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Usability Factors as Antecedent and Consequence on Business Strategy and SERVQUAL: Nielsen & Mack Approach

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Abstract: The usability elements above can be used to support tourism business development, which is following the usability elements in the basic concept of User Experience. The use of qualitative methods is used to provide a detailed and detailed formulation of the value of each component in usability. In the end, the application of this study at the same time offers a study formulation on the user experience of the OYO application in Indonesia through the usability approach by Mack & Nielsen, (1995). Researchers determine the respondent by distributing questionnaires, the total population of consumers who use the OYO application. By using slovin formula as the respondent determinant, we obtained a full sample of 120 respondent. The results of this study state all hypothesis include direct and indirect effect have a positive and significant effect on dependent variables (business strategy and SERVQUAL). Usability is how certain users can use a product to achieve specific goals effectively, efficiently, and satisfy users. In general terms, usability is an attribute of quality used to evaluate how easy an interface is to use. User Experience is the perception and response of the user as a reaction to the use of a product, system, or service.

Keywords: Business Strategy, SERVQUAL, Usability, Digital Marketing, Management Information System

JEL Classification Code: Mo, Mo1, M11

1. INTRODUCTION

The tourism industry is overgrowing in Indonesia. This can be seen from its performance which always increases every year—the number of foreign tourists who choose Indonesia as a tourist destination. Reporting to Databoks, foreign tourists visiting Indonesia in 2017 reached 14.1 million people, and in the January to July 2018 period, it reached 9.06 million, an increase of 12.92% compared to the previous year period. In addition, a survey from the Picodi Analysis Team in 2019 stated that 86% of Indonesians prefer to travel domestically. This triggers the country's foreign exchange earnings from the tourism sector. In 2017, the country's foreign exchange earnings in the tourism sector reached US\$ 13.1 billion and increased significantly to US\$ 16.4 billion in 2018. The increasing tourism industry in Indonesia is also due to the hospitality industry's contribution or lodging services, which is growing.

Nida Rooms was the first VHO to enter Indonesia in 2015. Foreign VHOs began to expand into Indonesia, such as RedDoorz, OYO, ZenRooms, and VHOs created by Indonesian children as Airy Indonesia. However, some of these VHOs have started to close their businesses, such as Nida Rooms and Airy Indonesia, which have stopped their budget hotel business in Indonesia because their revenue continues to decline. As for ZenRooms, which currently still survives but has lost to compete with RedDoorz and OYO as newcomer VHOs. Red-Doorz and OYO are now VHOs in Indonesia that compete with each other. To find out the popularity and views of consumers in Indonesia on Virtual Hotel Operators, Daily Social, in collaboration with JakPat (an online survey application), surveyed



smartphone users in Indonesia to find out the relationship to these services. There are at least 1005 respondents who took part in the survey (Nugroho & Hati, 2020). The thesis begins by knowing the tendency of users when they want to rent an inn; as many as 65.77% have used an application or web aggregation service, 41% went directly to hotels to rent, 18.81% by telephone, 17.31% through travel agents (offline). From the various Virtual Hotel Operators (VHO) mentioned above, the author chose OYO to be the object of research because these objects are currently competing in Indonesia. At the close of 2019, RedDoorz became the number one mobile application for Indonesian tourists. RedDoorz is also ranked first in both the Google Play Store and Apple App Store as the most famous hotel booking application in Indonesia.

