

Care About The Way You Look? Website Quality Impact on Purchase Decision Mediated by Ewom and Ease of Use

Jean Richard Jokhu

President University, Bekasi, Indonesia

Email: jean.richard@president.ac.id

Abstract

In the forthcoming industry of technology, many people look for websites to purchase things online. When people moving to smartphone app there are several app still uses website for their main transaction. One of the benefit of using website is easy to access with smartphone, tablet, laptop, or personal computer. In this research, we try to look for the effect of website quality on a purchase decision in a marketplace and the effect of ease of use and electronic word of mouth as the mediating effect of website on purchase decision. Website quality is examined with the mediating variable as the amplifier toward a purchase decision. An online survey was used to collect respondents (300 valid responses) and PLS was used to analyze the relationship in the structural model. Results suggest that website quality is important in a purchase decision. Second, ease of use and EWOM amplify the effect of website quality on purchase decisions. With excellence website interface and positive online review about the website will increase customer transaction on e-commerce website.

Keywords: Website quality; Ease of use; EWOM; Purchase Decision.

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INTRODUCTION

The importance of website is shown by the number of growing visit by the number of user looking for ecommerce website looking for service and product via internet. Nowadays, Indonesia has evolved rapidly over the last five years. Currently, online transaction have become people choices due to pandemic and hectic lifestyle (Lim et al., 2021). Many customer still use website as deciding factor to purchase product online. In the intense competition customer must monitor the price differences between ecommerce, web quality is very important to develop efficiency and business volume for Business to consumer and Business to business model (Khairusy et al., 2021).

In the digitalized industry, specially ecommerce industry when word of mouth and easiness to use the platform determining the first step in customer online shopping experience (Bilgihan et al., 2016). Chung (2019) found that ecommerce unreadiness to create adaptive user interface create unsatisfied customer. The complex website interface will create bottleneck in the understanding

customer purchasing behavior cause they cannot find the product. On the other hand online review like people response after visiting the ecommerce website they will ease people understanding in using the website (Carissa & Sobari, 2020). Customer had perceived ecommerce reputation and they can easily adapt with the ecommerce interface and easily purchase product. Website although its not the best way to access the marketplace compare application it can easily skim the image, videos, and audio while surfing the internet (Abdelwahed et al., 2018). This is inline with Nusraningrum et al. (2019) that states website quality plays important role for customer purchasing behavior.

Customer purchasing behavior in ecommerce website has been considered as the alternative choices. Many still use application instead of website to purchase product in ecommerce (Ihsan et al., 2022). Baeshen et al. (2017) said that web quality supported with good comment will improve customer decision to use and purchase product in website. Another study mentioned that website user interface should be easy to use therefore it will improve customer intention to purchase product in website (Pelet & Taieb, 2022). Ease of use become important when website dealing with different type of consumer. All consumer should be able to easily understand the website interface.

To further study about the effect of web quality toward purchase decision we use Shopee as the context of this study. Since Shopee is one of the biggest ecommerce in Indonesia and positioned as number one place in the industry (Dewi & Giantari, 2020; Lim et al., 2021; Pratama Afrianto & Irwansyah, 2021). To be more precise we also look for the effect of website quality and mediated by EWOM and ease of use toward purchase decision. The purpose of this study was to find the effect of web quality on purchase decision on ecommerce in Indonesia. Next, we also find the mediating affect of EWOM and Ease of use from website quality toward purchase decision in Indonesia ecommerce user.

Purchase Decision

Purchase decision is a cognitive process in selecting either product or services to fill the purchaser needs (Nofal et al., 2020). Many information sources which customer may use to perceived the value of the product or service from past experience, family, commercial, or friends (Jokhu & Kawilarang, 2021; Nugraha & Nugraha, 2020; Rajini & Madhumita, 2017). In the Korean marketplace customer purchase decision were highly influenced by website quality and word of mouth (Yoo et al., 2015). A study in Pakistan shows that customer of an ecommerce influenced by website quality and word of mouth to purchase a product and become loyal customer of the ecommerce (Munawar & Azam, 2016). In the other hand ease of use and website quality affect purchase decision in ecommerce application (Pratama et al., 2019). In the study of ecommerce business by Ashraf et al., (2016), it found that the purchase behavior comes from shopping experience mediate by perceived usefulness and ease of use. They found that user tend to look for inside motives (utilitarian or hedonic motives) to purchase

a product. Many research used ease of use or word of mouth as the antecedent of purchase decision. There is still few research focused on using ease of use and word of mouth as the mediating variable for website quality toward purchase decision.

