenuhi kebutuhan sehari-hari. Salah satu aplikasi yang digunakan adalah Shopee dengan layanan Shopee Food yang menawarkan banyak promo dan opsi makanan yang bervariasi. Tujuan dilakukan penelitian ini adalah untuk melihat pengaruh dari atribut dalam Webqual 4.0 terhadap proyeksi Model Kano terkait kepuasan pelanggan layanan ShoppeeFood. Dalam hal ini, peneliti akan melakukan riset terhadap mahasiswa/i Universitas Advent Indonesia sebagai responden dari penelitian. Pembagian kuesioner terbagi ke dalam dua bagian utama yaitu kuesioner metode webqual yang menilai realita dan harapan dari layanan, dan model kano yang menilai fungsionalitas, disfungsionalitas, dan kepentingan dari tiap fitur atau atribut. Hasil dari penelititan menunjukan bahwa responden merasa puas dengan layanan ShopeeFood dengan hasil skor aspek Usability dengan nilai 4.15, Information Quality dengan nilai 4.02, dan Service Interaction Quality dengan nilai 4.00. Hasil dari pengolahan data webqual didukung dengan hasil pengolahan data kuesioner model kano. Di mana kepuasan terhadap layanan ShopeeFood tercermin dengan adanya beberapa fitur/atribut yang memenuhi ekspektasi dari pengguna. Secara keseluruhan setiap fitur/atribut termasuk ke dalam kategori Attractive (A).

Kata Kunci: ShopeeFood, Model kano, Kepuasan Pengguna, Webqual

1. Introduction

Today, humans make all their work easier with technology. The development of this era makes people more creative to create everything new. One of them is creating jobs. Of course, there are so many job opportunities in Indonesia, for example in the fields of agriculture, livestock, fisheries and forestry, industry, etc. Not only that, but humans also make their companies grow by using technology. Technology also makes it easier for humans to communicate remotely. Even at the time of Covid-19 in 2020 in Indonesia, which required all company workers/employees to be able to work from home (WFH) thanks to technology. The existence of Covid-19 in Indonesia in 2020 made Indonesian people not to go out carelessly. This of course makes it difficult for the Indonesian people to fulfill their respective needs because they cannot go out as usual. However, with this technology, even though many companies are closed, companies that are still active can still communicate with their clients outside the city using one of the current technologies. Not only that, online shopping is also starting to grow, from purchasing goods online to ordering food online using the shopee application [1]. One of the services that provide food delivery services is ShopeeFood.

The ShopeeFood service is the newest feature offered by a well-known e-commerce company, namely Shopee, which serves food or drink orders online. This is supported because the Covid-19 pandemic has caused people to be unable to leave their homes to maintain their health, restaurants that only serve take away or delivery orders, and to enable some people who don't have time to leave the house but want to eat the food they want. ShopeeFood was launched in April 2020 by Shopee. ShopeeFood already has drivers and partners, so it can be a job opportunity for people in Indonesia in particular. Like, opening a culinary business and food delivery service. So that even though it is during a pandemic, people can still open small businesses from their respective homes, so that people's income will still be there, although not as much as before the pandemic. ShopeeFood started sending orders for food and beverages in collaboration with various food and beverage industries and attracted many activating partners to deliver them to customers. The marketing strategy in the form of promotions is carried out to present and expand the latest functional offers to the public through Free Cash back, Promos and discounts ranging from 10% to 80% if using Shopee Pay or a 100% discount for new users which is then distributed through advertisements on the Internet, social networking sites. social media, etc. to increase ShopeeFood enthusiasts even more. Ordering ShopeeFood can be said to be practical, because consumers only need to choose the food or drink, they want to buy through the Shopee application or the ShopeeFood website itself. Furthermore, the producer will prepare food or drinks that have been prepared by consumers. After the food is ready, the driver will take the food and deliver it to the consumer's address. Payment for each order can be made with Shopeepay or COD (Cash on Delivery). Of course, all these things can be done thanks to technology created by humans themselves.

