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The Effect of Service Quality and Website Quality of Zalora.com on Purchase Decision as Mediated by Purchase Intention

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Abstract

This research aims, while exploring the mediating effect of purchase intention, to know and explain how service and website quality influence the purchasing decisions of customers at the Zalora online shop. Research study samples include 240 of the Zalora online shop's customers. Data collecting used questionnaires, which were shared directly. Data was analysed using the Structural Equation Model (SEM) with AMOS 22 software. Research results show that: (1) Service quality has a positive and noteworthy influence on the purchase intention, (2) website quality has a positive and noteworthy influence on the purchase intention, (3) purchase intention has a positive and noteworthy influence on the purchase decision, (4) service quality has a positive and noteworthy influence on the purchase decision, and (5) website quality has no positive or noteworthy influence on the purchase decision. Therefore, purchase intention can perfectly mediate the influence of service quality and website quality on purchase decision.

Keywords: service quality; website quality; purchase intention; purchase decision.

1. Introduction

This research is driven by the phenomenon of internet usage in the transaction of consumer goods. According to the market research institute, e-Marketer, the number of internet users worldwide in 2018 is projected to reach 3.6 billion users, who will access the internet at least once a month. Based on data, the projected number rankings of consumers accessing the internet from 2013 to 2018 is as follows: China, the United States, India, Brazil, Japan, and Indonesia (Yusuf, 2014). Based on a survey conducted by Asosiasi Penyelenggara Jaringan Internet Indonesia (APJII) in 2016, the growth of internet users in Indonesia has reached 132.7 million users, or 52%, of the total population of Indonesia (Widiartanto, 2016).

The growing number of significant internet users in recent years has made Indonesian internet users a potential market for the development of online business, or e-commerce. E-commerce is a currently growing marketing system that shows a very convincing potential to be developed by business actors. A survey conducted by APJII in 2016 revealed that as many as 82.2 million internet users decided to shop online (Huda, 2016).

This phenomenon of shopping online shows high purchase intention and is increasingly favoured by internet users in Indonesia because of the ease of service offered by online stores, since customers do not need to physically come to the store to see and buy what they need. Armed with computers, laptops, and other devices connected to internet access, anyone can quickly make decisions about purchases through easy and fast transactions. The online store comes with a wide range of products, including fashion products, gifts, electronics, and diverse types of processed foods. The system of e-commerce, or online stores, is now more secure, thanks to the progress of the transaction system. Thus, internet users can be spoiled by e-commerce that offers convenience, instant transactions, and

efficiency. This is the main factor for the development of e-commerce.

Iprice Insights surveyed 50 online stores in Indonesia from January 2016 to March 2017 and found that online stores can receive 250,000 visitors per month. The most popular online stores and marketplaces in Indonesia are Lazada.com, Tokopedia.com, Elevenia.com, Bukalapak.com, Blibli.com, and Zalora.com (Source: <https://iprice.co.id/insights/mapofecommerce/#iema>).

Zalora.com is the largest online fashion store in Southeast Asia, established in early 2012, and operating in eight countries, namely, Singapore, Indonesia, Malaysia, Brunei, Philippines, Thailand, Vietnam, and Hong Kong. Zalora Indonesia is part of the Zalora Group, established in late 2011 by Rocket Internet GmbH. Zalora.com has a collection of over 500 local and international brands, so its customers can shop online with a selection of men's and women's fashion products, including apparel, shoes, accessories, and beauty products. The website of Zalora.com itself is made as attractive as possible, so that consumers who visit can see the products provided, encouraging purchase transactions.

The webmasters of Zalora.com in Indonesia should certainly pay attention to its service quality and website quality, as these are key factors in influencing a consumer's decision-making process before buying. Purchasing decisions are a step in the buying decision process, until the consumer actually makes a purchase. According to Sangadji and Sopiah (2013:38), purchase intention does not always result in an actual purchase decision. Griffin (2005:110) mentions that consumers are more concerned with the service. Service performance is the interaction between companies and consumers, starting from the store's website in the network. Research on the variables affecting purchasing decisions has been widely done, but show different research results. Firdausy and Idawati (2017) and Saling et al. (2016) mentioned that service quality has a positive

and significant effect on purchasing decisions. Their findings are contrary to Mondongo and Tumewu (2015), who found that service quality has no significant effect on decision making. Indiani et al. (2015) found that information in the form of website quality has a positive and noteworthy influence on the actual purchase (purchasing decision), if through mediation of purchase intention, but Piarna (2014) found that website quality has no significant effect on the purchase decision. Lee et al. (2016) found that service quality has a positive and significant impact on purchasing intention. Chen (2013) found that website quality has a positive and significant effect on the purchase intention. Cheung and Thadani (2012), Kim et al. (2008), and Indiani et al. (2015) found that purchase intention has a positive and significant impact on the purchase decision.

