

# THE IMPACT OF WEBSITE QUALITY ON CONSUMER SATISFACTION AND PURCHASE INTENTION

(Study Case of E-Commerce Lazada Indonesia in Malang City)

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## ABSTRAK

Penelitian ini bertujuan untuk (1) menjelaskan pengaruh *Website Quality* terhadap *Consumer Satisfaction*, (2) menjelaskan pengaruh *Consumer Satisfaction* terhadap *Purchase Intention*, (3) menjelaskan pengaruh *Website Quality* terhadap *Purchase Intention*. Jenis penelitian ini adalah eksplanatori (*explanatory research*) dengan pendekatan kuantitatif. Variabel pada penelitian ini terdiri dari *Website Quality*, *Consumer Satisfaction*, *Purchase Intention*. Kriteria populasi dalam penelitian ini adalah konsumen dengan usia diatas 18 tahun, konsumen yang pernah mengunjungi, dan telah melakukan pembelian produk di Lazada. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan metode pengumpulan data melalui kuesioner secara *online* kepada 116 responden sesuai dengan kriteria populasi. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa *Website Quality* berpengaruh secara signifikan terhadap *Consumer Satisfaction*, *Website Quality* memiliki pengaruh signifikan terhadap *Purchase Intention*, *Consumer Satisfaction* berpengaruh signifikan terhadap *Purchase Intention*. Berdasarkan hasil penelitian, Sebaiknya Lazada meningkatkan kualitas website serta meningkatkan kualitas layanan, kualitas dari website Lazada seperti kegunaan, informasi dan servis konsumen mendapatkan kepuasan dalam berbelanja. karena website yang semakin baik dan mempunyai kualitas yang bagus dapat berpengaruh besar dalam minat beli konsumen Lazada.

**Kata Kunci:** *Website Quality, Consumer Satisfaction, Purchase Intention, Online Shopping, E-Commerce*

## ABSTRACT

This study aims to (1) explain the influence of *Website Quality* on *Consumer Satisfaction*, (2) explain the influence of *Consumer Satisfaction* on *Purchase Intention*, (3) explain the influence of *Website Quality* on *Purchase Intention*. This type of research is explanatory research with a quantitative approach. The variables in this study consisted of *Website Quality*, *Consumer Satisfaction*, *Purchase Intention*. The criteria of the population in this study are consumers with age above 18 years, consumers who have visited, and have purchased products at Lazada. The sampling technique used purposive sampling and the method of collecting data through online questionnaires to 116 respondents who were in accordance with the criteria of the population. Data analysis used is descriptive analysis and path analysis. The results showed that *Website Quality* had a significant effect on *Consumer Satisfaction*, *Website Quality* had a significant influence on *Purchase Intention*, *Consumer Satisfaction* had a significant effect on *Purchase Intention*. Based on the results of research, Lazada should improve the quality of the website and improve the quality of service, so that the quality of the Lazada website such as usability, information and service so consumers can get satisfaction in online shopping. because websites that are getting better and have good quality have a big influence on Lazada's consumer *Purchase Intention*.

**Keywords:** *Website Quality, Consumer Satisfaction, Purchase Intention, Online Shopping, E-Commerce*

## INTRODUCTION

E-commerce, which is a part of e-lifestyle that allows sale and purchase transactions conducted online from any corner of the place (Hidayat, 2008: 5). With the use of internet access, almost everyone can easily do shopping with the assistance of technology, Indonesian e-commerce is developing rapidly in advance, since people do not have much time to do shopping when they are busy, so society started to make the solution and utilize the use of internet. E-commerce is the purchase, sale, and goods and services via electronic (Wong, 2010: 33). E-commerce can also be interpreted as a process of doing business by using electronic technology that connects companies, consumers, and society in the form of electronic transactions and the exchange or sale of goods, services and information electronically (Munawar, 2009: 1). According to the experts above, e-commerce can be defined as a condition that allows individuals or groups to run business activities via internet easily. Since then, online trade becomes an alternative way to facilitate the transaction, and needless to be bothered to buy goods to the conventional store which can almost be said as a waste of time. E-commerce attendance that is when shopping using e-commerce system will greatly save time and cost needed compared to buy conventional store that is so exhausting, cost and time and this is the reason of why researcher takes e-commerce as a research object.

