

Website Creation as A Promotional Media Using Wordpress at Swiss Holiday Tour and Travel Malang

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ABSTRACT

This research is driven by the rapid development of digital technology, especially the internet, which is transforming the marketing landscape. Swiss Holiday Tour and Travel Malang, which still relies on conventional promotions and inconsistent social media, faces challenges in expanding its market reach and building a professional image. Therefore, developing a website as an efficient promotional tool is a strategic solution. The main objective of this research is to develop a website as a promotional medium for Swiss Holiday Tour and Travel Malang using Wordpress. Additionally, this study aims to evaluate the website's quality based on user perception using the WebQual 4.0 method, as well as measure its effectiveness as a promotional tool. By achieving these objectives, it's hoped that Swiss Holiday Tour and Travel will have an informative, attractive digital platform capable of stimulating purchase interest and customer loyalty. This research uses an action research method with research stages including planning, action, observation, and reflection. Data collection was carried out through interviews, observations, documentation, and questionnaires. The respondents in this study were 16 people, with details of 2 marketing experts, 2 design experts, 1 owner, and 10 customers. The research findings indicate that the developed website is highly effective as a promotional medium, with a WebQual score reaching 87% on an "Highly Effective" scale. This confirms that the design of the Swiss Holiday Tour and Travel Malang website is of good quality and ready for publication. For future research, it's recommended to measure the business impact quantitatively or to develop the website's functionality. <https://swiss-holiday-travel.my.id/>

Keywords: Promotional media; Website; Swiss; WebQual 4.0

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INTRODUCTION

In the era of rapid technological advancement, marketing has evolved significantly, making communication between companies and consumers faster and more effective. According to Philip Kotler and Kevin Lane Keller (2022), marketing is a process of integrated communication designed to satisfy human needs and desires. This highlights the importance of marketing as a fundamental element in business, involving activities such as market analysis, target selection, and customer relationship management, all supported by digital technology.

Promotion plays a crucial role in determining the success of marketing strategies. Fandy Tjiptono (2019) emphasizes that promotion is a key factor in achieving marketing success, while Kotler et al. (2022) describe it as a communication process that includes advertising, public relations, and social media. Choosing the right promotional media is essential, as each platform differs in cost, reach, and effectiveness in attracting customers. Despite its advantages, users may still experience concerns such as booking errors, data security, or service inconsistency. These concerns are referred to as perceived risk (Featherman, 2003 in Mangoting, 2020). In contrast, a positive user experience or perceived enjoyment can encourage continued use (Septamasurya et al., 2024).

Research by Mustika Sari & Darwis (2021) indicates that websites provide advantages such as wider market reach, easy access to information, and stronger interaction between companies and customers, helping build trust and long-term relationships.

Swiss Holiday Tour and Travel Malang still relies on traditional and inconsistent digital promotion, limiting its market reach and engagement. Therefore, developing a website using WordPress is proposed as a solution to enhance promotional effectiveness and company image. This study aims to design a website as a promotional medium and evaluate its quality using the WebQual 4.0 method, providing benefits for students, academic institutions, and the company in improving digital marketing strategies.

METHODS OF RESEARCH

This research is based on a theoretical and conceptual framework that combines digital media use, website building, marketing, and promotion. While Firmansyah (2020) highlights the significance of communication in communicating product value, Philip Kotler and Kevin Lane Keller (2016) define marketing as a process of producing, communicating, and delivering value to customers. Because websites may offer organized, easily available, and interactive information, they are seen as an excellent promotional tool in this context. Thus, creating a website with WordPress as a digital marketing tool is the main emphasis of this study.

Swiss Holiday Tour and Travel Malang, a travel agency that still uses traditional and social media-based marketing, is the subject of this study. Website-based promotion is successful in broadening market reach and boosting client interaction, according to earlier research conducted during the last ten years. This study varies, though, in that it not only creates a website but also assesses its efficacy as a marketing tool according to the demands and features of the business.