Based on the above phenomenon and research gaps, this study's goal is to fill the gap of previous research by proposing and proving whether purchase intention is able to mediate the influence of service quality and website quality on purchasing decision, specially proving (1) whether Zalora.com customers' purchasing intentions are positively affected by its service quality, (2) whether Zalora.com customers' purchase intentions are positively affected by its website quality, (3) whether Zalora.com customers' purchase decisions are influenced positively by their purchase intention, (4) whether Zalora.com customers' purchase decisions are affected positively by its service quality, and (5) whether Zalora.com customers' purchasing decisions are positively affected by its website quality.

2. Literature Review

2.1. Service Quality

One of the factors that determine the level of success and quality of the company, according to Lupiyoadi (2013:216), is the ability of the company to provide services to customers. The success of the company is in providing quality services to its customers, achieving high market shares, and an increased profit. Service quality is defined as the customer's assessment of the thorough superiority or privilege of a product or service (Kuswanto, 2009:3).

Lupiyoadi (2013:268) mentions that developing an effective service quality occurs through information systems. There are five instructions to do so, described as follows. (1) Measure the amount of customer expectations for the service. The company should be able to measure the amount of expectation that comes with the service provided to the customer. (2) Determining where the information quality is concerned. The company must be able to determine where the weight of the quality of information is to be achieved; for example, emphasising the quality of information on the management decision processes related to expected service improvements. (3) Knowing customer suggestions. Companies are required to be able to listen to and understand customer's suggestions about products/services. (4) Linking service performance and output generated by the company. Companies are expected to link service performance to company objectives. (5) Reach all employees. The application of information systems in service quality should capture the entire associated individual within the organisational hierarchy. The system should be completed in such a way that all employees, regardless of hierarchical functions, get the appropriate information.

According to Griffin (2005:111), there are five important services for buyers: (1) Reliability: the ability to deliver what has been promised, reliably and appropriately; (2) Guarantees: knowledge and courtesy of employees and their ability to impart trust and confidence; (3) Embodiment: physical facilities, equipment, and personnel appearance; (4) Empathy: level of care and individual attention given to customers; (5) Responsiveness: willingness to help customers and provide fast service.

The quality of online services is defined as the level of service within an e-commerce site that can be assessed through work performance that depends on the ability, response, availability of placements, and site services that aim to meet customer expectations (Chaffey et al., 2009:428). According to Tjiptono and Chandra (2011:254), the quality of online services consists of seven parts: efficiency, reliability, fulfilment, privacy, responsiveness, compensation, and contact.

2.2. Website Quality

According to Kotler and Armstrong (2008:237), online marketing is the form of direct marketing that grows most rapidly. Current technological advances have created the digital age. The Internet has given marketers an entirely new way to create value for customers and build customer relationships. Furthermore, Kotler and Armstrong (2008:238) explain that there are four major online marketing areas, including B2C (business to consumer), B2B (business to business), C2C (consumer to consumer), and C2B (consumer to business).

For most companies, the first step in implementing online marketing is creating a website. However, marketers must design an attractive site and find a way for consumers to visit the website, stay, and often return (Kotler and Armstrong, 2008:244). According to Kotler and Armstrong (2008:246), online marketers should pay close attention to the seven effective website designs: (1) Context: website layout and design; (2) Content: text, images, sounds, and video content; (3) Community: the way the website allows communication between users; (4) Customisation: the ability of the website to customise itself to different users or allow users to personalise the website; (5) Communication: the way a website allows website communication with a website, or two-way communication; (6) Relationship: the level of website relationships with other websites; and (7) Trade: the capability of the website to enable trade transactions.

