

Development_of_Online_Cooperative

by Djohan Gunawan



Development of Online Cooperative Model: A Case Study of Wadah Titian Harapan Consumer Cooperative

Ni Luh Devi Kusuma Wati¹, Djohan Gunawan Hasan², *Winarno Winarno³.

^{1,2,3}Multimedia Nusantara University, Jalan Scientia Boulevard Gading Road, Curug Sangereng, Serpong, Kabupaten Tangerang, Banten 15810, Indonesia
pmwinarno@umn.ac.id

Abstract. This study investigates user responses to the koperasiwadah.com website in the context of User Interface (UI) and User Experience (UX), as well as the analysis of its impact on the business of Wadah Titian Harapan Consumer Cooperative (KKWTH). The survey was conducted offline through FGD involving eight respondents and using an online survey via Google Form involving 53 respondents of various ages and occupational backgrounds, mostly from KKWTH members. The survey results show positive responses regarding the appearance, speed of access, and user comfort with the website. Suggestions from respondents include improvements in appearance, graphic design, and content updates. Business impact analysis indicates potential increase in public knowledge about cooperatives, sales of local products, members' business interests, KKWTH income, as well as transparency and public trust. Conclusions and recommendations include expanding news content with inspirational stories, simplifying information, and improving product displays to enhance customer understanding and sales conversion. It is hoped that further development will have a positive impact on KKWTH and the general public.

Keywords: *Cooperative, User Interface, User Experience, Minimum Viable Product*

¹ *Corresponding Author : Winarno

1. Introduction

The rapid advancement of technology has significantly transformed various sectors, including the cooperative sector. Cooperatives, traditionally reliant on offline interactions, now face the challenge of adapting to the digital era. This study investigates the development and impact of the koperasiwadah.com website on the business operations of the Wadah Titian Harapan Consumer Cooperative (KKWTH). The primary focus is on User Interface (UI) and User Experience (UX) and their implications for customer engagement and business growth.

2. Problem Description

Despite the availability of information on KKWTH's website, issues in presentation and accessibility persist, affecting customer comprehension and engagement. Furthermore, while the website successfully attracts customers, improvements in product presentation and the purchasing process are necessary to enhance sales conversions. Additionally, the absence of inspirational stories about cooperative members' success in starting businesses is a missed opportunity for motivating potential entrepreneurs.

3. Literature Review

Online Trust and E-commerce

Trust is a critical factor in online shopping, as it reduces perceived risks and enhances purchase intentions [3]. Studies indicate that customer trust is more crucial for e-commerce than traditional markets due to the lack of physical interaction and the geographical distance involved [4]. Trust influences customer attitudes towards online shopping and their overall satisfaction [1].

3.1 User Interface (UI) and User Experience (UX)

The design and functionality of a website's UI and UX significantly impact user engagement and satisfaction. Positive user experiences can lead to higher conversion rates and increased customer loyalty [2]. Comprehensive and engaging content, ease of navigation, and a seamless transaction process are essential components of a successful e-commerce platform [5].

4. Research Methodology

This study employed both qualitative and quantitative methods to analyze user responses to the koperasiwadah.com website. A focus group discussion (FGD) with eight respondents and an online survey via Google Form involving 53 respondents from various age groups and occupational backgrounds were conducted. The survey focused on aspects of UI and UX, including website appearance, access speed, user comfort, and ease of transactions.

5. Hypotheses

H-1: Customers can understand information about KKWTH through the website.

H-2: The website increases customer interest in purchasing KKWTH products.

H-3: The website motivates users to start businesses after reading inspirational stories.

6. Analysis and Discussion

table 1.1 : Age and Job

Characteristics	Number	Percentage
Age		
17-20 tahun	4	7,5 %
21-26 tahun	22	41,5 %
27-30 tahun	6	11,3 %
31-35 tahun	3	5,7 %
36-40 tahun	7	13,2 %
>40 tahun	11	20,8 %
Pekerjaan		
Civil Servant	1	2,9%
Entrepreneur	0	0%
Student	5	14,7%
Employee	22	64,7%
Housewife	2	5,9 %
Etc	4	11,8%

Survey Results of User Interface for koperasiwadah.com

- “I can access the koperasiwadah.com website quickly.” Overall, 92.5 percent of respondents gave a positive response regarding the time taken to access the koperasiwadah.com website, with options ranging from *agree* to *strongly agree*.
- “I feel very comfortable the first time I access the koperasiwadah.com website.” Overall, 92.4 percent of respondents expressed a positive opinion about the comfort of using the koperasiwadah.com website, with respondents' choices ranging from scale 4 to 5, which are *agree* and *strongly agree*.
- “The koperasiwadah.com website is very comfortable to use.” Overall, 92.4 percent of respondents expressed a positive opinion about the comfort of using the koperasiwadah.com website, with respondents' choices ranging from scale 4 to 5, which are *agree* and *strongly agree*.

