

Analysis of Website Popularity and Quality Levels in Disseminating Information at Coffee Shops Using Alexa Rank, Majestic SEO, and Webqual

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Abstract— The development of the digital world is currently very fast, one of which can be seen from the development of digital media. These media make it easy for users to be able to obtain marketing information and communications. The digital and information technology-based transformation utilizes the internet as the main medium in the form of a website. Some coffee shops that use websites for information dissemination are Starbucks, Excelso, and The Coffee Bean & Tea Leaf. The three coffee shops use the website as a means to disseminate information about coffee shops to make it easier for users to find information about the products sold by coffee shops. The goal is to get an overview of which coffee shop websites are the most popular based on indicators from Alexa Rank and Majestic SEO rankings and provide an overview of customer satisfaction with the quality of each coffee shop website. The steps taken are collecting literature, determining the research domain, determining the level of popularity using Alexa Rank and Majestic SEO, determining quality using Webqual, determining criteria, testing Alexa Rank and Majestic SEO, distributing questionnaires, analysis results, and recommendations. The results of this study are Starbucks coffee shops are on the first level and are the most popular globally and in Indonesia and based on the average rating given by respondents Starbucks also ranks first which has the highest rating on the variables of Usability, Information quality, Interaction quality, and Overall Impression.

Keywords— Analisis, Alexa Rank, Majestic SEO, and WebQual.

I. INTRODUCTION

The development of the digital world is currently very fast, one of which can be seen from the development of digital media. These media make it easy for users to be able to obtain marketing information and communications. Some coffee shops that use websites for information dissemination are Starbucks, Excelso, and The Coffee Bean & Tea Leaf. The three coffee shops use the website as a means to disseminate information about coffee shops to make it easier for users to find information about the products sold by coffee shops. Dissemination of coffee shop information through the website also gets protection from the Law on Information and Electronic Transactions (UU ITE No. 11 of 2008).

II. LITERATURE REVIEW

A. Website

Along with the development of the era of information technology at this time, the development of the website is

growing rapidly from day to day. The role of the website is very important for improving the company's image as a form of public service for the community. The definition of a website according to Yuhefizar is the entire web page contained in a domain that contains information.

B. Alexa Rank

Alexa Rank is a tool to see the ranking of a website or blog based on traffic or the number of visitors provided or created by alexa.com, and the traffic data is retrieved through the alexa toolbar on the browser of visitors to the website or blog. Alexa Rank of each website or blog varies in number. If the alexa of a blog is low, the better, but if the alexa of a blog is high, it means that the traffic of the blog is low.

C. Majestic SEO

Majestic SEO is the largest link tools company in the world that can analyze and provide database reports about our site. The information is in the form of backlink reports (internal and external links), referring domains, top backlinks, and so on continuously.

As a data link, Majestic SEO is also an important component for increasing the ranking of a website on search engines, being able to analyze links, and making a website link able to compete with competitor links on search engines.

D. Webqual

WebQual (www.webqual.co.uk) is a method or technique for measuring site quality based on end user perceptions. This method is a development of Servqual (Zeithaml et al., 1990) which was widely used before in measuring service quality. The research instrument at WebQual was developed using the Quality Function Development (QFD) method, which means: "Structured and disciplined processes that provide meaning to identify and bring the voice of the customer through each stage of product and/or service development and implementation (Slabey, 1990)."

E. SPSS

SPSS (Statistical Product and Service Solution) is an application program used to perform statistical calculations using a computer (Jonathan Sarwono, 2006). The advantage of this program is that we can perform all statistical calculations

faster, from simple to complex ones, which if done manually would take longer.

III. RESEARCH METHOD

A. Research Flow

In carrying out this research, several stages were carried out so that the research could be implemented and give the expected results.