One of the most influential now to get what people need is often known as website, a platform where society can access every information online. The examples are such as the search engines (Mozilla Firefox, Google, etc), Online store (Lazada, Tokopedia etc), News sites (Detik.com, CNN, etc) and Academic services (Google Scholar, etc). Website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali, 2016). According Hidayat (2010: 6) website is the entire web pages contained in a domain that contains information. A website is usually built on many interconnected website pages. So it can be said that the definition of the website is a collection of pages which is used to display text, silent or moving images, animations, sounds, and aggregations of all, both static and dynamic, forming an interlocking set of buildings, each linked to the network pages, which means that the website is a page that contains the information to be given to website visitors, visitors can find what they are looking for example, Lazada website that provides

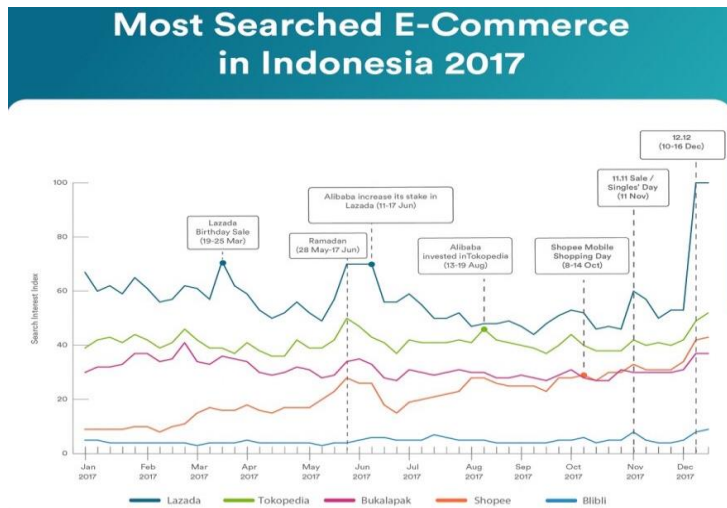
goods information they sell with a specific and clear, to attract interest in purchase Lazada provides information of creativity such as, adding photos of the product and digital files.

With complete information and feel pleasing in visit a website will make visitors feel satisfaction in the information and create sense to buy obtained after visiting. Satisfaction referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the attitude (satisfaction/pleasing) of the respondents (Jiradilok *et al.* 2014). Satisfaction arises when the product offered in accordance or exceed customer expectations it can to say that customers feel satisfaction and if the customer's perception of goods or services not in accordance with expectations it can be said customers are not satisfied. Satisfaction itself not only for goods but also about services, for example from an online store or e-commerce, online store or e-commerce that provides satisfaction information and service on their website about goods they sold will create a feeling purchase intention of online store.

Purchase intention is one dimension of behavioral intention (Zeithaml *et al.* 1996). According to Kotler (2000) purchase intention is consumer behavior occurs when consumer stimulated by external factors and come to purchase decision based their personal characteristics and decision making process. Purchase intention is the attention directed to a product accompanied by feelings of pleasure towards the goods and then the interest is causing the desire that arises feeling to have a product that has the benefit or just a desire and decided to have goods or product by buying. For an example interested in an item sold in online stores such as lazada.co.id as e-commerce that based website to selling the product.

Lazada Indonesia as one of Indonesian online store company has been has been one of the dominating online shops all over Indonesia. Launched in March 2012, it is growing rapidly and became a part of the online retail network of Lazada Group, located in six countries of Southeast Asia (Lazada Indonesia, Lazada Malaysia, Lazada Thailand, Lazada Vietnam, Lazada Singapore and Lazada Philippines). Lazada as a company engaged in e-commerce in Indonesia sell various categories of products ranging from fashions, electronic products, home decor, health products to beauty products, with enough access to sites and applications from Lazada. It is also advanced by

multiple payment methods, and various promos and discounts to attract consumers to find the latest goods they need.



**Figure 1: Most Searched E-Commerce in Indonesia 2017**

Source: [www.digitalnewsasia.com](http://www.digitalnewsasia.com) (2017)

Based on the statistic data from [www.digitalnewsasia.com](http://www.digitalnewsasia.com) (2017), Lazada is the most searched e-commerce on internet in Indonesia and this proves that Lazada still becomes one of the best e-commerce in Indonesia, followed by Tokopedia, Bukalapak, Shopee and Bilibli.