The RedDoorz application is ranked in the top three in the Travel and Tech category. The most downloaded application in Indonesia and OYO is ranked sixth as the most popular and most downloaded application in Indonesia (Jelfani, 2021). RedDoorz and OYO are present as VHOs by providing practical solutions to problems through low-cost hotel chains and not reducing visitors' quality and hotel facilities. In the competition for a business, especially VHOs such as RedDoorz and OYO, it is imperative if consumers always remember the company owned by the VHO actors because it can maintain consumer loyalty and make consumers always use the VHO services. In a survey from Jakpat, RedDoorz is ranked first as a brand that respondents spontaneously mention in the travel segment in Indonesia with a percentage of 14%, and OYO is ranked third with a rate of 9%. It can be concluded from the results of the survey above that RedDoorz and OYO are the most popular Virtual Hotel Operators (VHO) in Indonesia. In addition, RedDoorz and OYO compete with each other in seizing the hotel business in Indonesia. Currently, RedDoorz has 13,600 rooms spread across 30 cities in Indonesia and has managed 30 properties. OYO has operated in 720 budget hotels with 20,000 spaces spread across Java, Bali, Sumatra, Sulawesi, and Kalimantan (Petriella, 2019). According to Pressman (2014), Usability is the level of application interface capabilities that can be used to simplify the user's life. The application's usability is assessed from how easy the application is to operate, learn, and satisfy users using the application system. The trend of using applications on smartphones is overgrowing because many smartphone users accompany it.

The Indonesian Internet Service Providers Association (APJII) survey shows that Indonesian people more often use smartphones, with a percentage of 93.9%, where each smartphone increases mobile applications (Merdika et al., 2019). Based on a survey from App Annie, "2017 Retrospective: A Monumental Year for the App Monumental is said that Indonesia is the country with the most active users of mobile applications in the world. The length of time users use mobile applications is almost 4 hours a day (Ramadhan, 2018). Therefore, this study uses Application Usability as a variable because currently, many Indonesian people use smartphone applications when traveling. After all, the process is fast and can be done anywhere. The growth of transactions in applications is increasing every year, making business-people, especially VHOs such as RedDoorz and OYO, have to pay attention to their applications' quality to satisfy users. RedDoorz and OYO mutually create innovative technologies in their applications to offer convenience for users and create the loyalty of these users or consumers to use the application services again. The OYO application also creates technology in its application using the Manchise (Management Franchise) concept. The Franchise concept makes hotel owners not need to advertise and make hotel management because OYO will do everything. The OYO application held by the hotel owner can be used to monitor operational and financial activities at the hotel directly, and the hotel owner instantly gets reviews from visitors. The Franchise concept can also make OYO applications have a faster and more precise level of communication. Based on data obtained from OYO, the application with the Franchise concept can reduce questions by 60% from guests (Petriella, 2019). OYO is a low-cost hospitality service network originating from India that entered Indonesia in October 2018. OYO has achieved the ambition of expanding to 100 cities throughout Indonesia in the second half of 2019. To attract audiences from competitors, OYO must have a strategy. Effective marketing communications build new audiences but retain existing audiences. The usability elements above can be used to support tourism business development, which is following the usability elements in the basic concept of User Experience. The use of qualitative methods is used to provide a detailed and detailed formulation of the value of each component in usability. In the end, the application of this study at the

same time offers a study formulation on the user experience of the OYO application in Indonesia through the usability approach by Mack & Nielsen, (1995).

2. Literature Review

2.1. Digital Marketing Concept

The birth of Web 2.0 makes the business world no longer the monopoly of large companies with substantial capital. George W. Bush's high-budget, low impact concept of "War on Terrorism" was defeated by Barack Obama's "Change" concept, which approaches and invites prospective voters to be encouraged to make changes for their country (Kotler et al., 2016). In digital marketing, Obama's concept is undoubtedly an attraction. From Obama's concept, there is an impression that he puts himself in the same position as his prospective voters, namely people who want change for their country. According to (Mekawie & Hany, 2019), Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, Adwords, or social networks. The presence of digital marketing is due to advances in technological developments with Web 2.0 coupled with mobile technology. Quoted from the book by Laudon & Laudon, (2015), wherewith mobile technology, everyone who has an internet network can get accurate information in just a hand. When marketers and customers are on the same line, both can reach each other, customer satisfaction with service can be fulfilled because customers must be served horizontally (Juntunen et al., 2020; Rapaccini et al., 2020). This is because customers demand the same benefit from the same brand. If there is a difference in service, customers may leave the brand. According to (Asmara et al., 2019; Dwivedi et al., 2020; Merdika et al., 2019), digital marketing can help marketers improve marketing performance and profits. Digital channels offer opportunities for cost efficiencies to build relationships with consumers and increase customer loyalty (Konya-Baumbach et al., 2019).