Website Quality

Website quality plays important role in determining customer purchase preferences decision (Dapas et al., 2019; Sfenrianto et al., 2018). Website quality define as users feels with the interface, design, dashboard, and information of a business appeal in the customers eyes (Kropivšek et al., 2021; Munawar & Azam, 2016). Some studies find the insight about website environment increase customer feels on the intention to purchase (Qalati et al., 2021; Zhou et al., 2018). Burman (2019) added, website quality help customer to decide their purchase orders online in ecommerce website.

Ease of use

Web site usability experience defined by the quality of the human to computer interactions (Bilgihan et al., 2016). Perceived ease of use is important for user to understand the idea about the company information (Cao et al., 2005). Based on Iriani & Andjarwati (2020), ease of use means the better system interface in online shopping the bigger intention to purchase product in the website or application. According to Tsai et al. (2021) reliable website has significant impact toward customer purchase intention. Based on Khanna & Wahi (2017), ease of use in the website attract customer or user purchase the product in the website. Based on lin and Chan (2009) ease of use affect customer perception to purchase product in the website but their research ease of use works as factors affecting purchase decision not mediating the effect of both variables.

Electronic Word of mouth

Word of mouth define as the most effective communication marketing skill to sell product using personal and community information exchange (Camilleri, 2021; Pratama Afrianto & Irwansyah, 2021). Based on Lim et al. (2021) word of mouth is an oral intrapersonal communication between individual to another about product or service they encountered. With the development of digital technology interpersonal communication become faster and sporadically. Many communities or people have their saying on product or services. In digital aspect like website people or customer have perceive value of the firm from the website quality and the circulation of information through electronic word of mouth. In some case we found the effect of electronic word of mouth circulation in political view differences during election might affect people purchase decision in the store. Tal et al. (2017) have found that word of mouth of a certain political view of a store, like republican or democratic party, have a huge impact on the customer political view without considering the product quality nor taste. In the other case electronic word of mouth help shoes company to increase their customer loyalty (Jokhu, 2020). In the

context of purchase decision and web quality Juliana et al. (2020) found that electronic word of mouth (EWOM) affects customer purchase decision during pandemic since people can talk offline people tends to look and validate information through social media or online forum.

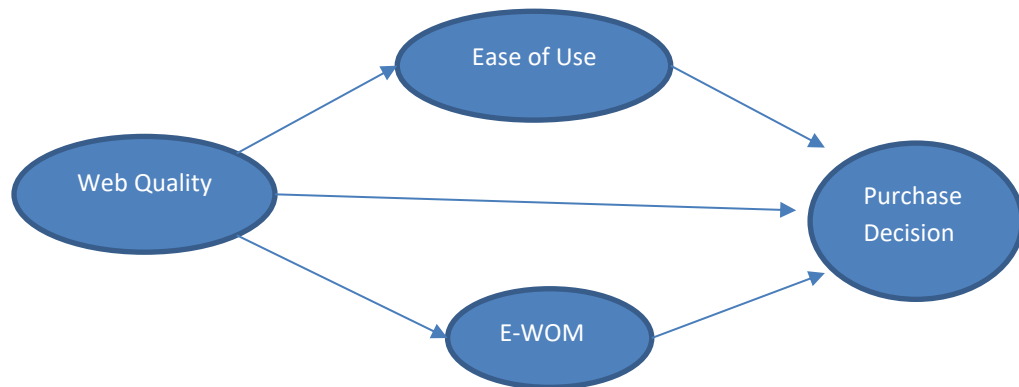


Figure 1. Research Framework

METHODS

This study is explanatory research that tries to introduce the position of variables studied and the influence between each variable. This study was intended to investigate the impact of web quality, ease of use, and E-WOM on customer purchase intention. an online survey was made to collect responses from Shopee users. To maximize the number of respondents, the survey link was distributed over different social media platforms such as Whatsapp, Instagram, Line, and University Email group. To make sure this study draw the right respondent which is Shopee Website visitors, our started by asking their experience on Shopee website. In total we collect 300 respondent from Jabodetabek Region (Jakarta, Bogor, Depok, Tangerang, and Bekasi). Respondent were recruited with non probability sampling, since we pick our respondent from our social media group. For measurement we use 5 likert scale (1 very disagree – 5 very agree). Measurement indicator in this study was adopted from previous study of variables, as we can see in table 1.