This study aims to examine the satisfaction of ShopeeFood customers using ShopeeFood services among Universitas Advent Indonesia (UNAI) students. This research can also be material for ShopeeFood in managing the business they are currently carrying out [2]. Based on the description above, this research is important to do to find out how satisfied ShopeeFood customers are in purchasing food using ShopeeFood, with the title "Modeling Shoppeefood Customer Satisfaction Based on Webqual 4.0 Method and Kano Model". The purpose of conducting research on Universitas Advent Indonesia (UNAI) students because researchers saw that many students ordered food and drinks through ShopeeFood in the Campus environment. This research focus on ShopeeFood customer satisfaction with ShopeeFood application services.

2. Research Method

The first stage carried out by researchers in this study was to prepare data collection. Established the Adventist University of Indonesia as the scope of the case study. Establish a questionnaire based on WebQual 4.0 and the Kano model as the data collection technique. Determining all Indonesian Adventist university students as respondents to the questionnaire provided by the researcher. After completion, the researcher processed the data from the results of the questionnaires from each respondent and then tested

the validity and reliability of the data. The researcher chose the Kano method because this method is usually used to measure service quality in meeting customer needs and the level of customer satisfaction with consumers. There are many methods that measure user satisfaction with the system created, one of which uses the Kano method [3].

Kano Model

Kano Model is a method used to measure the level of customer satisfaction with products and services in a company. This method was first introduced by Noriaki Kano in 1984. The Kano model itself has service attributes which are divided into (1) must be, (2) one-dimensional, (3) attractive, (4) indifferent, (5) questionable, (6) reversals. In its utilization, not all of the service attributes of the Kano model provide satisfaction for customers [4]. However, there are three categories that affect customer satisfaction, namely the Must be Basic Needs category, the One dimensional or Performance needs category, and the Attractive or Excitement needs category.

In the Kano model, there are 2 assessment section, namely functional and dysfunctional columns. And in this method, respondents are asked to fill in the 2 section of the questionnaires [5]. And in addition of assessing feature importance, third section was added [6]. The Kano model has several categories that affect customer satisfaction, customer needs are easy to understand by using categories like Table 1 below [4]:

Table 1 Kano Model Category

Category	Description
Must Be Basic Needs (M)	This attribute affects user satisfaction based on how well the service provided satisfies the user's basic needs
One Dimensional/ Performa Needs (O)	Attributes that affect user satisfaction based on user desires
Attractive /Excitement needs (A)	If user satisfaction is not met, this attribute has no effect on the level of user satisfaction, but if it is fulfilled then user satisfaction will increase
Indifferent (I)	This attribute does not affect user satisfaction
Questionable (Q)	Respondents misinterpreted when answering Kano's questionnaire
Reverse (R)	User satisfaction will increase if this attribute is removed

Webqual 4.0

Webqual 4.0 is a method used to determine the level of user satisfaction with the quality of the website/system based on several variable categories, namely [7] :

1. Usability
   This usability variable is reviewed from the quality of the website related to appearance, user convenience, navigation and the description conveyed to users.
2. Information Quality
   In this information quality variable, it is reviewed from the quality of the content contained in the website/system which is seen from the appropriateness of the information contained therein.
3. Service Interaction Quality
   The information service quality variable is reviewed from the service interactions experienced by users when they use the website/system.

Assesment Method

According to [8], The Likert scale is a scale commonly used to measure the level of user satisfaction. Where the Likert Scale was developed by Likert in 1932. In general, the Likert scale is used in a questionnaire to conduct a survey of something [9]. When the respondent responds to a questionnaire, the respondent will usually choose one answer from the available options to determine the level of

agreement of each respondent. The Likert scale provides 5 categories of answers with the respective values as follows:

Table 2 Likert Scale [7]

Answer Category	Abbreviation	Score
Strongly Agree	SA	5
Agree	A	4
Neutral	N	3
Disagree	D	2
Strongly Disagree	SD	1

Data Collection Method

The data collection technique in this study was carried out by distributing questionnaires online to Universitas Advent Indonesia students who had used the ShopeeFood service. The questionnaires were distributed using Google form to obtain an assessment of Universitas Advent Indonesia students about their satisfaction with the ShopeeFood service.