Lazada Indonesia is a website based company where every activity is done on its website itself. Therefore the website has a very important role for the company. The higher and better the quality of a website, the more users will access the website (Astuti and Sari 2017).

Based on the background of the research mentioned and the results of previous research, the authors are interested to conduct research entitled "The Impact of Website Quality on Consumer satisfaction and Purchase Intention" and survey on consumers of E-commerce Lazada in Malang City.

## LITERATURE REVIEW

### Website Quality

Website quality has gained great attention from academic and practitioners equally because of its vital role in developing customers' purchase intentions defined website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali 2016). The website can be defined as direct marketing because when visitors open the website or visit the website the visitors will feel

directly the facilities and Information about the product in the website.

In the era modern now technology increasing significantly, marketing through the Internet is increas rapidly. Has a lot of e-commerce is so much today due to the ease and advantages in online marketing. Marketers should have a strategy to attract consumers with one of them being for lower advertising costs, marketers should provide efficient information to buyers.

There are several steps to design a website to consider what to do in online marketing.

#### a) Designing Website

According to Zemke and Connellan (2001: 60-68) there are several basic design design that must be met by the company are:

- 1) Be useful
- 2) Don't waste consumer time
- 3) Make everything obvious
- 4) Encourage Customer to make contact if they want help
- 5) Put a price with every product
- 6) How they can return items and make it simple
- 7) Make the checkout process fast and paint less
- 8) Deliver Product on time

#### b) Measuring Website

- 1) Usability relating to website design such as appearance, ease of use, navigation and also the display presented in the website. Usability focuses on how users view and interact with websites: is it easy to navigate? Does the design fit the type of website?
- 2) The quality of information is the quality of the content of the website, the suitability of information for users such as format, accuracy and also relevance.
- 3) Quality of interaction service that is experienced by website users, manifested in the form of trust and empathy for example about the transaction.

### Consumer Satisfaction

Hsu *et al.* (2011) defined satisfaction is the consumer's fulfilment response, and he further defined satisfaction as the summary psychological state resulting when the emotion surrounding discursive about the consumer experience. Anderson and Srinivasan (2003) defined e-satisfaction as the contentment of the consumer with respect to his or her on accessing experience

with a given e-commerce firm. Satisfaction process in this study leads to the satisfaction of respondents in accessing a website one of the factors that influence satisfaction is quality.

According to Irawan (2009:130) as for factors that can affect consumer satisfaction is as follows:

- 1) Quality of product
- 2) Service quality
- 3) Product Price
- 4) Emotional Factor
- 5) Cost and convenience

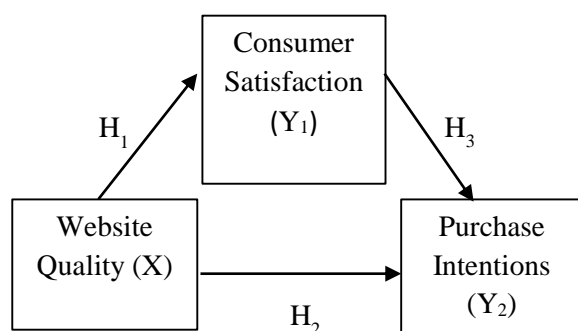
### Purchase Intention

According to Nugroho (2013:342) purchase intention is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The definition of purchase intention according to Thamrin, (2003: 142) is a part of the component of consumer behavior in the attitude of consuming, the tendency of respondents to act before buying decisions actually implemented.

According to Bearman in Semuel and Wijaya (2008: 35-54), the growth of purchase intention is caused by elements consisting of three stages:

- 1) Stimulation
- 2) Awareness
- 3) Search information

### Hypothesis



**Figure 2 Hypothesis model**

$H_1$  : *Website Quality* have significant effect on *Consumer Satisfaction*

$H_2$  : *Website Quality* have significant effect to *Purchase Intention*

$H_3$  : *Consumer satisfaction* have a significant effect on *Purchase Intention*

### RESEARCH METHOD

This research uses explanatory research with quantitative approach. This research was

conducted on the consumer on Lazada online store who lived in Malang City. the sample amounted to 116 respondent. The characteristics of the population in this study are:

- a. Respondent that have been visit Lazada's Website.
- b. Respondent that have been purchase the product in Lazada.co.id.
- c. Respondents above aged 18 years old, because it is considered able to make their own decisions.