Table 1 Indicators Measurement

Variables	Indicators	Dimension
Web Quality (Ashari & Tafiprios, 2021; Samiono & Hanifati, 2021)	WQ1	I found it easy to learn
	WQ2	Attractive appearance
	WQ3	Accurate information
	WQ4	Easy interaction in website
	WQ5	Simple access transaction
Ease of Use (Abd El Halim & Elbadrawy, 2021; Ghazali et al., 2018)	EOU1	Short transaction time
	EOU2	Payment system is simple
	EOU3	Transaction is easy to be done
	EOU4	Purchase can be done instant
	EOU5	Easy for new users
Electronic Word of Mouth (Bose et al., 2020; Rusmayanti & Agustin, 2020)	EWOM1	Popular in social media
	EWOM2	People are recommending to use
	EWOM3	Positive comment in social media
	EWOM4	Information about ecommerce is buzzing in social media
	EWOM5	Social media provide shortcut for Ecommerce website
Purchase Decision(Indumathi & Ayubkhan Dawood, 2019; Jokhu & Armando, 2018; Nugraha & Nugraha, 2020)	PD1	I want to purchase through website
	PD2	Website have more option to purchase
	PD3	Quality product available in ecommerce
	PD4	I feel satisfied with my purchase in website
	PD5	Ecommerce website is an alternative for mobile app

RESULTS AND DISCUSSION

The questionnaire was spited into six part, the first is introduction and filter question, second about demographic question like gender, age, education and monthly spends (table 2). Among the respondents, 196 (65,3%) were male, and 104 (34,7%) were female. More than 277 (92,3%) were from generation Z, and the second group from the millennial generation only 16 people. Lastly, most of our respondents expenses is less than 1 million rupiah (41,3%), the second biggest group around 119 respondents had monthly expenses around 1 million to 3 million rupiah per month.

Table 2. Demographic Data

	Category	Amount	Percentage
Gender	Male	196	65,3
	Female	104	34,7
Age	18 – 25 Years old	277	92,3
	26 – 35 Years old	16	5,3
	More than 35 Years old	7	2,4
	<Rp1.000.000	123	41,3
Monthly Spends	Rp 1.000.000 – Rp. 3.000.000	120	39,7
	Rp. 3.000.001 – Rp. 5.000.000	41	13,7
	>Rp. 5.000.000	16	5,3

To draw our respondent this study used purposive. Purposive sampling is a method to draw our target using criteria from population (Jokhu & Armando, 2018). This study used Partial Least Square (PLS) to predict the relationship within our research model and predict the relationship of

mediating variable (Diantari & Jokhu, 2021; Jokhu, 2020). PLS SEM modeling (Structural Equation Model) also able to find the direct and indirect relationship in this study (Jokhu & Kawilarang, 2021).

PLS was utilized in this work to determine the inner and outer model's reliability, validity, and path analysis. According on Hair et al. (2019), the minimal values for Average Variance Extracted (AVE) for validity and Composite Reliability (CR) are 0,7 and 0,5, respectively. Table 3 contains the validity test and reliability test findings. All indicators reflect positive results that are dependable and valid Before moving on to the next procedure, make sure that the Composite Reliability Score and Average Variance Extracted both fulfill the minimum requirements.

Table 3. Construct Validity

Construct	Items	Factor Loading	AVE	CR
Web Quality	WQ1	0,726	0,618	0,890
	WQ2	0,787		
	WQ3	0,732		
	WQ4	0,832		
	WQ5	0,845		
Ease of Use	EOU1	0,845	0,657	0,905
	EOU2	0,856		
	EOU3	0,869		
	EOU4	0,814		
	EOU5	0,816		
Electronic Word of Mouth	EWOM1	0,775	0,657	0,923
	EWOM2	0,801		
	EWOM3	0,812		
	EWOM4	0,831		
	EWOM5	0,831		
Purchase Decision	PD1	0,731	0,624	0,892
	PD2	0,816		
	PD3	0,741		
	PD4	0,834		
	PD5	0,821		

Fornell – Larcker criterion utilized to check discriminant validity of the variables (Zheng et al., 2019). Each construct had good discriminant validity for all variables. Cross loading is also used in this study to verify positive feeling, and a promotion indicator is used to validate discriminant validity.