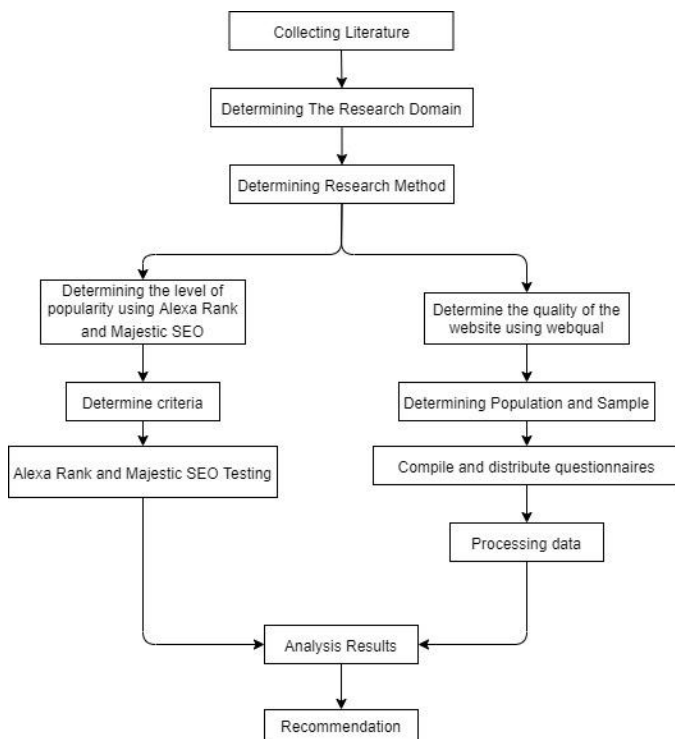


Fig. 3.1. Research Framework

B. Collecting Literature

At this stage using a literature study to get an initial overview, understanding of website, social media, rating tools, and website quality measurement techniques based on site users perceptions through literature studies, book references, and journals and comparing them with other people's scientific works. others that are still related to research to obtain theoretical data.

C. Determining the Research Domain

Some coffee shops use social media and website for information dissemination to make it easier for users to find information about the products sold by the coffee shop. The determination of the three coffee shops is based on the global ranking published by YouGovBrandIndex for the Coffee Shop & Drinks category.

Research for customer satisfaction was conducted by the users of the analyzed coffee shop website. The object of the research is consumers who take advantage of the information available on the website at the coffee shop. This study took respondents who were in the city of Bekasi. The time for distributing the questionnaire was carried out starting on September 7, 2020 until the respondent's deadline was met.

D. Determining Research Methods

The method used in this research is to determine the level of website popularity using Alexa Rank and Majestic SEO, and to determine the quality of the website using webqual.

Determining the level of popularity using Alexa Rank and Majestic SEO

Alexa Rank is a website that can be used to measure the popularity of a website. Alexa Rank ranks millions of websites in order of popularity. Alexa Rank reveals how a website is performing relative to all other sites, which makes it a great Key Performance Indicator (KPI) for benchmarking and competitive analysis. Alexa Rank is calculated using a proprietary methodology that combines estimated site traffic and visitor engagement over the last three months. Traffic and engagement is estimated from the browsing behavior of people on our global panel, which is a sample of all internet users.

Majestic SEO is a web tool for mapping links between websites that are related to each other on the internet. Majestic SEO is also a survey and internet link mapping site with the largest database in the world. Internet mapping is usually used by SEO experts, Media Specialists, Affiliate Managers and Online Marketing Experts for various uses related to increasing Website Traffic, Competitor Analysis, and Link Monitoring besides Majestic SEO can also be used to estimate the position of your website on search engines.

Determining Criteria

The Alexa Rank tools in this study use several main criteria that are used as the basis for ranking the analyzed websites, namely: traffic rank, top keywords from search engine, and bounce rate. In Majestic SEO, several main criteria are used as the basis for ranking the analyzed websites, namely: external backlinks, referring domains, citation flow, and trust flow.

Alexa Rank and Majestic SEO Testing

The way to do an analysis using Alexa Rank is to visit the website at <https://www.alexa.com/siteinfo>. The next step is to enter the domain of the website to be analyzed, then click "Run Analysis" then the elements in the Alexa Rank will appear. The data that appears is data that is updated daily by Alexa Rank for the last 90 days.

How to do an analysis using Majestic SEO is to visit the website at <https://majestic.com/reports/site-explorer>. The next step is to enter the domain of the website to be analyzed, then click the search icon and the elements in Majestic SEO will appear. The data that appears is data that is updated daily by SEO Majestic for the last 90 days.

Determine the quality of the website using Webqual

The measurement of website quality in this study uses the Webqual method, the measurement uses a research instrument in the form of a questionnaire. The webqual questionnaire was used to collect information from respondents about the quality of the website based on customer perceptions. The webqual questionnaire has undergone several iterations in the preparation of categories and question items. The webqual questionnaire used in this study is the latest version, namely webqual 4.0. To describe customer satisfaction, the Overall

Impression (Y) dimension is used as the dependent variable with one question item. Furthermore, Usability Variables (X1), Information Quality (X2), and Interaction Service Quality (X3) as independent variables with 22 questions. The webqual questionnaire was prepared using the help of the google form application.