Population and Sample

According to Hadari Nawawi [10], Population is the entire object of research consisting of humans, animals, objects, growth, events, symptoms, or test scores as data sources that have certain characteristics in a research conducted. In this study, the population was all Indonesian Adventist University students in the 2022/2023 Odd Semester who used the ShopeeFood service, totaling approximately 1500 people. The sample is part of the population.

Sampling Method

The sample criteria in this study are for the population (All Universitas Advent Indonesia students in Odd Semester 2022/2023 who have used the ShopeeFood service application. In taking this sample, researchers used the Slovin formula contained in formula (1).

$$n = \frac{N}{1+N(e)^2} \qquad (1)$$

n = 1500/ 1 + 1500 (10)^2
n = 1500 / 1 + 1500 (0,01)
n = 1500 / 1 + 15
  = 1500 / 16
  = 93,75 ~ 100 Respondent

Legend:

    n = Sample size/number of respondents
    N = Population size
    E = Margin of Error; Percentage of allowance for accuracy of sampling errors that can still be tolerated.

Based on the results of the calculations above, the samples taken by the researchers were 94 respondents. However, a rounding was carried out to 100 respondents.

Questionnaire

In table 3 below are some questions from the questionnaire using the Webqual 4.0 method. Where in this method will be compared between the Reality and Expectations of ShopeeFood service users on the Usability, Information Quality, and Service Integration Quality variables. Where in this questionnaire there

are 19 statements. The scale used in this questionnaire is the Likert scale as discussed in the previous section.

Table 3 Webqual4.0 Questionnaire

Reality			Expectation	
Variable	**Indicators**	**Question**	**Indicators**	**Question**
Usability (Quality of Use)	X1_1	I found it easy to learn the operation of the ShopeeFood App.	X1_2	I hope it will be easier to learn the operation of the ShopeeFood App.
	X2_1	I find it easy to use the menu menu available on the ShopeeFood application.	X2_2	I hope, I will find it easier to use the menus available on the ShopeeFood application.
	X3_1	I feel that this ShopeeFood application is easy to use.	X3_2	I hope, this ShopeeFood application will be easy to use.
	X4_1	This ShopeeFood application has an attractive appearance.	X4_2	I hope, this ShopeeFood application will have an attractive appearance.
	X5_1	The ShopeeFood application has competencies related to information about food for users.	X5_2	I hope, the ShopeeFood application will have more competence related to information about food for users.
	X6_1	The ShopeeFood application provides a positive experience for me.	X6_2	I hope, the ShopeeFood application will provide a positive experience for me.
Information Quality	X7_1	The ShopeeFood application provides accurate food information.	X7_2	I hope, the ShopeeFood application will provide accurate food information.
	X8_1	The ShopeeFood application provides reliable information.	X8_2	I hope, the ShopeeFood application can provide reliable information.
	X9_1	The ShopeeFood application displays the food that users are looking for quickly.	X9_2	I hope, the ShopeeFood application can display the food that users are looking for faster.
	X10_1	The ShopeeFood application provides relevant food information.	X10_2	I hope, the ShopeeFood Application provides relevant food information.
	X11_1	The ShopeeFood application provides information about food that is easy for users to understand.	X11_2	I hope, the ShopeeFood application will provide information about food that is easier for users to understand.
	X12_1	The ShopeeFood application provides precise information in detail.	X12_2	I hope, the ShopeeFood Application will provide the right information in more detail.
	X13_1	The ShopeeFood application provides food information in a form that suits user needs.	X13_2	I hope, the ShopeeFood Application will provide food information in a form that suits user needs.
Service Interaction Quality	X14_1	The ShopeeFood application has a good reputation	X14_2	I hope, the ShopeeFood App will have a better reputation.
	X15_1	I feel safe and comfortable when buying food on the ShopeeFood application.	X15_2	I hope, I feel safer and more comfortable when buying food on the ShopeeFood application.