## RESEARCH RESULTS AND DISCUSSION

**Table 1 The Result of Path Coefficient Testing of Consumer Satisfaction**

Independent Variable	Dependent Variable	Beta	T	P value	Notes
Website Quality (X)	Consumer satisfaction (Y <sub>1</sub> )	0.687	10.092	0.000	Sig
Dependent Variable Y <sub>1</sub> R square (R <sup>2</sup> ) : 0.472					

Source: Processed Data (2018)

**Table 2 The Result of Path Coefficient Testing of Purchase Intention**

Independent Variable	Dependent Variable	Beta	T	P Value	Notes
Website Quality (X)	Purchase Intention (Y <sub>2</sub> )	0.309	3.509	0.001	Sig
Dependent Variable Y <sub>2</sub> R square (R <sup>2</sup> ) : 0.539					

Source: Processed Data (2018)

**Table 3 The Result of Path Coefficient Testing on Purchase Intention**

Independent Variable	Dependent Variable	Beta	T	P-value	Notes
Consumer Satisfaction (Y <sub>1</sub> )	Purchase Intention (Y <sub>2</sub> )	0.487	5.539	0.000	Sig
Dependent Variable Y <sub>2</sub> R square (R <sup>2</sup> ) : 0.539					

Source: Processed Data (2018)

In the correlation between Website Quality and Purchase Intention, there are alleged Consumer Satisfaction variables as an intervening variable. The calculation of the effect of Consumer Satisfaction as an intervening variable is as follows:

Structural equation:

$$Y = PY_1X + (PY_1X \times PY_1Y_2)$$

Direct Effect Website Quality on Purchase Intention is 0.309

$$\begin{aligned}\text{Indirect Effect (IE)} &= PY1X \times PY1Y2 \\ &= 0,687 \times 0,487 \\ &= 0,334 \\ \text{Total Efect (TE)} &= PYX + (PZX \times PYZ) \\ &= 0,309 + 0,334 \\ &= 0,643\end{aligned}$$

From the results of these calculations, it is indicated that Consumer Satisfaction is proven as an intervening variable in the correlation between Website Quality and Purchase Intention. This is proven by the results of the Indirect Effect calculation which is 0.309. The total influence of Website Quality on Purchase Intention through Consumer Satisfaction is 0.643.

The hypothesis model determination of this research data is measured from the correlation coefficient of determination ( $R^2$ ) in both equations. The model results as follows:

$$\begin{aligned}R^2_{\text{model}} &= 1 - (1 - R^2_1)(1 - R^2_2) \\ &= 1 - (1 - 0,472)(1 - 0,539) \\ &= 1 - (0,528)(0,461) \\ &= 1 - 0,2434 \\ &= 0,7566 \text{ atau } 75,66\%\end{aligned}$$

The calculation result of model determination equal to 75.66% explained that the feasible model to explain the structural relationship of the variables studied was 75.66%. While the rest is 24.34% compared to other models that are not contained in this research model.

### **The Influence of Website Quality (X) and Consumer Satisfaction (Y<sub>1</sub>)**

Based on analysis result, the calculation resulted the influence of Website Quality on Consumer Satisfaction. This can be proved by the beta coefficient of 0.687 and the probability of ( $0.000 < 0.05$ ). The hypothesis states that Website Quality has a significant influence on Consumer Satisfaction and is accepted. The amount of influence of Website Quality variable to Consumer Satisfaction variable can be seen from the value of coefficient of determination ( $R^2$ ) that is equal to 0.472 or 47.2% with influence of other variable which is not found in this research equal to 0.528 or 52,8%.

The questions X<sub>1.1.1</sub> to X<sub>1.3.1</sub> which contains Usability opinions with others Lazada consumers, and provide positive experience to access Lazada website have a mean above 3.4, this indicates that the current Website Quality is greatly helping to increase pleasure during accessing a website. Moreover, all respondents with mostly consumer replied that Website Quality is very satisfying and it proves that a Website Quality is able to increase the Consumer Satisfaction.

Bai *et al.* (2008) and Puspitasri *et al.* (2013) concludes that indicate the quality of the website has a direct impact and positive impact on consumer satisfaction. Consumers can directly feel the quality of a website since first time accessing and searching for information contained there about the Usability, Information and E-service of a website. Good quality provided by a website in accessing and giving informative things can provide pleasure for website visitors.