Determining Population and Sample

The population of this study are consumers who take advantage of the information available on the website at the coffee shop. This study took respondents who were in the city of Bekasi. This research uses purposive sampling technique to get the sample. Purposive sampling technique is one of the sampling techniques where the researcher determines the sampling by determining the specific characteristics that are in accordance with the research objectives so that it is expected to answer the research problem. The sample in this study is consumers who have used the information available on the website at the coffee shop who lives in the city of Bekasi.

Compile and Distribute Questionnaires

This research will measure the quality of the websites of the three coffee shops based on the perceptions of the website users using four variables from the Webqual 4.0 method. The variables used in this study are based on three dimensions that exist in webqual, which will then be used as independent variables. The three dimensions include: Usability as a variable X1, Information Quality as a variable X2, and Interaction Quality as a variable X3, while the dependent variable (Y) is Overall Impression. The next step is to arrange the statement items on each variable into a questionnaire. In this questionnaire also added statement items to describe the respondent's profile. Furthermore, the questionnaire was created and distributed using the Google Form application.

Processing Data

The data obtained from the respondents were processed using Microsoft Excel. This questionnaire was designed using a Likert scale, respondents' statements were converted into a measurement scale, namely 1 (Strongly Disagree), 2 (Disagree), 3 (Quite Agree), 4 (Agree), and 5 (Strongly Agree). Then analyzed using SPSS software.

IV. RESEARCH RESULT AND DISCUSSION

A. Analisis Result from Alexa Rank

At this stage, the author will conduct an analysis by comparing each of the results obtained from the Alexa Rank tools so that a conclusion will be obtained, which websites are most frequently visited by the public judged from several elements possessed by these web ranking tools.

Table 4.1 shows the ranking data obtained from the comparison carried out on the three websites for indicators of the amount of Traffic rank.

TABLE 4.1. Comparison of Global and Indonesian Rankings of Starbucks, Excelso, and the Coffee Bean Tea Leaf Website

Coffee Shop	Ranking	
	Global	Indonesia
Starbucks	350,409	15.436
The Coffee Bean & Tea Leaf	2,751,298	472 ribu
Excelso	2,895,404	571 ribu

It can be seen in Table 4.1 the difference in rankings obtained by the three websites, both global rankings and Indonesian rankings. Starbucks is ranked first in the results of the comparison of these three websites because it is ranked 350,409 globally and is ranked 15,436 in Indonesia as the website most frequently visited by the public. Furthermore, in the second place of this comparison, The Coffee Bean & Tea Leaf is ranked 2,751,298 globally and is ranked 472 thousand in Indonesia as the most visited website in Indonesia. While Excelso is at the bottom of the results of the comparison of these three websites because it has the lowest ranking, which is 2,895,404 globally and is ranked 571 thousand in Indonesia.

B. Analysis Result from Majestic SEO

At this stage, the author will conduct an analysis by comparing each result obtained from Majestic SEO tools so that a conclusion will be obtained which website is the most popular, which can be seen in table 4.2 below:

TABLE 4.2. Comparison of External backlinks, Referring domains, Citation Flow and Trust Flow between Starbucks, Excelso, and The Coffee Bean & Tea Leaf Website

Coffee Shop	Variable Webqual			Overall Impression
	Usability	Information Quality	Interaction Service Quality	
Starbucks	4,2041	4,0714	4,0686	4,2857
Excelso	4,0531	3,8429	3,8571	4,0857
The Cofee bean & Tea Leaf	3,9143	3,9095	3,7886	3,9143

From table 4.2 above, it can be concluded that the Starbucks website is the most popular website used by consumers via the internet because the number of important elements in Majestic SEO indicators that must be owned by popular website criteria has the highest value when compared to the value obtained by the website. Excelso and The Coffee Bean & Tea Leaf website.

C. Website Quality Analysis Using Webqual

Description of Respondent Profile

Respondents obtained from the results of distributing questionnaires were 105 respondents starting from September 7, 2020 to March 19, 2021. The following are the characteristics of the 105 respondents discribing in table 4.3.

TABLE 4.3. Characteristics of Respondents

Characteristics	Amount	%
Gender		
Men	26	25%
Woman	79	75%
Age		
<17	0	0%
17-25	22	21%
26-33	61	58%
>33	22	21%

Based on the table above shows that the percentage of respondents is 25% and female respondents is 75%, it can be said that in this study respondents aged 26-33 years are the most dominant.