2.2. SERVQUAL

According to Pabedinskaitė & Akstinaitė (2014), service is an action taken to meet the needs of other people (consumers, customers, guests, clients, patients, passengers, etc.) whose level of satisfaction can only be felt by those who serve and those who are served. According to Wyckoff in Nursya' Bani Pumama, service is defined as the level of perfection expected and control over that perfection to meet consumer desires. Meanwhile, Kotler in Taufiq Amir defines service as any action or activity offered by one party to another which is essentially intangible. And does not result in any ownership. From the definition above, it can be seen that service can be concluded as an invisible activity whose purpose is to meet the needs and desires of consumers. There are five main dimensions of service quality of Parasuraman, which is famous for the SERVQUAL concept: Reliability, namely: the company's ability to provide reliable and accurate services (Haming et al., 2019; Parasuraman et al., 1985; Putra et al., 2019). Reliability sub-indicators include fulfilling promises as promised, resolving consumer problems, and completing services on time. Responsiveness, namely the company's ability to provide Respond to consumer needs quickly and responsively. Responsiveness sub-indicators include: providing services rapidly, providing services in the right way, being ready to assist. Assurance is the company's ability to assure customers if the company can provide good service. The sub-indicators include: The behavior of officers is convincing, and consumers feel safe in transactions. Empathy is the company's ability to pay attention to its customers personally. The sub-indicators include Hotel attention to patients, Personal awareness of officers to consumers, and understanding of consumer needs. Tangible is a tangible aspect that can be seen and touched in buildings, facilities, and employees' appearance. The sub-indicators include: Having modern equipment, having attractive physical facilities, and having a neat appearance in Hotel Officers (Quintana-Déniz et al., 2007; Tian & Wang, 2017; Zhu et al., 2018).

2.3. Hypothesis Development

Sustained competitive advantage has been a significant research theme in strategic management even since the 1960s (See. Agarwal & Goodstadt, 1997; Brouthers & Brouthers, 1997; Roberts, 1998; Annarelli et al., 2020; Liu et al., 2019). The framework used to achieve sustainable competitive advantage is to carry out strategies that maximize internal strength by exploiting opportunities in the external environment, neutralizing threats from the external environment, and minimizing internal weaknesses in the company. Most researches on management strategies focus on opportunities, threats, strengths and weaknesses, and the compatibility between the four. However, most studies emphasize analyzing opportunities and risks of the external environment rather than internal company analysis (Leigh, 2010; Putra et al., 2019). The popular concept used is the five force model from Porter & Advantage (1985). Porter's theory emphasizes that the company's opportunities will be higher, and the threats will be reduced if the company is an attractive industry. There are two main assumptions used in this concept: first, the resources owned or strategies carried out by the company in a trade or a strategic group are homogeneous. Second, the resources used to implement the strategy have high mobility. With the versatility of resources, heterogeneity of support will not last long because these resources will be readily obtained and owned by other companies in one industry or strategic group. Business strategy is an essential point in wading through competition and even innovation itself, including procedures in increasing competition.

Elrehail (2018), in his study with the competitive advantage theory approach and the RBV, shows the results that there is a positive and significant relationship between entrepreneurship, innovation, and business strategy. Strengthened by Kubíčková et al. (2014) This states that there is a meaningful relationship between entrepreneurship on the application of innovation and performance. More complex in studies than Kubíčková, Votoupalová, & Toullová, (2014). It is emphasized that business strategy is the company's efforts to take policies and guidelines with integrated commitments and actions and are designed to build excellence in business competition to meet and achieve business goals. Lorenzo et al. (2018) stated that managerial capability is an essential aspect of the organization in business strategy. (Lorenzo et al., 2018) also said indicators rather than managerial accessibility include the ability of a businessman to have a clear business vision, the ability of a businessman to establish excellent communication with his customers, and the ability of a businessman to achieve a predetermined target. Added by (Lorenzo et al., 2018), this reveals that business strategy means prioritizing the quality of products and services through a balance and suitability between the products offered and the products provided to consumers. Lorenzo et al. (2018) Also stressed the importance of using technology to facilitate consumers in the ordering and payment process is the right step to start a competitive business strategy. Excellent service and fast and responsive to every customer complaint are crucial to building an adequate business strategy. About the RBV, Lorenzo et al. (2018) Provide a statement that the ability of business organizations represented by capable employees in using technology and understanding business rules is a valuable asset to increase competition.