	X16_1	I feel safe when I provide/input my personal information on the ShopeeFood application.	X16_2	I hope, I feel more secure when giving / inputting my personal information on the ShopeeFood application.
	X17_1	The ShopeeFood application gave me an interesting impression.	X17_2	I hope, the ShopeeFood application will give me a more interesting impression.
	X18_1	The ShopeeFood application provides a good community towards users (increasing the sense of community).	X18_2	I hope, the ShopeeFood application will provide a better community for users (increasing the sense of community).
	X19_1	The ShopeeFood application responds to questions and provides quick responses to users.	X19_2	I hope, the ShopeeFood application will be able to respond to questions and provide faster responses to users.

In table 4 below are some of the statements in the Kano model questionnaire. Where this questionnaire will be divided into 3 sections, namely Functional, Dysfunctional and Importance. The purpose of using a comparison between functional and dysfunctional statements is to find consistency in user experience in using features in ShopeeFood services. Where the scale used in functional and dysfunctional questionnaires is using the Likert scale. While the statement in the Importance section of the Kano model questionnaire aims to assess how important a feature/function is in the ShopeeFood service using a scale of values 1 to 9. Where the value 1 is Not Important, up to the value 9 which is Very Important.

Table 4 Kano Model Questionnaire Statement

Indicators	Functional	Dysfunctional	Importance
X1	The ShopeeFood app has an easy menu navigation.	ShopeeFood app does not have easy menu navigation.	It is very important for the ShopeeFood App to have easy menu navigation.
X2	The ShopeeFood application has an attractive appearance.	The ShopeeFood application does not have an attractive appearance.	It is very important for the ShopeeFood application to have an attractive appearance.
X3	The ShopeeFood application has the convenience of finding food information.	The ShopeeFood application does not have the ease of finding food information.	It is very important for ShopeeFood applications to be able to have ease in finding food information.
X4	The ShopeeFood application provides the right information in detail.	The ShopeeFood application does not provide exact information in detail.	It is very important for the ShopeeFood application to provide the right information in detail.
X5	The ShopeeFood application can provide information that is easy for users to understand.	The ShopeeFood application cannot provide information that is easy for users to understand.	It is very important for the ShopeeFood application to be able to provide information that is easy for users to understand.
X6	The ShopeeFood application provides food information quickly.	The ShopeeFood application does not provide food information quickly.	It is very important for the ShopeeFood application to provide food information quickly.
X7	The ShopeeFood application provides a good food shopping experience.	The ShopeeFood application does not provide a good food shopping experience.	It is very important for the ShopeeFood application to be able to provide a good food shopping experience.
X8	The ShopeeFood application provides fast information responses (real-time) to users.	The ShopeeFood application does not provide fast (real-time) information responses to users.	It is very important for the ShopeeFood application to be able to provide fast information responses (real-time) to users.

X9	Overall, ShopeeFood App has good service.	Overall, ShopeeFood App does not have good service.	Overall, it is very important for the ShopeeFood App to have good service.

3. Results

Validity Results

Validity test is a test whose function is to find out whether our Questionnaire is valid/valid or not. A questionnaire can be said to be valid if the questionnaire can reveal something that is measured by the questionnaire [10]. The trick is to compare r count with r table. R count is the result we get after we test our data in SPSS. For example, if there is a total validity sample of 30 respondents with a percent correlation of 5%, it means that the r count must be greater than 0.361. If the r count is greater than 0.361, then the data obtained can be said to be valid, but if the r count is less than 0.361 then the data obtained is invalid. In Table 5,6,7 below it is stated that each statement in the Webqual 4.0 questionnaire and the Kano Model questionnaire is valid.