According to Sulianta (2009:60), a website is said to have quality in terms of some criteria that includes functionality, design, authenticity, content, professionalism, effectiveness, and efficiency. According to Barnes and Vidgen (2003), website quality can be measured with three categories, described as follows: (1) Quality of information: includes accurate information, reliable information, up-to-date information according to the topic of discussion, the ease of understanding the information, the details of the information, and the appropriate design presentation of the information. (2) The quality of interaction: includes the ability to provide a sense of security during the transaction, possess a good reputation, facilitate communication, create more personal feelings, provide personal information, create a specific community, and provide confidence that the promises delivered will be fulfilled. (3) Quality usability: includes the ease of the website to learn, ease of understanding, ease of use, the attractiveness of the website, a fun interface, competence, and provides a pleasant new experience.

2.3. Purchase Intention

Purchase intention means a consumer's cognitive plans or desires for a specific item or brand. Purchase intention can be measured by asking about the possibility of buying the advertised product (Martinez and Kim, 2012). The purchase intention is the stage of the respondent's tendency to act before actually making a purchase (Martinez and Kim, 2012). According to Meskaran et al. (2013), there is a difference between actual purchases and purchasing tendencies. While the purchase is an actual purchase done by the consumer, the tendency of the purchase is an intention that arises within the consumer to make a future purchase. Fishbein and Ajzen (1975) believe that the purchase intention can be used as an indicator to predict consumer consumption behaviour, represent subjective awareness, or predict the possibilities of customer purchases. Schiffman and Kanouk (2000) also believe that

purchase intention provides a measure of the likelihood of customers buying certain products, and that there is a positive correlation between purchase intention and actual purchase.

Purchase intention has a relationship with the service quality, as service quality is one of the predictors of purchase intention. Several studies prove this proposition, including Ha et al. (2014), who found that service quality has the strongest direct effect on purchase intention. Lee et al. (2016) and Huang et al. (2014) also suggest that service quality has a positive and significant effect on purchasing intention. Choudhury (2013) found that perceived service quality has a strong predictive power on customers' purchase intentions. Based on the previous studies, the authors build the following hypothesis:

H1: Service quality positively affects purchase intention

Besides service quality, website quality is also a predictor of purchase intention, especially for e-commerce. Several studies prove the proposition, including Kim and Lennon (2013), who found that website quality has a significant positive effect on a consumer's emotions, and a consumer's emotions have a significant impact on purchase intention. Turkyilmaz et al. (2015) and Akram et al. (2017) found that website quality has positive effects on consumers' online impulse purchases. They suggest that online retailers willing to strengthen and retain their customer base must emphasise and improve the quality of their websites. According to Shergill and Chen (2005) and Akram et al. (2017), website quality enhances the probability of consumers' impulse buying. Akram et al. (2017) found that the website quality positively affects online impulse buying behaviour. Based on the previous studies, the authors build the following hypothesis:

H2: Website quality positively affects purchase intention

2.4. Purchase Decision

According to Kotler and Keller (2009:188), purchase decision is the evaluation stage in which the consumer forms the preference of the interlinked products within the set of options. The process consumers use to make a buying decision consists of five stages (Sangadji and Sopiah, 2013:36-38), namely: (1) introduction of needs, (2) search information, (3) evaluation of various alternatives, (4) purchase decisions, and (5) post purchase behaviour. The job of the marketer does not end when the product has been purchased by the consumer. After purchasing the product, consumers can be satisfied or dissatisfied, and will engage in post-purchase behaviour that remains attractive to marketers. Post-purchase behaviour is a stage in the buying decision process where consumers take further action after buying, based on the satisfaction or dissatisfaction they feel. The relationship between consumer expectations and perceived performance of a product is a factor that determines whether the buyer is satisfied or not. If the product fails to meet expectations, consumers will be disappointed; if expectations are met, consumers will be satisfied; if expectations are exceeded, consumers will be very satisfied. Consumers base their expectations on information they receive from sellers, friends, and other sources. Newberry et al. (2003) said that 'purchase intention is commonly used as a basis to forecast purchase behaviour.' Therefore, the authors build the third hypothesis as follows:

H3: Purchase intention positively affects purchase decision.