3. Research Method and Materials

3.1. Samples Criteria

The population of this research is the consumers of the Grand Celino Hotel Makassar who stay at the Grand Celino Hotel and have used the OYO Application. Researchers determine the consumers of Grand Celino Hotel Makassar by distributing questionnaires with various questions about the object of research. From December 2020 – April 2021, the total population of consumers who use the OYO application staying at the Grand Celino Hotel is 587. By using slovin as the respondent determinant, we obtained a full sample of 120 people.

3.2. Measurement

The data collection method uses a survey of respondents who use the OYO application on research. OYO application collaboration variables use the usability model approach by Nielsen & Tahir (2001), e.g., learnability (e.g., interface, easy to use, user experience, user testing), efficiency (e.g., social media marketing, content marketing, Search engine optimization, affiliate marketing). Memorability (e.g., Visibility of system status, Match between system and the real world, User control and freedom, consistency, and standards). Errors (prevention, up to date, Recognition, Flexibility, and efficiency of use), Satisfaction (e.g., Aesthetic and minimalist design, Help users recognize, diagnose, and recover from errors, Help, and documentation, Recommended apps). Variables of service quality with the SERVQUAL approach include: tangible (e.g., Has modern equipment, Hotel staff has a neat appearance). Empathy (e.g., hotel attention to customers, hotel attention to patients). Assurance (e.g., convincing hotel staff behavior, consumers feel safe in transactions, hotel staff is polite in serving consumers). Responsiveness (e.g., provide services quickly, appropriately offer services, ready to assist) (Haming et al., 2019; Parasuraman et al., 1985). Business Strategy (e.g., Company Has a clear business mission vision. The ability to establish excellent communication with customers. Ability to reach the specified target. Conformity between the products offered and the products provided to consumers—utilization of technology to facilitate consumers in the process of ordering and payment of goods purchased. Excellent service, friendly and responsive to every customer complaint) (Ahmad et al., 2020).

This study approach uses quantitative analysis methods, namely PLS-SEM. We use the PLS approach considering the conceptual in this study is the testing phase of the modification of several research models. The results of the development of the model can provide value descriptions and interpretations. Another reason for the use of PLS in this study is that the normality test is not expected. The Kolmogorov-Smirnov approach. ($\eta > 0.5$) While the test normality test, this study is $0.01 < 0.5$. The scale of measurement of variables using the Likert scale (1= Strongly Disagree – 5 = Strongly agree). Analysis of software use Smartpls 3.0. Criteria for measuring variables and constructs are based on conditions such as AVE value > 0.50 (Fornell & Larcker, 1981; Joseph F. Hair et al., 2014). Value of Composite Reliability (CR > 0.6) (Chin, 1998). Cronbach alpha value > 0.5 , R-square, F-Square, and measurement of loading factors as the main formers of the variable (Chin, 1998).

4. Results and Discussion

4.1. Statistical Result

The results are shown in table 1 state that the entire value of the outer loading indicator on the variable is > 0.60 . For example, the dominant assurance variable is formed by the item (Assurance.3 = 0.833). The dominant Business Strategy variable is formed by the item (Business.6 = 0.854). The dominant efficiency variable is included by the item (Effect.3 = 0.888). The dominant empathy variable is formed by the item (Empathy.1 = 0.828). The prevalent Errors variable is formed by items (Error.4 = 0.817). The dominant memorability variable was included by items (Memo.2 = 0.907). The dominant responsiveness variable was formed by the item (Responsiveness.3 = 0.868). The dominant satisfaction variable is included by the item (Satisfaction.3 = 0.894). The dominant Tangible variable is formed by the item (Tangible.1 = 0.826).