Table 5 Webqual 4.0 Validity Questionnaire Test

Category	Indicators	Reality			Expectation		
		r-Table	r-Count	Information	r-Table	r-Count	Information
Usability	X1_1	0,361	,814	Valid	0,361	,800	Valid
	X2_1	0,361	,858	Valid	0,361	,708	Valid
	X3_1	0,361	,891	Valid	0,361	,605	Valid
	X4_1	0,361	,808	Valid	0,361	,679	Valid
	X5_1	0,361	,794	Valid	0,361	,391	Valid
	X6_1	0,361	,722	Valid	0,361	,430	Valid
Information Quality	X7_1	0,361	,729	Valid	0,361	,630	Valid
	X8_1	0,361	,666	Valid	0,361	,644	Valid
	X9_1	0,361	,736	Valid	0,361	,590	Valid
	X10_1	0,361	,774	Valid	0,361	,666	Valid
	X11_1	0,361	,793	Valid	0,361	,736	Valid
	X12_1	0,361	,730	Valid	0,361	,496	Valid
	X13_1	0,361	,714	Valid	0,361	,752	Valid
Service Interaction Quality	X14_1	0,361	,847	Valid	0,361	,599	Valid
	X15_1	0,361	,831	Valid	0,361	,517	Valid
	X16_1	0,361	,637	Valid	0,361	,603	Valid
	X17_1	0,361	,892	Valid	0,361	,725	Valid
	X18_1	0,361	,794	Valid	0,361	,386	Valid
	X19_1	0,361	,788	Valid	0,361	,519	Valid

Table 7 Kano Model Questionnaire Validity Test

Indicators	Category								
	Functional			Dysfunctional			Importance		
	r-Table	r-Count	Information	r-Table	r-Count	Information	r-Table	r-Count	Information
X1	0,361	,546	Valid	0,361	,567	Valid	0,361	,567	Valid
X2	0,361	,625	Valid	0,361	,687	Valid	0,361	,506	Valid
X3	0,361	,600	Valid	0,361	,674	Valid	0,361	,503	Valid
X4	0,361	,580	Valid	0,361	,631	Valid	0,361	,557	Valid
X5	0,361	,511	Valid	0,361	,650	Valid	0,361	,465	Valid
X6	0,361	,543	Valid	0,361	,672	Valid	0,361	,542	Valid
X7	0,361	,541	Valid	0,361	,655	Valid	0,361	,503	Valid

| X8 | 0,361 | ,471 | Valid | 0,361 | ,607 | Valid | 0,361 | ,555 | Valid |
| X9 | 0,361 | ,455 | Valid | 0,361 | ,714 | Valid | 0,361 | ,547 | Valid |

Reliability Test

According to Notoatmodjo, reliability is an index that shows the extent to which a measuring device can be trusted or relied upon [10]. So, the reliability test serves to see whether the measuring instrument we use is consistent or can change when it is measured again and again. There are many methods that can be used to test data reliability, including Retest, Flanagan's Formula, Cronbach's Alpha, KR Formula (Kuder-Richardson), and Hoyt's Anova. Although there are many ways to perform reliability tests, researchers use the Cronbach's Alpha method. Where in the reliability test of the Cronbach's Alpha method, to find out whether the data can be trusted or not, it can be calculated by looking at comparing rcount with rtable. If the value of Cronbach's Alpha > 0.6 then the data can be said to be reliable [10]. In tables 8, 9 and 10 the Webqual questionnaire and the Kano method can be declared reliable because the Cronbach's Alpha value is greater than 0.60.