Besides purchase intention, service quality and website quality are also predictors of purchase decision. Firdausy and Idawati (2017) found that service quality has positive effects on purchase decision. Likewise, Saling et al. (2016) found that service quality has a positive and significant effect on purchasing decisions. Then, Indiani et al. (2015) found that website quality has positive effects on consumers' online impulse purchases. Based on the previous studies, the authors build the following fourth and fifth hypotheses:

H4: Service quality positively affects purchase decision.

H5: Website quality positively affects purchase decision.

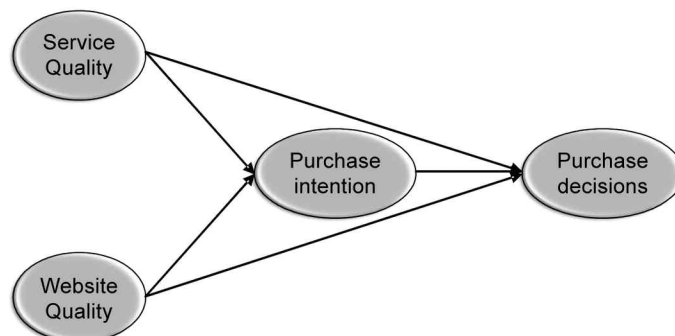


Figure 1. Conceptual Framework

3. Method

3.1. Research Design

The research method in this study used a quantitative method, because the data analysis is quantitative or statistical. The type of research conducted is causal, explaining the variables that are independent variable on independent variables (Sekaran and Bougie, 2013: 98). This study examines whether there is an influence from the independent variables (quality of service and website quality) and the mediating variable (purchase intention) on the dependent variable (purchase decision). Data collection techniques in this study used the questionnaire method.

3.2. Population and Sample

A population is a group of people, events, or anything that has certain characteristics that can make an object of interest to be studied (Indriantoro and Supomo, 2014; Sekaran and Bougie, 2013). The population used in this study was the customers of Zalora.com. The sample is the subset of the population. The sampling process includes various procedures that use a small percentage of the population to make inferences to the entire population (Pardede and Manurung, 2014:10).

3.3. Sampling Technique

A sampling technique is a way to determine the number of samples and the selection of prospective sample members, so that each sample selected in the study can represent the population (representative) both from the aspect of the number and from the characteristic aspects of the population (Pardede and Manurung, 2014:10). Sampling technique in this research used anon-probability sampling method with a purposive sampling technique, because the criteria used is the respondents who had bought products at Zalora.com. Hair et al. said, 'The minimum is to have a least five times as many observations as the number of variables to be analysed' (2010:102). According to Solimun (2002), the size of the sample for non-probability sampling is about five to ten times the number of indicators from all variables (Karno and Purwanto, 2017; Jauw and Purwanto, 2017). 24 indicators are used in this study, so the number taken is $24 \times 10 = 240$ samples. The number of samples, at 100-200, is suitable for the SEM analysis technique with the analysis tool AMOS instrument.

3.4. Analysis Technique

This research uses quantitative analysis techniques. The data processing technique used in this research is Structure Equation Modeling (SEM), which aims to prove whether there is a correlation between the variables that exist; in this research, it is used to prove whether there is an influence between service

quality, website quality, purchase intention, and purchase decisions on store customers within the Zalora network in Jakarta. Analysis of Moment Structure (AMOS) 22 software is used to analyse, because it is considered capable of testing a series of hypotheses that have been formulated together, where there are more than one interrelated variables, and test the feasibility of one model with research data. This research uses three kinds of analysis techniques, which are:

- (1) Confirmatory Factor Analysis (CFA) in SEM, used to confirm the most dominant factors in one group of variables (Suliyanto, 2011:25).
- (2) Analysis of goodness of fit criteria, used to test the suitability of the model through a review of various criteria of goodness of fit. Some conformity indexes and cut-off values, to test whether a model is acceptable or rejected (Hair et al., 2010), include Chi Square statistics; the Root Square Error of Approximation (RMSEA), which shows the expected goodness of fit when the model is estimated in the population (Hair et al., 2010); Goodness of Fit Index (GFI); Adjusted Goodness of Fit Index (AGFI); the minimum sample Discrepancy Function is divided by the Degree of Freedom, (CMN / DF); Tucker Lewis Index (TLI); Comparative Fit Index (CFI).
- (3) Regression Weight on SEM used to examine how much the variables studied are mutually influential (Suliyanto, 2011:25).