Table 1: Outer Loadings

	BS	Effect	Errors	Learn	Memo	SERV	Satisf
Assurance.1						0,747	
Assurance.2						0,784	
Assurance.3						0,833	
Assurance.4						0,829	
Assurance.5						0,830	
Business.1	0,694						
Business.2	0,678						



	BS	Effect	Errors	Learn	Memo	SERV	Satisf
Business.3	0,760						
Business.4	0,839						
Business.5	0,835						
Business.6	0,854						
Effec.1		0,759					
Effec.2		0,845					
Effec.3		0,888					
Effec.4		0,756					
Emphaty.1						0,828	
Emphaty.2						0,747	
Emphaty.3						0,818	
Error.1			0,808				
Error.2			0,774				
Error.3			0,813				
Error.4			0,817				
Learn.1				0,784			
Learn.2				0,715			
Learn.3				0,829			
Learn.4				0,795			
Memo.1					0,828		
Memo.2					0,907		
Memo.3					0,759		
Memo.4					0,811		
Responsiveness.1						0,871	
Responsiveness.2						0,840	
Responsiveness.3						0,868	
Satisfaction.1							0,854
Satisfaction.2							0,827
Satisfaction.3							0,894
Satisfaction.4							0,865
Satisfaction.5							0,849
Tangible.1						0,826	
Tangible.2						0,747	
Tangible.3						0,657	

R-squared is a number that ranges from 0 to 1, which indicates the magnitude of the combination of independent variables that together affect the value of the dependent variable. The closer to number one, the model issued by the regression will be better. The results are shown in Table 2 confirm the R-square coefficient of the business strategy variable (0.729 or 72.9%). SERVQUAL (0.771 or 77.1%) and satisfaction (0.560 or 56%).

Table 2: R-Square

	R Square	R Square Adjusted
Business Strategy	0,729	0,722
SERVQUAL	0,771	0,768
Satisfaction	0,560	0,548

This meaning of the f-square coefficient value of 0.02 is considered to have an effect-size = small, the f-square coefficient = 0.15 is deemed to have an effect-size = moderate, and the f-square coefficient value of 0.35 is interpreted to have an effect-size = big. Values less than 0.02 can be ignored or considered no effect (Sarstedt et al., 2017). In table 3, the f-square test can be interpreted that Business strategy has a significant impact on SERVQUAL and Satisfaction. Efficiency has a large effect on business strategy but has a moderate effect on satisfaction. The error variable has a negligible effect on business strategy but has a significant size effect on happiness. The learnability variable has no effect

size on business strategy. Variable memorability has a moderate impact on business strategy but has a high effect size on satisfaction. Furthermore, variable satisfaction has an average effect on SERVQUAL.

Table 3: f-Square

	BS	Effec	Errors	Learn	Memo	SERV	Satis
Business Strategy						0,911	0,035
Efficiency	0,221						0,022
Errors	0,025						0,073
Learnability	0,000						
Memorability	0,110						0,044
SERVQUAL							
Satisfaction						0,286	

The AVE value measures the variance that the construct can capture compared to the variance caused by measurement errors. The AVE value must be greater (> 0.5). This value indicates internal consistency, namely a high composite reliability value indicating each indicator's consistency value in measuring the construct. Expected CR value > 0.7 . The demonstration results shown in Table 4 show that the construct validity and reliability tests are valid and reliable.

Table 4: Construct Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Business Strategy	0,844	0,888	0,874	0,542
Efficiency	0,828	0,836	0,887	0,662
Errors	0,817	0,821	0,879	0,645
Learnability	0,788	0,798	0,863	0,612
Memorability	0,846	0,866	0,897	0,685
SERVQUAL	0,957	0,961	0,962	0,646
Satisfaction	0,823	0,882	0,882	0,616

