

Investigating the Low Conversion Rate Through User Experience Analysis: A Case of Telecommunication Company Website

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Abstract

Currently, XYZ corporate website faces a problem where the increasing number of visitors does not linearly appear with conversion rate (CR) to purchase the services. Various marketing and advertising strategies have been carried out to overcome this problem but have not found an answer. The present research analyzes the low CR from a User Experience (UX) point of view. The research covers the acceptance scale based on the User Experience Questionnaire (UEQ) benchmark on the corporate website, finds out the differences for each category of age, gender, and customer position, and develops new strategies that can be proposed on the journey in website to improve the quality of customer experience based on a theoretical approach. UEQ will be used in this research to see if the product's user experience is high enough to meet users' general expectations. Under the UEQ, the questionnaire was designed using a 7-point Likert scale. The comparison results of benchmarks against other interactive digital platforms that have gone through UEQ testing in previous studies found that only the Novelty factor is at a good level, and the rest is only above average. Furthermore, age was the only demographic factor affecting the participants' UEQ acceptance scale. There is no significant difference between gender and position in the company.

Keywords

Conversion Rate, Customer Profiling, Website, User Experience, UEQ.

1. Introduction

The digital transformation process is currently being intensively carried out by many companies, especially large companies to be able to continue to survive. This is due to changes in the behavior of customers and consumers who are also switching to digital services. Boston Consulting Group (BCG) research shows that 70% of digital

transformations fail to achieve their goals, often with profound financial consequences. XYZ corporate as the object in this thesis is one of the companies that carry out digital transformation. One of the company's commitments is shown through the implementation of Business to Business (B2B) services through their website called ME. ME is one of the digital transformation projects in XYZ B2B business. Before the pandemic, many purchases and after-sales services were done manually through Account Manager (AM) assisted. During the pandemic, the demand for corporate services is currently increasing because many companies need connectivity services. The manual process previously performed could not cope with the number of incoming requests. Therefore, ME was built to address this gap. ME exists as a digital platform where customers can make their own pre-sales, on-sales, and after-sales journeys (self-service).

Several steps have been taken in accordance with management directives as a form of commitment to the success of ME. On the internal side, to increase the awareness of existing customers about ME, the management decided that the sales strategy team's target includes the number of companies registering in ME. Another strategy used is blasting existing customers via email, WhatsApp (WA), and Short Message Service (SMS) containing ME awareness content. The acquisition of new customers is also carried out by conducting paid ads campaigns and content management through XYZ enterprise social media accounts. Some of these steps are very effective in increasing user traffic on the ME website. However, the problem is that the increasing number of visitors is not followed by an increase in the number of transactions. For example, in December 2021, the Brand Communication team tried to use a paid digital marketing strategy. This strategy was successful in increasing monthly traffic from 4,767 to 46,854 but the number of transactions decreased from 269 to 239. This means that the conversion rate dropped drastically from 1.49% to 0.12%. Currently, sales through this channel are the attention of management. Management believes that the analysis needs to be re-focused on how to increase the conversion rate (CR) of customers who visit ME to make a purchase. Several advertising and marketing strategies through A/B testing of target audiences and key visuals have been carried out to increase CR, but have not succeeded in increasing CR. Therefore, management sees that the low CR is due to the purchase journey that is still not comfortable for customers.

1.1 Objectives

In more detail, the research objectives in this thesis are

- (1) Conduct an analysis related to the level of user experience on the ME website based on the UEQ benchmark according to customers which includes the acceptance scale on attractiveness, efficiency, perspicuity, dependability, stimulation, novelty factors.
- (2) Conduct an analysis related to differences in user experience levels on the ME website for each age, gender, and customer position category which includes the acceptance scale on attractiveness, efficiency, perspicuity, dependability, stimulation, novelty factors.
- (3) Develop new strategies that can be proposed on the journey in ME to improve the quality of customer experience. The problem identified in this thesis is from the various efforts made to increase transactions, with the increase in the number of visitors, it is not followed by an increase in the number of transactions.