This study uses the WebQual 4.0 approach to measure the efficacy of websites. WebQual is a technique for evaluating website quality based on user perception, according to Mashuri (2022). Usability, information quality, and service interaction quality are the three primary components of this approach. These factors serve as markers for assessing the website's effectiveness as a marketing tool, especially in terms of providing information, guaranteeing usability, and facilitating communication between the

business and clients.

Data collection is conducted from respondents who access and use the website, and the analysis focuses on evaluating the effectiveness of the website based on the WebQual dimensions. The results are expected to provide insights into how website quality influences promotional performance and to offer practical recommendations for improving digital marketing strategies.

Furthermore, the development of the website utilizes WordPress as a content management system due to its user-friendly interface, flexibility, and availability of plugins and customizable templates. This allows the website to be developed efficiently without requiring advanced programming skills, while still maintaining functionality and visual appeal. By integrating features such as service information, customer testimonials, and contact forms, the website is expected to enhance user experience and strengthen the company's professional image in the digital market.

RESULT AND DISCUSSION

This study aimed to develop a website as a promotional medium for Swiss Holiday Tour and Travel Malang in order to overcome the limitations of traditional and less optimal digital marketing strategies. The website was created using WordPress and equipped with key features such as company profile, product catalog, customer gallery, tour request form, and social media integration to support better communication and information delivery.

1. Planning

Where the website concept is designed. This includes determining the layout, content structure, and visual identity based on the company's branding (purple and yellow color palette). The main pages planned are homepage, product, news, and contact, each containing important information such as company profile, services, testimonials, and tour packages. This stage ensures that the website design aligns with user needs and company identity.

2. Implementation

Where the website is developed using WordPress and supported by plugins such as Elementor and Envato. The process includes creating wireframes, designing page layouts, and integrating content such as service details, pricing, customer documentation, and travel videos. The result is a functional and interactive website that represents the company's services and supports digital promotion.

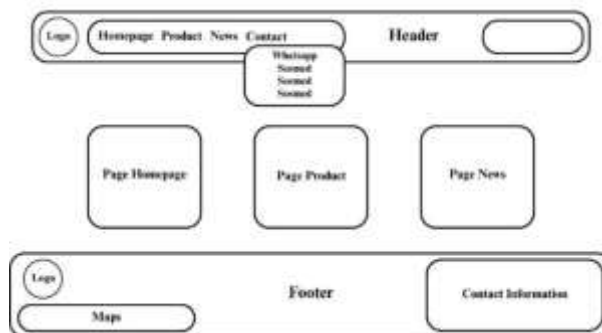


Figure 1. Wireframe Website Design

Source : Data Processed 2025

As shown in Figure 1, a wireframe provides an overview of the website to be created. Its purpose is to serve as a guide for website development, ensuring a more organized and focused process. A wireframe can include detailed information about each page, such as layout, logos, icons, content, and images or videos.

3. Process

the technical steps involved in developing the website for Swiss Holiday Tour and Travel Malang. The process begins with purchasing a domain and hosting through an online provider, followed by logging into the hosting dashboard. After that, WordPress is installed as the main platform for website development.



Figure 2. Website Design Result
Source : Data Processed 2025

The appropriate plugins, including Elementor and Envato Elements, are then installed to improve the functionality and design of the website. The primary menu structure, which includes the homepage, product, news, and contact pages, is then established by the developer. Every page is created in accordance with the pre-established framework, and to make the website both educational and visually appealing, information such as tour packages, prices, client endorsements, images, and videos is added.

Ultimately, every page is arranged and published, creating a responsive and fully working website. This procedure guarantees that the website is both aesthetically pleasing and efficient as a digital marketing tool that prospective clients can readily reach and utilize.