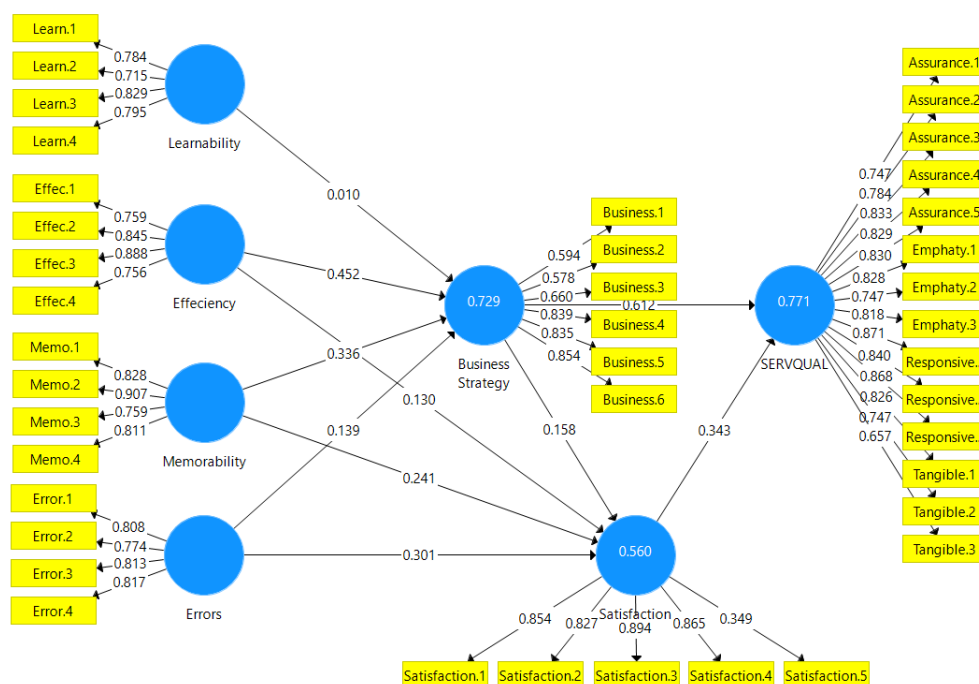


Figure 1: PLS Structural Equation Modeling Result

The results shown in Table 5 provide an explanation that the direct relationship between the dependent variable and the independent variable as a whole has a positive and significant effect on the dependent variable. In a direct relationship, the business strategy variable has a positive and significant effect on SERVQUAL ($t = 8.605$, sig. value < 0.01) also has a positive and significant effect on satisfaction ($t = 3.175$, sig = $0.030 < 0.05$). Efficiency has a positive and significant effect on business strategy ($t = 5.367$, sig < 0.01) also has a positive and significant effect on satisfaction ($t = 3.063$, sig < 0.01). Variable error has a positive and significant effect on business strategy ($t = 2.856$ sig = $0.024 < 0.05$) also has a positive and significant effect on satisfaction ($t = 2.285$, sig = $0.023 < 0.05$). The learnability variable has a positive and significant effect on business strategy ($t = 3.097$ sig = $0.013 < 0.05$). Memorability variable has a positive and significant effect on business strategy ($t = 3.794$ sig < 0.01) also has a positive and significant effect on satisfaction ($t = 2.629$ sig = $0.09 < 0.05$). The satisfaction variable has a positive and significant effect on SERVQUAL ($t = 4.784$ sig < 0.01).

Furthermore, in the indirect relationship, the dependent variables include errors, efficiency, business strategy, memorability, and efficiency. And learnability variables all have a positive and significant effect on the dependent variable with a significance level of < 0.05 . In the indirect relationship, the most significant impact can be seen in the relationship between variables which explains the role of the efficiency variable on SERVQUAL by making the business strategy variable an intervening variable.