Table 8 Webqual 4.0 Questionnaire Reliability Test - Reality

Reliability Statistics

Cronbach's Alpha	N of Items
,963	19

Table 9 Webqual 4.0 Questionnaire Reliability Test - Expectations

Reliability Statistics

Cronbach's Alpha	N of Items
,904	19

Table 10 Kano Model Questionnaire Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
,918	27

Webqual 4.0 Questionnaire Result

In this section, the results of processing the questionnaire for the WebQual 4.0 method for both Expectations and Reality will be presented. Presentation of results will be presented in tabular form to the total score of each statement in each aspect. Then the score of each aspect will be weighted (the number of answers appearing multiplied by the scale score) divided by the total score in the questionnaire. The formula used is formula (2) below [11]. The results of the weighting will be compared with the satisfaction level scale contained in Table 11.

$$RK = \frac{JSK}{JK} \qquad (2)$$

Information:
RK = Average Satisfaction
JSK = Number of Questionnaire Scores
JK = Number of Questionnaires

Table 11 Satisfaction Level [12]

Value	Predictions
1-1.79	Very dissatisfied
1.8-2.59	Disagree
2.6-3.39	Neutral
3.4-4.19	Satisfied
4.20-5	Very satisfied

Webqual 4.0 Questionnaire Results – Reality

In the Reality section of the questionnaire, there are 6 statements in the Usability aspect, 7 statements in the Information Quality aspect, and 6 statements in the Service Integration Quality aspect. The total of each scale choice in the statement for each aspect is listed in table 12. The weighting of the results is the number of times the selected option is multiplied by the scale value of the option.

Table 12 Webqual Questionnaire Overall Results - Reality

Respondents	SD	D	N	A	SA
Usability	0	27	84	258	231
Information Quality	0	17	135	359	189
Service Interaction Quality	3	23	120	299	155

After data collection is carried out on the score of each statement. Then formula (2) will be used to determine the average satisfaction of each aspect in Webqual 4.0. The following are the results of the average satisfaction assessment from each aspect.

Usability – Reality

$$RK = \frac{(231 * 5) + (258 * 4) + (84 * 3) + (27 * 2) + (0 * 1)}{231 + 258 + 84 + 27 + 0} = 4.15$$

Information Quality – Reality

$$RK = \frac{(189 * 5) + (359 * 4) + (135 * 3) + (17 * 2) + (0 * 1)}{189 + 359 + 135 + 17 + 0} = 4.02$$

Service Interaction Quality – Reality

$$RK = \frac{(155 * 5) + (299 * 4) + (120 * 3) + (23 * 2) + (3 * 1)}{231 + 258 + 84 + 27 + 3} = 4.00$$

If the results of the Satisfaction Average are compared with the satisfaction levels in Table 11, the results of the questionnaire are as follows. In the Usability aspect, the average respondent is satisfied with the ShopeeFood service, which is proven by a value of 4.15. And most respondents agree that the ShopeeFood application is easy to use and has an attractive appearance. This is proven by the Usability aspect having a higher value compared to other aspects. In the Information Quality aspect, the average respondent is satisfied with ShopeeFood's services with a score of 4.02. And the same is the case with the Information Quality aspect, the Service Interaction Quality aspect also gets a score of 4.00, which means that respondents are satisfied with ShopeeFood's services.

Webqual 4.0 Questionnaire Results – Expectations

In the Expectations section of the questionnaire, the same as the Reality section, there are 6 statements in the Usability aspect, 7 statements in the Information Quality aspect, and 6 statements in the Service Integration Quality aspect. The total of each scale choice in the statement in each aspect is listed

in table 13. In the table it can be seen that in the Usefulness section of the 6 statements there are 258 responses that agree, besides that in the information quality section there are 7 statements with 359 responses who agree, and in the service quality section of ShopeeFood there are 6 statements there are 299 responses that agree.

Table 13 Webqual Questionnaire Overall Results – Expectations

Respondents	STS	TS	N	S	SS
Usability	0	2	21	249	328
Information Quality	0	0	27	248	389
Service Interaction Quality	0	0	23	249	328

After data collection is carried out on the score of each statement. Then formula (2) will be used to determine the average satisfaction of each aspect in Webqual 4.0. The following are the results of the average satisfaction assessment from each aspect.