The discussion of the CR enhancement strategy in this thesis will be limited to several points in this sub-chapter (1) The analysis to determine the CR improvement strategy will be limited from a UX point of view only; (2) The analysis to determine the level of user experience on ME will only be limited based on the six factors contained in the UEQ which include attractiveness, efficiency, perspicuity, dependability, stimulation, novelty; (3) In this study the proposed strategy will be based on the existing theoretical approach from the references used.

This thesis does not discuss the proof of strategy against increasing CR because it requires a redesign process on UIX followed by a development process both on the front end and back end of ME

2. Literature Review

Research conducted by Murkey (2021) shows that a good user experience for end users can increase the likelihood of conversion rates across products. Furthermore, optimizing the user experience on the website will not only help to get a good conversion rate, but will also build an online brand presence, build trust in the brand, and ensure a level of user-friendliness of the website for easy access to services. Based on this background, the authors carried out this research. In this study the author will evaluate the low CR through user experience (UX) analysis.

XYZ enterprise through the User Interface / User Experience (UIX) team has conducted several research to improve CR performance through improvising customer journeys. The research method used is to perform Usability Testing (UT). Usability testing is done by giving participants a task to make a purchase journey and then asking for opinions and input at the end of the task. However, UT is actually more focused on finding some concrete areas for improvement in the user interface of a website such as the color of buttons or editors on the web (Kushendriawan, et al., 2021). There has never been research that can show according to the benchmark whether in general the UX on ME has been on a good level of customer experience.

Therefore, in this study the authors conducted a UX analysis using a quantitative method with the User Experience Questionnaire (UEQ). The results of the UEQ evaluation are expected to show the general level of user experience based on the UEQ benchmark (Schrepp, et al., 2014). There are 6 factors in the UEQ framework, namely Attractiveness, Efficiency, Perspicuity, Dependability, Stimulation, Novelty (Schrepp, et al., 2008). Furthermore, this study will add questions about profiling including gender, age, and important respondent's position in the UEQ questionnaire series (Dezdar, 2012). This information is expected to be additional information for the UIX designer team to determine the design language to be used.

3. Methods

3.1. Research Instrumentation Preparation

The research instrumentation used is a questionnaire. At this stage, the author prepares the research instrumentation to be used, including:

- Questions to be asked in the questionnaire.
The questions that will be asked in the questionnaire will use the 26 question items in the UEQ.
- Media used for data acquisition.
The 26 questions will be written in a digital form via the Survey platform.
- Participants.
Participants in this study were corporate customers of XYZ corporate which included employees of XYZ customer companies and PICs from each of these companies. Questionnaire distribution method.

Digital forms will be distributed via SMS blast and E-mail blast channels.

The data collection instrument in this study used the User Experience Questionnaire. The following items from the User Experience Questionnaire are shown in. The questionnaire consists of 3 parts, namely respondent data, question items (UEQ), and open-ended questions. In the respondent's identity, the following data is needed:

1. Age: used to determine the age of the respondent, as well as to compare user experience according to age differences.
2. Gender: to find out the gender distribution of respondents, as well as to compare user experience according to gender differences.
3. Position in the company: to find out the distribution of respondents' positions, as well as to compare user experience according to differences in respondents' positions.
4. Company name: used to find out the user's company name.

Furthermore, the question section of the questionnaire uses 26 items from UEQ as shown in Table 3. 1, where each item is required to be filled in completely, the items in the questionnaire are based on the six factors that influence the user experience, namely attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. This questionnaire will refer to the UEQ manual (Schrepp, 2019), using a semantic differential questionnaire 1 to 7 with Indonesian language items. The third part of the questionnaire is the closing section which contains optional open-ended questions addressed to ME users regarding aspects that need improvement from the ME website.