Table 5: Direct and Indirect Effect

	Sample Mean	Standard Deviation	T-Stat	P Value
Business Strategy → SERVQUAL	0,606	0,071	8,605	0,000
Business Strategy → Satisfaction	0,758	0,035	3,175	0,030
Efficiency → Business Strategy	0,445	0,084	5,367	0,000
Efficiency → Satisfaction	0,637	0,022	3,063	0,000
Errors → Business Strategy	0,739	0,055	2,856	0,024
Errors → Satisfaction	0,296	0,132	2,285	0,023
Learnability → Business Strategy	0,625	0,205	3,097	0,013
Memorability → Business Strategy	0,329	0,089	3,794	0,000
Memorability → Satisfaction	0,245	0,092	2,629	0,009
Satisfaction → SERVQUAL	0,351	0,072	4,784	0,000
	Sample Mean	Standard Deviation	T-Stat	P Value
Errors → Business Strategy → Satisfaction → SERVQUAL	0,708	0,009	2,877	0,001
Efficiency → Business Strategy → SERVQUAL	0,270	0,062	4,468	0,000
Business Strategy → Satisfaction → SERVQUAL	0,653	0,046	1,977	0,040
Learnability → Business Strategy → Satisfaction → SERVQUAL	0,702	0,008	2,568	0,006
Memorability → Business Strategy → SERVQUAL	0,199	0,059	3,511	0,000
Errors → Satisfaction → SERVQUAL	0,100	0,042	2,439	0,015
Efficiency → Satisfaction → SERVQUAL	0,453	0,050	2,898	0,020
Learnability → Business Strategy → Satisfaction	0,807	0,024	3,066	0,000
Learnability → Business Strategy → SERVQUAL	0,016	0,063	0,098	0,922
Memorability → Business Strategy → Satisfaction → SERVQUAL	0,016	0,015	1,188	0,235
Errors → Business Strategy → SERVQUAL	0,084	0,045	1,873	0,062

4.2. Discussion

A company must meet to be successful in competition to try to create and retain customers. Customer satisfaction will have an impact on customer loyalty. Loyalty is a customer's commitment to a company, brand, or supplier based on a positive attitude reflected in the form of purchases or repeated transactions consistently. Loyalty and willingness to carry out transactions continuously with the same

company can occur if consumers are satisfied with the company's performance. Ignoring customers is a disaster for the company; we better focus on finding and getting back dissatisfied customers. Financing to bring back a lost customer is costly. Customer satisfaction is a feeling of pleasure or disappointment from customers comparing product performance and expectations. Customer satisfaction in sharia marketing is in the form of conformity between product performance and customer expectations materially and congruence between product performance and customer expectations spiritually. Satisfied customers will repurchase the product or recommend the product to others to form consumer loyalty. Loyalty and willingness of consumers to conduct transactions continuously with the same company can occur if consumers are satisfied with the performance of the Company. The purpose of a business venture is to create happy customers. The creation of customer satisfaction can provide benefits, including harmonious relationships between companies and consumers, providing a reasonable basis for repeat purchases, and building customer loyalty. It will make a word-of-mouth recommendation that benefits the company.

In the concept of modern business strategy, business success to support customer satisfaction must rely on aspects of customer orientation. Therefore, the realization of a business strategy should maximize the potential of the company's resources. For example, tangible resources are anything available in a company that can be physically observed (touched), such as buildings and money. Intangible resources (intangible) Intangible resources can not be connected but are mostly done by employees in the organization. The resources available in the organization arise due to the organization's interaction with its environment. To analyze the strength and capability of the company's resources, aspects that need attention include, for example, skills or expertise. Provides strength in knowledge, excellent service, unique advertising. These skills and expertise need to be protected by the company so that competitors do not easily imitate them. Valuable physical assets include production facilities with good equipment, extensive distribution facilities, networks and information systems, organizational system values, and knowledge skills-based technical systems. Human resource assets Include, among others, experienced and capable workers, talented workers in critical areas, energetic and highly motivated workers. In this context, it is necessary to pay attention to whether the company provides adequate opportunities for employees to improve their capabilities. Valuable organizational assets A quality control system, a capable technology system, this corporate asset is fundamental because it relates to the company's speed in identifying problems that have been and will be faced to take the right and fast decisions then. Competitive Capability includes, among others, the company's ability to launch new products in a relatively short time, strong partnerships with key suppliers, and most importantly, respond to changes in market conditions, and a well-trained ability to serve customers.

