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The effect of service quality and website quality of zalora.Com on purchase decision as mediated by purchase intention(Article)

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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. © 2019, SRAC - Romanian Society for Quality. All rights reserved.

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