Table 4. Discriminant Validity

	EASE OF USE	EWOM	PURCHASE DECISION	WEB QUALITY
EASE OF USE	0,840			
EWOM	0,558	0,810		
PURCHASE DECISION	0,700	0,608	0,790	
WEB QUALITY	0,777	0,570	0,736	0,786

Table 5. Cross Loading Discriminant Validity

	EASE OF USE	EWOM	PURCHASE DECISION	WEB QUALITY
EOU1	0,845	0,439	0,611	0,691
EOU2	0,856	0,442	0,607	0,622
EOU3	0,869	0,501	0,618	0,677
EOU4	0,814	0,448	0,500	0,600
EOU5	0,816	0,511	0,593	0,666
EWOM1	0,340	0,775	0,395	0,428
EWOM2	0,396	0,801	0,481	0,368
EWOM3	0,539	0,812	0,568	0,524
EWOM4	0,494	0,831	0,550	0,513
EWOM5	0,455	0,831	0,436	0,450
PD1	0,586	0,464	0,731	0,539
PD2	0,600	0,443	0,816	0,587
PD3	0,407	0,526	0,741	0,479
PD4	0,579	0,516	0,834	0,631
PD5	0,573	0,462	0,821	0,652
WQ1	0,621	0,376	0,473	0,726
WQ2	0,594	0,532	0,578	0,787
WQ3	0,515	0,454	0,545	0,732
WQ4	0,603	0,390	0,614	0,832
WQ5	0,708	0,482	0,665	0,845

After doing a validity check, we used Smart PLS to evaluate the theory. The findings from all of the hypotheses are shown in Figure 2. To analyze the hypothesis association between all variables, we performed bootstrapping. According to Table 6, all hypothesis are accepted. Based on the overall model, H1, H2, and H3 were accepted (table 6). Web Quality influenced purchase decision and both mediating variables, Ease of Use and EWOM are significantly influence web quality toward purchase decision.

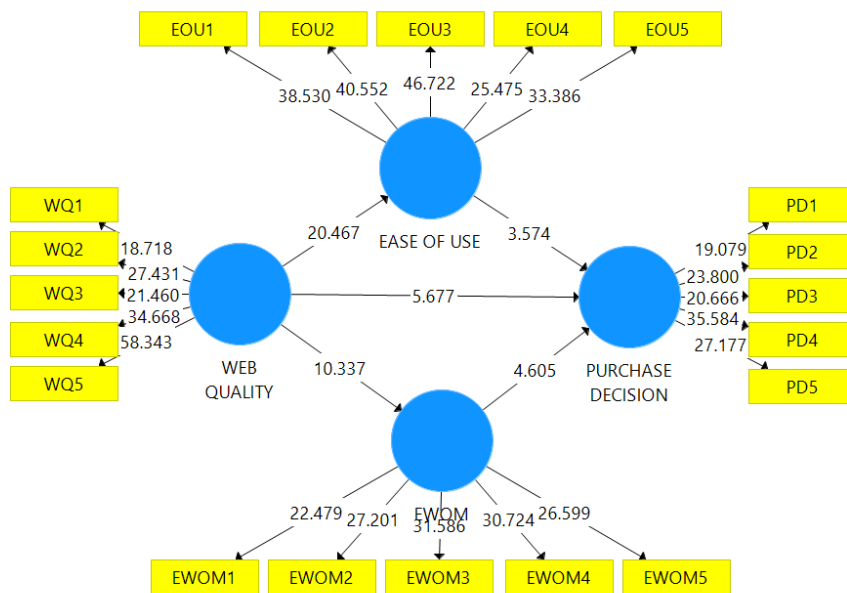


Figure 2. PLS – SEM Result

Table 6. Hypothesis Summary

Hypothesis	T-value	Sig.	Result
H1 : Web Quality – Purchase Decision	5.829	0.00	Accepted
H2 : Web Quality – Ease of Use – Purchase Decision	3.631	0.00	Accepted
H3 : Web Quality – Electronic Word of Mouth- Purchase Decision	3.766	0.00	Accepted