Website Quality Comparison

The following are the results of the average rating given by each coffee shop customer based on the webqual variable which can be seen in table 4.4

TABLE 4.4. Comparison of Average Coffee Shop Ratings Based on Webqual Variable Variables

Cofee Shop	Majestic SEO			
	External Backlinks	Referring domains	Citation Flow	Trust Flow
Starbucks	158	28	41	14
Excelso	133	13	35	16
The Coffee Bean & Tea Leaf	37	13	23	6

Based on table 4.4 explains that the quality of the websites of the three coffee shops is quite good because the rating value is in the range of 3.7886-4.2857, meaning that the average respondent agrees with the statements on webqual, but there is a significant difference based on the respondent's assessment of the three coffee shops, where the first rank of Starbucks coffee shop has the highest rating on the variables of Usability, Information quality, Interction Quality, and Overall Impression. The second rank is occupied by Excelso which gets a higher average rating than The Coffee Bean & Tea Leaf on three variables, namely Usability, Interction Quality, and Overall Impression. The third place is the coffee shop The Coffee Bean & Tea Leaf.

D. Recommendation

Based on the results of the analysis of the level of popularity and quality of the website, several recommendations are obtained as follows.

Based on the results of the analysis of the level of popularity using Alexa Rank, the Excelso coffee shop website and The Coffee Bean & Tea Leaf are below the Starbucks coffee shop website ranking. Some things that can be done to improve traffic rank include improving the quality of content, using relevant keywords, and developing social networks. Based on the Majestic SEO indicator, The Coffee Bean & Tea Leaf coffee shop website has the lowest value for the External backlinks, Referring domains, Citation Flow, and Trust Flow indicators. The External backlinks indicator can be increased by increasing quality content that deserves to be used as backlinks, the Referring domains indicator can be increased by increasing the domains that reference The Coffee Bean & Tea Leaf website, the Citation Flow indicator and the Trust Flow indicator can be increased by increasing the backlinks quality that comes from a trusted site.

Based on the results of website quality analysis using Webqual, The Coffee Bean & Tea Leaf coffee shop website has the smallest value for the Usability, Interaction Service Quality, and Overall Impression indicators, while the Excelso coffee shop website has the smallest value for the Information Quality indicator. Some things that can be done to improve the quality of the website in terms of usability are to improve the appearance that is more user friendly. Information Quality can be improved by presenting information that is always updated so that it is not outdated and no longer valid. Interaction

Service Quality can be improved by providing discount promotions or cashback so that visitors become more interested accompanied by complete and easy-to-understand information for visitors. Overall Impression can be improved by increasing server capacity and bandwidth to improve service.

V. CONCLUSION

Based on the results of observations and analysis of websites owned by the three coffee shops, it can be concluded that:

1. The results of the website ranking using the Alexa Rank, Starbucks coffee shop is in first place, which is 350,409 globally and is ranked 15,436 in Indonesia as the website most frequently visited by the public compared to The Coffee Bean & Tea Leaf coffee shop on the order of two and Excelso coffee shop in third.
2. The results of ranking websites using Majestic SEO, the most popular Starbucks coffee shop website used by consumers via the internet because the number of important elements in the Majestic SEO indicator that must be owned by popular website criteria has the highest value when compared to the value obtained Excelso website and The Coffee Bean & Tea Leaf website.
3. Based on the average rating given by respondents, the first rank of Starbucks coffee shop has the highest rating on the variables of Usability, Information quality, Interction Quality, and Overall Impression. The second rank is occupied by Excelso which gets a higher average rating than The Coffee Bean & Tea Leaf on three variables, namely Usability, Interction Quality, and Overall Impression. The third place is the coffee shop The Coffee Bean & Tea Leaf.

Coffee shop companies must be able to retain their customers by increase the level of convenience, benefits, and increase consumer confidence by creating new and interesting innovations, so as to set strategies to increase interest in accessing coffee shop websites. With this consistency the company can get new customers and keep their old customers from turning to other coffee shops to meet their needs. Similar research needs to be done by taking more respondents. The dimensions that exist in WebQual are only one method in measuring the quality of a website. Therefore, for further research to expand the scope of the research area and in the context of this research, it is also necessary to try other methods of measuring website quality such as ISO 25010.

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