Alliances and Collaborative cooperation partnerships with suppliers and marketers can strengthen a company's competitiveness. The company's relationship with suppliers and marketers is strategic because a good and mutually beneficial partnership will create a competitive advantage. Usability is a term that indicates the ease with which humans can use a tool or other manufactured object to achieve specific goals. Usability can also refer to the usability measurement method and study the principles behind an object's perceived efficiency and flexibility. In human-computer interaction and computer science, usability usually refers to the flexibility and clarity of interaction with the resulting design of a computer program or website. This term is also often used in the context of consumer electronics products or in the field of communication, as well as objects of knowledge transfer. Usability can also refer to the efficient design of a mechanical object.

Usability is how certain users can use a product to achieve specific goals effectively, efficiently, and satisfy users. In general terms, usability is an attribute of quality used to evaluate how easy an interface is to use. User Experience (UX) is the perception and response of the user as a reaction to the use of a product, system, or service. User Experience is how users feel pleasure and satisfaction from using a product, seeing, or holding the product. A designer can not design UX, but a designer can create a product that can produce UX. In Usability several criteria must be met, namely first, effectiveness, namely the product that is made must be used to do specific tasks. Or it can be said how good a product is at doing the job that must be done. Second, efficiency is related to how quickly the user can reach the goal when using the product. Third, safety includes preventing users from dangerous situations and

unexpected situations. So users feel safe when using the product, and there is also prevention of users from dangerous things. Fourth, utility is related to the extent to which the product can provide good functions so that users can do what they need or want to do—fifth, learnability or the level of ease to learn a product before use. Users should not spend a lot of time learning about a product to use. The sixth is memorability, where the purpose of usability means that once a user has studied a consequence, they will remember how to use it. Generally, UX consists of three characteristics: the user involved, how the user interacts with a product or a system, and what experience the user feels is interesting, observable, and measurable. Usability is seen as the extent to which a task is easily carried out by a product, the minimum possible steps taken to achieve specific goals through development, and how users do a job with the product. In comparison, the UX emphasizes how users feel when using the product, how the product can evoke the emotional feelings of the user, and how a product can increase the value of the task being done.

5. Conclusion

To develop a business, an entrepreneur needs to have a good strategy. Business development strategies are not only for large-scale companies but also for small-scale companies. However, to impact, a strategy based on comprehensive analysis and predictions must be implemented by various elements within the company. Business strategy is a series of decisions and actions made by top management implemented throughout the organizational structure implemented into activities and businesses to seek optimal profits by providing goods and services needed for the economic system. Business strategy can also be interpreted as a strategy oriented to management activities, such as marketing strategy, production or operational strategy, distribution strategy, etc.

In developing a product such as physical goods, websites, software, hardware, and mobile devices, it is necessary to pay attention to user satisfaction, user preference, user understanding of the product, and usability. In the past, products had to have good functions and had good designs to satisfy users. But it is not enough at this time because users need a pleasant experience when using the product. In designing the interaction of a product, generally, only pay attention to the user interface or appearance of a product. And the emphasis on developing an interface has more to do with the Usability of a product. Is the interface of a product easy to use? Is it easy to learn? Then now comes the term User Experience. As long as the product's appearance is attractive, it can be said that the user experience is good. If the product features to meets the user's wishes, it is concluded that it has a good user experience. Is there a difference between Usability and User Experience or between Usability and User Experience have the same meaning. Usability testing is one way to determine whether the user can easily use the application, how efficiently and effectively an application can help the user achieve its goals and whether the user is satisfied with the application used. Usability testing is different from User Testing, although both methods test an application, whether based on desktop, website, or mobile. User Testing aims to find out whether the application made is following the user's needs, while the purpose of Usability Testing is to find out whether the application created can be used by the user. To perform User Testing, an application that has been made is needed. Usability testing needs to be done to find out in advance the possible obstacles to using the user's application. It should always be remembered; we are not necessarily the users of the application created. So it is necessary to test first on real users to get feedback. The design team and application developers can identify issues that may arise when using the application and fix them immediately. Usability is related to the quality of the experience felt by the user when using the application, either in the form of equipment or web-based, desktop-based, or mobile-based applications. Usability includes several factors: intuitive design, ease of learning, practical use, ease of remembering, error rate, and subjective satisfaction level.

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