The present study shows the relationship between web quality whether directly and indirectly toward that mediating by ease of use and EWOM. There are very few research exploring the influence of web quality of ecommerce in Indonesia. Based on the analysis it shows that web quality showed positive effects on purchase decision (t value = 5.829; $p < 0.05$). Thus, the result supported hypothesis 1. Second, of use as mediating variable showed significantly positive effect for the effect of web quality toward purchase decision (t value = 3.431 $p < 0.05$). the effect of ease of use as mediating variable play important role for purchase decision. Thus, the result supported hypothesis 2. Last, Electronic Word of Mouth as mediating variable showed significantly positive effect for the effect of web quality toward purchase decision (t value = 3.431 $p < 0.05$). the effect of electronic word of mouth as mediating variable play important role for purchase decision. Thus, the result supported hypothesis 3.

Based on previous research, web quality has been proven to be an important factor that support to a positive purchase decision. A customer online purchase behavior would be based on the store website quality (Yeo et al., 2017). Website plays important role as the front layer of the company. The way they conveniently access by the user that using multi device will increase customer attentive in ecommerce click-to-pay ratio. Website assurance will help Shopee user purchasing goods in the website. This result also supported by Ashari & Tafiprios, (2021) that found having good quality website will improve customer time preferences using the website compare of using the application. Consumer perception will become positive when they can easily open a new tab in their browser while working and open their shopping cart with the same device. Having open two tab instead of two application improves costumer time when doing shopping (Khairusy et al., 2021).

Second finding in this research shows ease of use positively influence the relationship between web quality and purchase decision. The results have shown that a customer easiness to use the website will improve their decision to purchase in Shopee site. Previous research found that good quality website should not only judge by its cover (Pratama et al., 2019). The easiness for costumer will increase customer perception on the website quality and it will lead to purchase decision (Camilleri, 2021; Li et al., 2017). Therefore the website quality supported with ease of use interface will increase customer decision to purchase in Shopee website.

The last findings is the Electronic word of mouth (EWOM) significantly mediate the positive effect of website quality toward purchase decision. In the era of social media word of mouth play

important role for the social assurance. People review will lead to the rise or fall of ecommerce (Ihsan et al., 2022). Website experience will easily find in any social media so word of mouth will easily review the value of ecommerce website. Study from Usman and Dyanti (2019) shows that successfully manage the word of mouth will improve customer purchase decision in eCommerce website. Previous research from Loureiro et al. (2018) shows that website experience review help customer decides the website quality of the ecommerce that will lead to purchase decision.

From this research we have found that website quality still important for ecommerce to penetrate the market. Although the smartphone users are increasing there still people prefers of using website instead of mobile application. This research provides insights to ecommerce to keep using website as the alternative for smartphone layout. As mentioned by Kian et al. (2017) ecommerce in Malaysia has developed into social networking media and website helps into creating community between consumer. Therefore, website plays important role into making customer purchase decision and community helps creating circulation of review that makes consumer wants to purchase product in the website. Another important issues as mentioned by Iyer and Siddhartha (2021) and Khanna and Wahi (2017) easiness of using website plays important role. For ecommerce like Shopee that expanding their market in Indonesia better they focused on the website quality into better layout rather that adding another facilitation or service. The ecommerce must focused on their competitive advantage that makes easy to access marketplace with ease of usage and positive word of mouth by the user so it will increase transaction traffic in marketplace.

CONCLUSION

Nowadays, companies are moving more digitized communication to introduce their ecosystem and market, where they can increase their potential customer from internet user (Sokolova & Perez, 2021). This study shows how web quality still are related to purchase decision in the era of social media and mobile application ecommerce. Additionally, we learn the indirect relationship of web quality was affected by two paths, first mediated by ease of use, and second, mediated by EWOM. The result of this study could be beneficial for ecommerce helping them to fix their web quality into more adaptive user experience and ease to use.

From theoretical perspective, our results suggest the need for further studies on EWOM into more scrutinize effect on passive user and active user of the ecommerce. As we already know both have different saying on the ecommerce web quality. We have found that ease of use still have room to explore. The level of ease of use may be different with certain age therefore it is important to re-conceptualization regarding different target respondent on that subject.

Lastly, there are some limitations related to its specificness on one retail ecommerce. There are several different type of ecommerce that have different type of customer. We cannot generalize

the result of this research on every web based ecommerce. Future work could consider to investigate to web-based ecommerce that solemnly provide service through website instead of mobile application.

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