4. Results

4.1 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is used to test whether the latent variable-forming indicators are significant and valid. The latent variables used in the study were based on theoretical concepts with several indicators. CFA can be seen with the loading factor of each indicator. The loading factor is a large correlation between the indicator and its latent construct. An indicator with a low loading factor has a weak contribution to explain its latent construct. Loading factor weights of 0.50 or more are considered to have strong enough validation to explain latent constructs (Hair, 2010; Ghozali, 2011).

Based on the test results, the coefficient of each indicator of the quality of service variables (website quality, purchase intention, purchase decisions) has a loading factor > 0.50. This means that all the determinant indicators of the latent variables of each independent and bounded variable are declared valid (see Table 1).

		Estimate		Estimate		
SQ7	<---	SQ	.745	PI3 <---	PI	.540
SQ6	<---	SQ	.691	PI 2 <---	PI	.809
SQ5	<---	SQ	.738	PI 1 <---	PI	.570
SQ4	<---	SQ	.689	PD7 <---	PD	.433
SQ3	<---	SQ	.809	PD6 <---	PD	.719
SQ2	<---	SQ	.727	PD5 <---	PD	.448
SQ1	<---	SQ	.677	PD4 <---	PD	.612
WQ7	<---	WQ	.714	PD3 <---	PD	.808
WQ6	<---	WQ	.486	PD2 <---	PD	.609
WQ5	<---	WQ	.570	PD1 <---	PD	.524
WQ4	<---	WQ	.575			
WQ3	<---	WQ	.729			
WQ2	<---	WQ	.542			
WQ1	<---	WQ	.592			

Table 1. Regression Weight Factor Analysis Confirmation of the Independent and Dependent Variable Parameters
Source: AMOS 22 Data Processing Results

4.2 Overall SEM Model Test

SEM aims to test the feasibility of a full research model. The overall model test in this study uses AMOS 22 to view and analyse the goodness of fit. Table 2 shows that the model met

goodness of fit, or the feasibility of a model.

Table 2 shows that almost all the criteria are fit, and close to the cut-off value and other criteria that RMSEA uses to produce value according to the recommendations; therefore, the model is considered appropriate, with additional supporting data that the loading factor of each indicator yields a value of ≥ 0.5 . Therefore, the model in this study meets goodness of fit, and can continue to test the hypotheses, whether the hypotheses in this study are accepted or rejected.

Goodness of fit index	Cut-off Value	Result	Evaluation model
X ² Chi-square (df=183)	> 0,05	215.56	Good Fit
RMSEA	$\leq 0,08$	0,078	Good Fit
Probability	$\geq 0,05$	0,000	Good Fit
CMIN/DF	$\leq 2,00$	1,440	Good Fit
GFI	$\geq 0,90$	0,907	Good Fit
AGFI	$\geq 0,90$	0,823	Marginal Fit
TLI	$\geq 0,95$	0,953	Good Fit
CFI	$\geq 0,95$	0,971	Good Fit

Table 2. Results of the Overall Feasibility Study of the SEM Research Model

Source: AMOS 22 Data Processing Results

4.3. Hypothesis Testing

Table 3 shows that, excluding H5, the other hypotheses are accepted, as the P-value is smaller than 0.05 (≤ 0.05), and the CR value is greater than 1.96 (≥ 1.96). Table 3 shows that the CR value of the effect of service quality on purchase intention is $2.102 > 1.96$, and the P-value is $0.036 < 0.05$, so there is a significant effect of service quality on purchase intention; therefore, H1 is accepted.

		Estimate	S.E.	C.R.	P	Label	
Purchase Intention	<---	Service Quality	.219	.104	2.102	.036	par_19
Purchase Intention	<---	Website Quality	.462	.110	4.200	***	par_18
Purchase Decision	<---	Purchase Intention	.412	.134	3.067	.002	par_11
Purchase Decision	<---	Service Quality	.234	.092	2.558	.011	par_10
Purchase Decision	<---	Website Quality	-.023	.103	-.224	.823	par_12