3.2. Sampling

Respondents in this study were corporate customers of ME, while the sample was taken using random sampling method. According to Hartono (2008), random sampling is a sampling technique for data sources by providing an equal opportunity to be selected as a sample in the population obtained. Random sampling method will be used for the method of distributing questionnaires through SMS Blast and WA Blast channels. This study also uses a purposive

sampling technique, where the determination of the sample in the population is also based on certain judgments, where the data source, namely the respondent is considered to know what is expected (Crossman, 2020). The sampling technique is done by taking samples from the population with certain criteria. To obtain data regarding user perceptions of ME, it is necessary that people who have experience or have operated and used ME to be able to provide the information needed. Purposive sampling will be used for email blasts to customers who have already registered with ME. (Table 1)

Data analysis

After the validity and reliability have been tested, the next step is to process the data in stages. Each factor in the questionnaire has a scale, and the scale that has been determined in the questionnaire will be added up and averaged to determine the level of user experience for each factor.

3.3. Descriptive Analysis

The total score of a question will be used to calculate the average score of one question. The average score of an attribute will be calculated based on the average of all questions originating from a particular attribute. The mean score will then be used to calculate the attribute score by calculating the average score. The most negative answer is represented by -3, 0 is neutral, and +3 is the most positive answer. A scale value above +1 indicates a positive impression of the user regarding this scale, a value below -1 indicates a negative impression. Due to well-known response effects, such as extreme avoidance, the observed scale mean is generally in the -2 to +2 range. More extreme values are rarely observed, so values close to +2 represent very positive near-optimal impressions from participants.

3.4. Benchmark Analysis

UEQ provides a benchmarking tool containing data on 163 various product evaluations with UEQ (a total of 4818 participants in all evaluations). Benchmark classifies a product into 5 categories (Schrepp, 2010).

- a. Excellent: Within the 10% range of the best results.
- b. Good: 10% of results in the benchmark data set are better and 75% of results are worse.
- c. Above average: 25% of the results in the benchmark are better than the results for the same product g evaluated, 50% worse outcome.
- d. Below average: 50% of the results in the benchmark are better than the results for the evaluated product, 25% of the results are worse.
- e. Bad: In the 25% range of worst results.

3.5. Demographic Comparison (T-Test)

At this stage the researcher saw differences in user experience based on the demographics of respondents (ME users) in the form of age, gender, and job position on the results of data processing of the six factors using T-Test. This stage is carried out to find out if there are significant differences between the six factors contained in each user profile.

3.6. Recommendations

At this stage, based on the previous findings, strategies related to the six UEQ factors are drawn up, which ones need to be maintained or improved. The strategy will be based on best practice through existing theoretical approaches according to UEQ.

4. Data Collection

After obtaining approval from the tSurvey team, the digital form is ready for participants to access via a link. The link that has been created will then be shared via SMS blast as a method of distributing the questionnaire. Participants in this study were corporate customers of ME which included employees of XYZ's customer companies and PICs from each of these companies. The number of telephone numbers registered as employees of YXZ Enterprise corporate customers is 248,987. Along with this link, the XYZ Enterprise brand communication team will support in making an introductory editorial as brief information related to the survey and the link. A description for each section is given providing an explanation related to the research objectives to the participants. Data collection was carried out for 3 days starting from June 22, 2022, to June 24, 2022. Management allocated 50 thousand wallet balances for the 20 best participants to encourage their interest in filling out the questionnaire seriously. During the data collection, 329 respondents were obtained.

5. Results and Discussion

5.1 Data Pre-process

In the digital form, to match the capabilities of the Survey, the question items on the UEQ are scaled to 1 to 7. Therefore, when the response data is obtained, the answers of the participants are scaled from -3 to +3. If the participant chooses number 1 on the Likert scale from a question in the questionnaire, the question will be given a score of -3, otherwise if the participant answers 7, the question will be given a score of 3. is on the right (point 7). This is intended to maintain the consistency of participants' answers. So, for some of these questions, re-orders are also carried out to proceed to the next calculation.