Usability – Expectations

$$RK = \frac{(328*5) + (249*4) + (21*3) + (2*2) + (0*1)}{328 + 249 + 21 + 2 + 0} = 4.48$$

Information Quality – Expectations

$$RK = \frac{(389*5) + (248*4) + (27*3) + (0*2) + (0*1)}{389 + 248 + 27 + 0 + 0} = 4.31$$

Service Interaction Quality – Expectations

$$RK = \frac{(328*5) + (249*4) + (23*3) + (0*2) + (0*1)}{328 + 249 + 23 + 0 + 0} = 4.50$$

Kano Model Questionnaire Results

After getting the results and obtaining the categories from the Kano questionnaire in this study, they will be analyzed using Blauth's formula where the value of each category will be calculated. As explained above, there are 6 Kano categories, namely Must Be Basic Needs (M), One Dimensional/Performance Needs (O), Attractive/Exitement needs (A), Indifferent (I), Questionable (Q) , Reverse (R) [13]. In table 16 above is the determination of the categories and weighting of each answer. Where in the answers to the Functional questionnaire, the value Strongly Agree is worth 4, while the value Strongly Disagree is -2. The use of this asymmetrical scale aims to distinguish answers from the negative side (Reverse and Questionable) which will be weaker than the positive side (Must-Be and Performance)[6].

Table 16 Determination of Kano Model Categories and Weighting

Functional (Y)		Dysfunctional (X)				
		SA	A	N	D	SD
		-2	-1	0	2	4
SA	4	Q	A	A	A	O/P
A	2	R	Q	I	I	M
N	0	R	I	I	I	M
D	-1	R	I	I	Q	M
SD	-2	R	R	R	R	Q

After continuous calculations and analysis of the answers to the questionnaire, table 17 below shows the results of the analysis of each feature in ShopeeFood. Overall, each feature/attribute is included in the Attractive category (A). Where most respondents agree that ShopeeFood has features which when presented generate positive reactions to the user experience. On average, the features owned by ShopeeFood are considered important by getting an average score of 8 out of a scale of 9 for the level of importance of the feature/attribute.

Table 17 Results of Feature Analysis using Kano Model

Featured	Feature Analysis Results			
	dysfunctional (X)	Functional (Y)	Importance (Z)	Category
F1	0,29	3,63	7,94	A
F2	0,10	3,57	8,05	A
F3	0,90	3,21	7,94	A
F4	0,29	3,04	8,12	A
F5	0,24	3,99	7,99	A
F6	0,57	3,27	7,97	A
F7	0,38	3,30	7,97	A
F8	0,71	2,65	7,99	A
F9	0,29	3,21	8,10	A