Table 1.2 : Likert Scale

	Likert Scale					Total
	1	2	3	4	5	
The appearance of the website koperasiwadah.com looks attractive.	0	3 (5,7 %)	6 (11,3 %)	21 (39,6 %)	23 (43,4%)	53 (100 %)
The koperasiwadah.com website can be accessed quickly."	0	2 (3,8 %)	2 (3,8 %)	25 (47,2 %)	24 (45,3%)	53 (100 %)
"The koperasiwadah.com website is very comfortable to use."	0	2 (3,8 %)	2 (3,8 %)	27 (50,9 %)	22 (41,5 %)	53 (100%)

Table 1.3 : Results of User Experience for koperasiwadah.com

	Likert Scale					Total
	1	2	3	4	5	
The website koperasiwadah.com has menus and features that are easy to use.	0	2 (3,8 %)	0	28 (53,8 %)	22 (42,3 %)	52 (100 %)
Information about the Wadah Titian Harapan Cooperative is presented comprehensively on the website koperasiwadah.com.	0	1 (1,9 %)	4 (7,5 %)	25 (47,2 %)	23 (43,4%)	53 (100 %)
koperasiwadah.com offers engaging content throughout its menus.	0	2 (3,8 %)	7 (13,2 %)	28 (52,8 %)	16 (30,2 %)	53 (100%)
I feel very comfortable conducting transactions on	0	3 (5,7%)	10 (18,9 %)	23 (43,4 %)	17 (32,1 %)	53 (100%)

koperasiwadah.co m.						
The transaction process on koperasiwadah.co m can proceed quickly.	0	2 (3,8 %)	7 (13,2 %)	30 (56,6 %)	14 (26,4 %)	53 (100%)
koperasiwadah.com successfully meets my needs.	0	2 (3,8 %)	8 (15,1 %)	31 (58,5 %)	12 (22,6 %)	53 (100%)
Overall, I did not encounter any difficulties in navigating the koperasiwadah.co m website (for those who transacted or simulated transactions).	0	2 (3,8 %)	1 (1,9 %)	29 (54,7 %)	21 (39,6)	53 (100%)
I plan to share information about the koperasiwadah.co m website with my colleagues.	0	1 (1,9%)	12 (22,6%)	22 (41,5 %)	18 (34%)	53 (100%)

- “The koperasiwadah.com website has menus and features that are easy to use.” Overall, 96.1 percent of respondents, or almost all, provided positive responses regarding the ease of using navigation menus and features, with respondents mostly selecting scales 4 and 5.
- “Information about Wadah Titian Harapan Cooperative is presented comprehensively on the koperasiwadah.com website.” Overall, 98.1 percent of respondents provided positive feedback, with 90.6 percent agreeing or strongly agreeing with the statement that KKWTH's information presented is comprehensive.
- “Koperasiwadah.com offers interesting content across all its menus.” Overall, 96.2 percent of respondents gave positive responses, with 83 percent agreeing or strongly agreeing that koperasiwadah.com content is engaging.
- “I feel very comfortable making transactions on koperasiwadah.com.” Overall, 94.4 percent of respondents responded positively about the comfort of transactions on koperasiwadah.com, while 75.5 percent agreed or strongly agreed.
- “The transaction process on koperasiwadah.com can be done quickly.” Overall, 96.2 percent of respondents provided positive responses, with 83 percent of them choosing scales 4 and 5 regarding the statement that transactions on koperasiwadah.com can be done quickly.

- “Koperasiwa-dah.com successfully meets my needs.” Positive responses about koperasiwa-dah.com meeting needs were given by 96.2 percent of respondents, with 81.1 percent choosing scales 4 and 5.
- “Overall, I did not experience any difficulty in navigating the koperasiwa-dah.com website” (for those who made transactions or simulated transactions). Overall, 96.2 percent of respondents provided positive responses regarding the statement that they did not encounter any difficulties navigating the koperasiwa-dah.com website.
- “I plan to share information about the koperasiwa-dah.com website with colleagues.” Overall, 98.1 percent of respondents gave positive responses regarding the intention to share information about koperasiwa-dah.com with colleagues, and 75.5 percent chose to agree or strongly agree.

After analyzing the koperasiwadah.com website, researchers can conclude several important points. First, although information about KKWTH is sufficiently available, more attention is needed in its presentation to make it easier for customers to understand. Second, the website successfully attracts customers' interest in purchasing KKWTH products; however, improvements in product presentation and the purchasing process are needed to increase conversion. Lastly, while the website does not explicitly provide inspirational stories about cooperative members' success in starting businesses, the possibility of a news menu that includes such stories could motivate users to explore further business opportunities.