5.2 Consistency Test

UEQ has relatively few questions, so it is suitable to be applied in digital formulars. However, digital formulas have the possibility that participants do not take the questions seriously. This is more often the case when participants receive a prize (e.g participation in a raffle) for filling out a questionnaire. A simple way to filter responses is to be based on items on a scale that measure the same quality factor. To detect answers that are more or less random or not serious, a simple heuristic is used. All items on the scale should measure similar aspects of UX quality. To detect random or non-serious answers, the difference between the best and worst evaluations of an item on a scale is calculated. If there is a large difference (>3) this is seen as an indicator of a problematic data pattern. In this study, if there is a difference of >3 between the best and worst items, the answers from these participants will be ignored. From the calculation results, there are 116 suspicious inconsistent data. The data is ignored so that only 213 data is used for the next process.

5.3 Validity and Reliability Test

The reliability test in this study aims to determine whether the questionnaire can be trusted as a data collection tool and is able to reveal actual information. This is done by looking at the results of Cronbach alpha (α) based on each factor. If the Cronbach alpha (α) value of each research variable is more than 0.6 then it is said to be reliable. From the test results, there is still a Cronbach alpha which is less than 0.6, therefore unreliable data related to the novelty variable must first be deleted so that all data can be reliable. After deleting 75 inconsistent data on the novelty factor, the research instrumentation was reliable for the remaining data.

The validity test conducted in this study aims to evaluate the statement items that measure the research variables in a questionnaire. The validity test in this study uses Pearson's product moment correlation, which means correlating each statement item with the total score of each question that is in one factor. If each statement reaches a score of more than 0.3 than the total score of the statement category, it is said to be valid. From the test results, the research instrumentation is valid for the remaining data.

5.4 Data analysis

The number of responses obtained from the results of distributing questionnaires through Survey and SMS Blast is 329. However, there are 191 data that have inconsistencies that affect the reliability and validity of the questionnaire. Therefore, the number used for further analysis remains 138. This number already exceeds the number recommended in the UEQ to obtain a stable measurement (Schrepp, et al., 2017). Table 1, Table 2, Table 3, shows the distribution of the number of participants by age, gender, and job category. In Table 3 job categories are divided into 2, namely position categories A and B. In this study, based on discussions with XYZ Enterprise management, category B was determined as a participant in charge of one or more teams. Examples of category B are team leaders, supervisors, managers, and owners. Meanwhile, examples of category A are participants with the positions of employee, driver,

executive, and so on. The method used to categorize participants' positions in the company is to do it manually because the participants' answers are short entries in a free format.

Table 1 Distribution of the Number of Participants by Age Category

Age	Participants	Percentage
< 30	18	13%
> 40	55	40%
30-40	65	47%
Total	138	100%

Table 2 Distribution of the Number of Participants by Gender

Gender	Participants	Percentage
Men	133	96%
Women	5	4%
Total	138	100%

Table 3 Distribution of Number of Participants by Category of Position

Position	Participants	Percentage
A	115	83%
B	23	17%
Total	138	100%

In this section, the average scale for each question and factor is calculated. In the descriptive statistical analysis of the research variables, the average value for each variable item or statement item on the questionnaire was used. Then give the meaning of the mean value based on the index value in Table 4, Table 5 shows the results of calculating the mean and variance for each factor. From table, it can be seen that there is no negative response for each variable measuring user experience. So, from these results for all factors it can be concluded that the user experience on ME is in the positive category for the Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty factors.

Table 4 Mean Rating Scale on the Questionnaire

Average	Notes
> 0.8	Positive Evaluation
-0.8 - 0.8	Neutral Evaluation
< -0.8	Negative Evaluation

Table 5 UEQ Scale Mean and Variance for each Factor

UEQ Scales (Mean and Variance)		
Attractiveness	1.364	2.93
Perspiciuity	1.371	2.77
Efficiency	1.313	2.88
Dependability	1.163	2.76
Stimulation	1.328	2.93
Novelty	1.377	2.19

When observed in Table 5, the factor that has the lowest scale mean is accuracy. From these results, the question items cannot be predicted/predicted to have a value of 0.5 which is in the neutral category.