After continuous calculations and analysis of the answers to the questionnaire, a mapping is carried out for the categories of each feature/attribute in the ShopeeFood application. Where there are 4 segments in feature mapping, namely Attractive, Performance, Indifferent, Must-be. Figure 1 below is an infographic of feature category mapping at ShopeeFood.
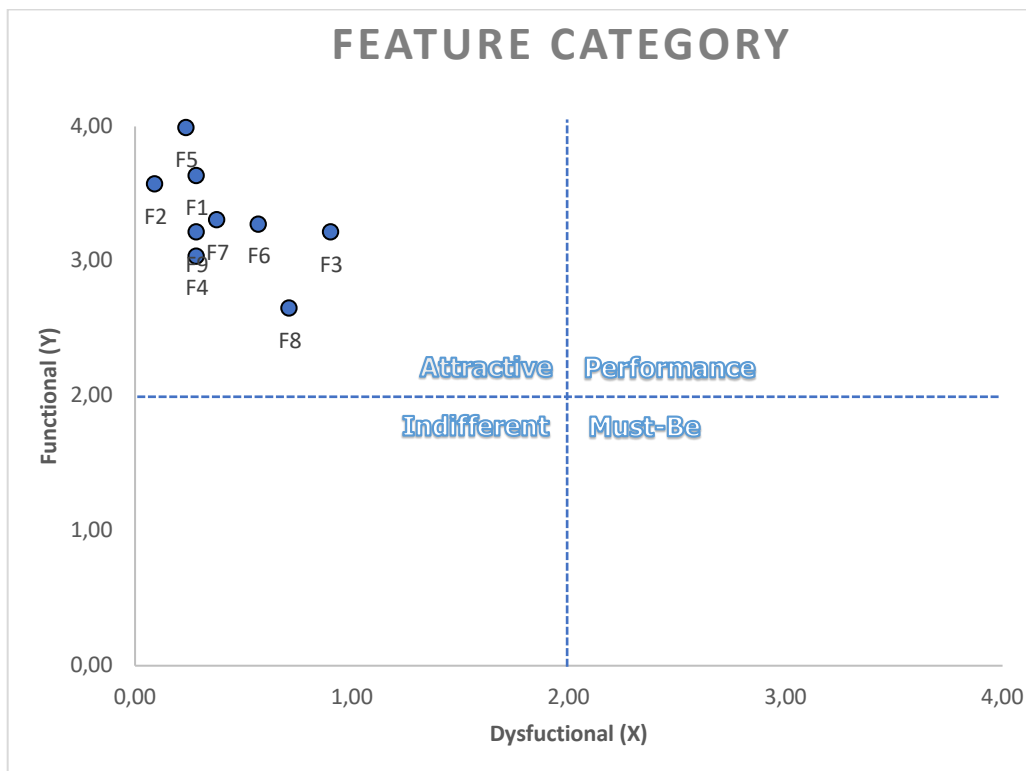

Figure 1 Feature Category Infographic

4. Conclusion

Based on the results of distributing questionnaires to respondents on the webqual and kano methods, it was found that in general users of the ShopeeFood service were satisfied with the ShopeeFood service. Where the results of data processing using the webqual method found that in the Usability aspect, the average respondent was satisfied with ShopeeFood's services, which was proven with a value of 4.15. And the majority of respondents agree that the ShopeeFood application is easy to use and has an attractive appearance. This is proven by the Usability aspect having a higher value compared to other aspects. In the Information Quality aspect, the average respondent is satisfied with ShopeeFood's services with a score of 4.02. And the same is the case with the Information Quality aspect, the Service Interaction Quality aspect also gets a score of 4.00, which means that respondents are satisfied with ShopeeFood's services. This is close to expectations from the use of ShopeeFood services which are at an average value of 4.43. The results of webqual data processing are supported by the results of the kano model questionnaire data processing. Where satisfaction with the ShopeeFood service is reflected in the presence of several features/attributes that meet the expectations of users. Overall, each feature/attribute is included in the Attractive category (A). This result in accordance with previous research [3] that stated Excitement Needs/Attractive affect the level of satisfaction. Where most respondents agree that ShopeeFood has features which when presented generate positive reactions to the user experience of ShopeeFood service users. On average, the features owned by ShopeeFood are considered important by getting an average score of 8 out of a scale of 9 for the level of importance of the feature/attribute.

There are several things that can be improved from the ShopeeFood service regardless of the results of the questionnaire which stated that most respondents were satisfied with the ShopeeFood service. Especially in the Service Interaction Quality aspect which has the biggest gap (0.50) with user expectations when compared to other aspects. Information enrichment can be done by providing detailed or complete information (hints) on each menu or option in the ShopeeFood service. Information quality can also be supplemented by reminding restaurant/shop owners to complete the information on the food products offered. And in terms of usability, ShopeeFood can complete a help button or tutorial in using ShopeeFood services so that the maximum user experience is obtained.

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