H-1: Customers can understand information about KKWTH. In the narrative of the research on the koperasiwadah website, this hypothesis partially aligns with the research focus. Analysis of website navigation, information availability, and accessibility insights can determine whether customers can easily understand information about KKWTH.

H-2: KKWTH customers are interested in purchasing KKWTH products. This hypothesis partially aligns with the research on the koperasiwadah website. Evaluation of product display, description, and the purchasing process can provide insight into whether customers are interested in purchasing KKWTH products after visiting the website. The website successfully attracts customers' interest in purchasing KKWTH products, but improvements in product presentation and the purchasing process are needed to increase conversion.

H-3: KKWTH users are motivated to start a business after reading Best Practices stories in the news menu. Although the research narrative does not specifically mention users who are motivated to start a business after reading Best Practices stories, if the website provides a news menu that includes inspirational stories about the success of cooperative members in starting businesses, this can be linked to this hypothesis. If the website provides inspirational stories about the success of cooperative members in starting businesses, this can motivate users to explore further business opportunities.

6.1 User Interface and User Experience

1. Survey results indicate positive responses regarding the appearance, speed of access, and user comfort of the website. However, respondents suggested improvements in graphic design and content updates. Most respondents found the navigation menus and features easy to use, and the comprehensive presentation of KKWTH's information was appreciated.

6.2 Product Presentation and Purchasing Process

2. While the website successfully attracts customer interest, the product presentation and purchasing process require enhancements to increase conversions. High-quality product photos, detailed descriptions, and customer reviews can significantly improve user trust and decision-making.

6.3 Inspirational Stories and Motivation

3. The absence of inspirational stories about cooperative members' success is a missed opportunity. Including such stories in the news menu could motivate users to explore business opportunities further. Providing a platform for members to share their experiences and achievements can foster a supportive community and inspire potential entrepreneurs.

7. Recommendations

To enhance the website's effectiveness, the following recommendations are proposed:

1. **Simplify Information Presentation:** Conduct a content audit to eliminate unnecessary information and use simple, clear language to improve customer comprehension.
2. **Improve Product Presentation:** Use high-quality images, detailed yet concise product descriptions, and integrate customer reviews and testimonials.
3. **Enhance News Content:** Regularly feature inspirational stories about members' business successes, create videos and articles, and host contests to encourage members to share their stories.
4. **Provide Educational Content:** Offer video tutorials, webinars, and articles on using KKWTH products and services, as well as on entrepreneurship and business development.
5. **Optimize for International Audience:** Translate the website into English to attract international customers, leveraging data that shows high interest from countries like Germany and the USA.

8. Conclusion

The koperasiwadah.com website has the potential to significantly impact the business operations of KKWTH by enhancing customer understanding, increasing product sales, and motivating entrepreneurial activities. However, targeted improvements in information presentation, product display, and content enrichment are necessary to fully realize this potential. By addressing these areas, KKWTH can better serve its members and expand its reach in the digital marketplace.

9. References

1. M. M. Al-Debei, M. N. Akroush, and M. I. Ashouri, "Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality," *Internet Research*, vol. 25, no. 5, pp. 707–733, 2015, doi: 10.1108/IntR-05-2014-0146.
2. C. L. Hsu and H. P. Lu, "Consumer behavior and purchase intentions in e-commerce: An empirical study of Taiwan," *International Journal of Consumer Studies*, vol. 31, no. 5, pp. 478–486, 2007, doi: 10.1111/j.1470-6431.2006.00560.x.
3. L. W. Chuang and C. S. Hsu, "Understanding online shopping intention: The roles of four types of trust and their antecedents," *Internet Research*, vol. 24, pp. 332–352, 2014, doi: 10.1108/IntR-01-2013-0007.
4. G. Kim and H. Koo, "The causal relationship between risk and trust in the online marketplace: A bidirectional perspective," *Computers in Human Behavior*, vol. 55, pp. 1020–1029, 2016, doi: 10.1016/j.chb.2015.11.005.
5. I. L. Wu, "The antecedents of customer satisfaction and its link to complaint intentions in online shopping: An integration of justice, technology, and trust," *International Journal of Information Management*, vol. 33, pp. 166–176, 2013, doi: 10.1016/j.ijinfomgt.2012.09.001.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.



Development_of_Online_Cooperative

ORIGINALITY REPORT

18%
SIMILARITY INDEX

17%
INTERNET SOURCES

2%
PUBLICATIONS

3%
STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

13%
★ incogite.org
Internet Source

Exclude quotes	On	Exclude matches	< 7 words
Exclude bibliography	On		

Development_of_Online_Cooperative

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

/0

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9