5.5 Benchmark Analysis

Schrepp (2010) conducted a study to provide comparative data containing data on 163 evaluations of various products using the UEQ framework. In the study, there were a total of 4,818 participants. Benchmark classifies a product into 5 categories, namely Excellent (Very Good), Good (Good), Above Average (Above average), and Below Average (Below Average). Comparisons with benchmarks can be the first indicator of whether a new product provides sufficient UX to succeed in the marketplace. Comparing the UEQ calculation results with benchmarks allows conclusions about the relative strengths and weaknesses of the product. (Table 7) User expectations for UX in a platform generally increase over time. Based on benchmarks containing data from existing products, new products must achieve at least the good category across all factors (Schrepp, et al., 2017).

Table 6 Benchmark Table

Scale	Mean	Comparison Based on <i>Benchmark</i>
Attractiveness	1.36	<i>Above average</i>
Perspiciuity	1.37	<i>Above Average</i>
Efficiency	1.31	<i>Above Average</i>
Dependability	1.16	<i>Above Average</i>
Stimulation	1.33	<i>Above Average</i>
Novelty	1.38	<i>Good</i>

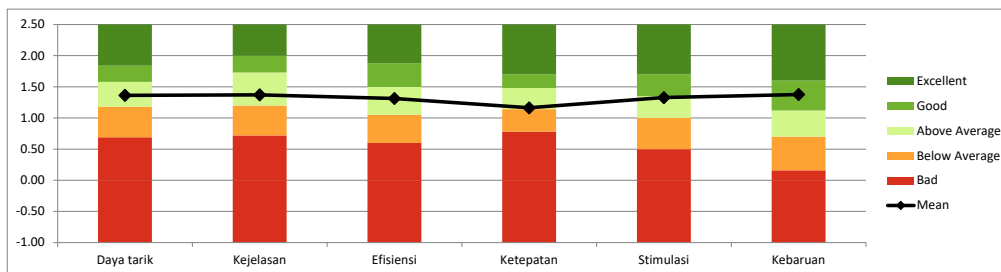


Figure 1 Benchmark Graph

Table 6 and Figure 1 show a comparison of the UEQ calculation results with benchmarks against other interactive digital platforms that have gone through UEQ testing in previous studies. From the results of this comparison, it is found that only the Novelty factor is at the good level and the rest is only at the above average level.

4.3.3. Demographic Comparison (T-Test)

In this study, researchers looked at differences in user experience based on the demographics of respondents (ME users) in the form of age, gender, and job position on the results of data processing of the six factors using T-Test.

This stage is carried out to find out if there are significant differences between the six factors contained in each user profile. Based on the T-Test calculation on the UEQ scale, for age categories <30, 30-40, >40 only attractiveness and stimulation on the T-Test Calculation of the UEQ Scale Age Category <30 and 30-40 have significant differences. There is no significant difference between the scales on the UEQ between men and women. Moreover, based on results of the T-Test calculation, there is no significant difference between the scales on the UEQ between participants with positions in categories A and B.

6. Conclusion

- ME has a good level of user experience based on the acceptance scale on the attractiveness, efficiency, perspicuity, dependability, stimulation, novelty factors on UEQ. This is based on positive evaluation results with a threshold of 0.8.
- From the results of benchmark comparisons against other interactive digital platforms that have gone through UEQ testing in previous studies, it is found that only the Novelty factor is at the good level and the rest is only at the above average level. Based on benchmarks containing data from existing products, new products must achieve at least the good category on all factors.
- Only attractiveness and stimulation on the UEQ Scale T-Test calculation for Age Category <30 and 30-40 have significant differences. There is no difference in acceptance scale on attractiveness, efficiency, perspicuity, dependability, stimulation, novelty factors on ME website for each gender category and customer position.
- So far, the UI/UX development process in ME has only focused on the function of the web as an ordering channel, without paying attention to attractiveness. Therefore, it is also necessary to form a strategy to increase the attractiveness of the ME by considering the question items on the UEQ related to attractiveness.
- UI/UX development needs to be done by prioritizing dependability, perspicuity, attractiveness, efficiency, and stimulation factors because these factors are still in the category above the average according to the benchmark.

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