Table 3. Hypothesis Testing Results
Source: AMOS 22 Data Processing Results

Table 3 also shows that the CR value of the effect of website quality on purchase intention is $4.200 > 1.96$, and the P-value is $*** < 0.05$, so there is a significant effect of website quality on purchase intention; therefore, H2 is accepted. Likewise, the effect of purchase intention on purchase decision is significant. The CR value shows this at $3.067 > 1.96$, and the P-value is $0.002 < 0.05$; therefore, H3 is accepted. H4 is accepted because the CR value is $2.558 > 1.96$, and the P-value is $0.011 < 0.05$. This means there is a significant direct effect of service quality on purchase decision. However, H5 is rejected, or there is not a significant direct effect of website quality on purchase decision. The C.R. value shows this at $-.224 < 1.96$, while the P-value is $0.823 > 0.05$.

4.4. Discussion

The Zalora online store provides a complete product selection, a stock of goods that is always available, and orders on time. The Zalora online store also maintains the confidentiality of the customer's personal data. The Zalora online store has a track record of customer order data. The Zalora online store responds to customer complaints, when a product return occurs. All these indicators are perceived by its customers as quality of service. The service quality affects customers interested in

buying, after reading product reviews at the Zalora online store. Varied product selections increase customer interest in buying from the Zalora online store. Customers are interested in purchasing products from the Zalora online store because the online store also provides discounts and vouchers. This finding supports research conducted by Lee et al. (2016), and Huang et al. (2014) suggests that service quality has a positive and significant effect on purchasing intention. The service quality not only affects purchase intention, but all indicators of service quality provided by the Zalora online store led customers to make the decision to buy at the online store. The findings support research conducted by Firdausy and Idawati (2017) and Saling et al. (2016), who found that service quality has a positive and significant effect on purchasing decisions.

Website quality indicated by product information at the Zalora online store is clear and detailed. Product information at the Zalora online store is trustworthy. The Zalora online store has a good reputation and provides access to customer service communication. The Zalora website is equipped with product search lists and is always smooth (no errors). The content of the Zalora online store website (menu, navigation, image, and colour features) is very innovative and interesting. All quality indicators of the Zalora website show that its customers were interested in buying after reading product reviews at the Zalora online store. This finding supports the research conducted by Chen (2013) and Indiani et al. (2015), that the quality of the website has a positive and significant effect on the purchase intention.

Purchase intention indicated that customers were interested in buying after reading product reviews at Zalora's online store. Varied product choices increased customers' interest in buying at Zalora's online store. Customers were interested in purchasing products at Zalora's online store because it provides discounts and vouchers. Customers visited the Zalora online store to meet their needs. The Zalora online store became the customers' top choice when searching for desired product information. The Zalora online store became an alternative of customers when shopping. Customers decided to buy from the Zalora online store because it provides a complete product, positively and significantly. This research supports research conducted by Kim et al. (2008) and Indiani et al. (2015), who stated that the purchase intention has a positive and significant effect on purchasing decisions.

5. Conclusion and Implication

The study proved that first, Zalora.com customers' purchasing intentions are positively affected by its service quality. Second, Zalora.com customers' purchase intentions are positively affected by its website quality. Third, Zalora.com customers' purchase decisions are influenced positively by their purchase intention. Fourth, Zalora.com customers' purchase decisions are affected positively by its service quality. Fifth, Zalora.com customers' purchasing decisions are not affected by its website quality.

Based on the results of this research conducted at the Zalora online store, the authors want to provide suggestions and inputs that can be useful for the Zalora online shop as well as for further researchers who would like to use this study as a reference. Since its costumers' purchase intentions and purchase decisions are proven to be affected by service quality and website quality, these results have implications regarding the need to increase service quality at Zalora.com, while it remains an online shopping option for customers. Zalora.com also must improve and re-evaluate its website to be more qualified and continue to provide innovation and an increasingly attractive visual appearance to further increase the purchase intention and continue to be a terrific opportunity for the company.

In this study, there are limitations:

(1) This research examines the purchase decision with the

factors that influence it, namely purchase intention, service quality, and website quality. There may be other variables that influence purchasing decisions, including product quality, brand, and application quality, all of which can tested in future studies.

(2) The method used in this study is a survey only, through a questionnaire. This study did not conduct interviews directly with customers of Zalora online stores, so the conclusions are based only on data collected using a questionnaire. Future studies will better if interviews with selected key informants are added to the research.

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