4. Observing

The next step is to observe the website design. This involves distributing questionnaires to marketing experts, multimedia experts, Swiss Holiday Tour and Travel owners, Swiss Holiday Tour and Travel employees, and Swiss Holiday Tour and Travel customers. The results of these questionnaires will yield a conclusion on the effectiveness of the website design as a promotional medium, according to user perceptions. From these conclusions, it will be possible to determine whether the Swiss Holiday Tour and Travel website is suitable for publication.

5. WebQual 4.0 Calculation

Aims to measure the effectiveness of the website as a promotional medium for Swiss Holiday Tour and Travel Malang based on user perceptions. Data were collected through questionnaires distributed to 16 respondents, consisting of experts, employees, and customers. The assessment used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), covering three main dimensions: usability, information quality, and service interaction.

a. Score Per-dimension

According to Vidgen & Barnes SJ, (2004:30) WebQual measurements are conducted using per-dimensional value analysis. WebQual has three dimensions: Usability (U), Information Quality (IQ), and Service Interaction (SI). In the per-dimensional value analysis.

$$D = \frac{\sum_i^n = 1 Xi}{n}$$

Information :

D = Dimensions per item

Xi = Score of item i on a particular dimension

n = Number of items in dimension

Table 1. Average score per-dimension

Dimension	Evarage Score
Usability	4.4
Information Quality	4.3
Service Interaction	4.3

Source : Data Processed 2025

b. Total Value Measurement

After knowing the average value per item and per indicator, the following is the total value from the WebQual calculation:

$$WebQual = \frac{U + IQ + SI}{3} = \frac{4,4 + 4,3 + 4,3}{3} = 4,3$$

c. WebQual Effectiveness Percentage

According to Vidgen & Barnes SJ, (2004), WebQual is used to show the level of effectiveness of website design as a promotional media according to user perception, the percentage of effectiveness can be calculated as follows:

$$P = \frac{\sum_i^n = 1Xi}{(N + I + 5)} \times 100\% = \frac{1459}{1680} \times 100\% = 87\%$$

Information :

D = Dimensions per item

Xi = Score of item I on a particular dimension

n = Number of items in dimension

The results of the study show that the website developed for Swiss Holiday Tour and Travel Malang obtained a WebQual score of 87%, which falls into the “Highly Effective” category. This assessment is based on three main dimensions: usability, information quality, and service interaction. In terms of usability, users find it easy to navigate the website, which has an attractive appearance that matches the company's characteristics. In terms of information quality, the information displayed is deemed accurate, comprehensive, and easy for users to understand. Meanwhile, in terms of service interaction, the website provides a sense of security, facilitates communication with the company, and effectively supports promotional processes.

6. Implication for Future Research

There are several chances to enhance and broaden the scope of research on website quality as a promotional tool, especially in the tourism sector, using the findings of this study. In particular, this study used the WebQual 4.0 model and an action research methodology to evaluate website quality according to three primary user perception characteristics. It is advised that future studies integrate this approach with assessment models like EPIC or AIDA in order to achieve an analysis that takes into account not only the website's technical and functional excellence but also the users' emotional, behavioral, and psychological elements while making decisions. Additionally, external variables like user loyalty, purchasing intention, and customer happiness can be used as dependent variables in research. The correlations between variables can be examined in further detail by employing inferential statistical techniques like linear regression, path analysis, or even structural equation modeling (SEM).

CONCLUSION

The conclusion of this study shows that the development of a website as a promotional medium for Swiss Holiday Tour and Travel Malang is an effective solution to overcome the limitations of traditional marketing methods. The website, developed using WordPress, provides complete features such as company profile, product catalog, customer gallery, and contact integration, making it easier for users to access information and communicate with the company.

Based on the evaluation using the WebQual 4.0 method with **16 respondents**, the website achieved an effectiveness score of **87%**, which falls into the *Highly Effective* category. This indicates that the website performs well in terms of usability, information quality, and service interaction.

Overall, the study concludes that the website has a positive impact on expanding promotional reach, improving company image, and supporting digital marketing strategies. Therefore, the website can be considered a strategic and effective promotional tool in the digital tourism industry.

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