A Research from Astuti and Sari (2016) found that the influence of Website Quality is Usability. The question from this research based on form X<sub>1.1.1</sub> until X<sub>1.1.4</sub> have mean more than 3.4 which means is a good category and it means that Website Quality that easily operated accessed quickly can lead consumers feel pleasure in accessing it, and it means that Website Quality by Usability can help to increase Consumer Satisfaction.

### **The Influence of Website Quality (X) and Purchase Intention (Y<sub>2</sub>)**

Based from analysis result, the calculation result of the influence of Website Quality on Purchase Intention shows the significant influence. This can be proved by beta coefficient of 0.309 and the probability of ( $0.000 < 0.05$ ), and Website Quality has significant influence on Purchase Intention. The hypothesis stated that Website Quality has a significant influence on Purchase Intention is accepted. The amount of influence of Website Quality variable to Purchase Intention variable can be seen from the value of coefficient of determination ( $R^2$ ) that is equal to 59.7% with influence of other variable which is not found in this research equal to 40.3%.

The Information as a part of the Website Quality that effect the Purchase Intention, discovered that mostly respondents agreed. It indicates that Website Quality can increase consumer desire to take decision in buying a product. Y<sub>2.1.1</sub> and Y<sub>2.1.2</sub> on level desire and interest all items above 3.4 which mean good, it explained

that consumers are increasingly interested to shop in Lazada after seeing good offer and various goods in Lazada website. This indicates that the feeling of consumer purchase intention of level of desire and interest increase after they find good Information.

Noronha and Rao (2017) and Sertugle *et al.* (2014) showed that Website Quality is the most effective factor affecting Purchase Intention. The concept of Website Quality is an effective means of consumer Purchase Intention. Supported by technological advance that facilitate every consumer to access and get information by all users. It is show that at the question of Y<sub>2.1.1</sub> and Y<sub>2.2.1</sub>, most of the respondents choose to agree.

Based on the research of Ali (2016) it is found that Website Quality which include Information and functionality to Purchase Intention have effective influence to satisfy. Consumer need some innovation such as timesaving and convenient and also have much various goods and offer products that is purchased online such an effective tool to satisfy the consumer who want to buy some products, and the first thing that consumer do is searching the information of the product from online store or e-commerce.

### **The Influence of Consumer Satisfaction (Y<sub>1</sub>) and Purchase Intention (Y<sub>2</sub>)**

Based on analysis result, the calculated result of the influence of Consumer Satisfaction on Purchase Intention. Can be proven by the beta coefficient of 0.487 and the probability of (0.000<0.05). The hypothesis that Consumer Satisfaction has a significant influence on Purchase Intention is accepted. The amount of influence of Consumer Satisfaction variable to Purchase Intention variable can be seen from the value of coefficient of determination (R<sup>2</sup>) that is equal to 0.472 or 47.2% with influence of other variable which is not found in this research equal to 0.528 or 52,8%.

Based on analysis result it is shown that average consumer will definitely shop at 6 months average consumer buying product in Lazada 1 time reached 51.75 within 6 months. There is no doubt that consumer Satisfaction has an effect on Purchase Intention. This indicates that satisfaction in consumer of Lazada is high for this online shop and it makes the consumers not worry to do online shopping again. Analysis result has shown a bad experience rate to Lazada, 93.10% stated they did not have a bad experience at Lazada. This Proves that Lazada has such a quality of online hopping

that is satisfying and increases the consumer Purchase Intention.

Research of Hsu, Chang and Chen (2011) and Noronha and Rao (2017) conclude that Satisfaction has a significant effect on Purchase Intention. The result of this research supports another research study from Jiradilok *et al.* (2014) which asserts that satisfaction will be referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the pleasure of the respondents. Consumers want to get the information from the quality information of the website to increase feeling about purchase intention, information quality which part of the website quality item which affects purchase intention. From item Y<sub>1.1.1</sub> about the Information that Lazada good for the consumer, and from 116 respondents there are 17 respondent stated strongly agree and 67 respondents stated agree. It means that the consumers the consumer feel satisfied toward Lazada because Lazada give the profesional information to consumers. Related with question Y<sub>2.1.1</sub> and Y<sub>2.2.1</sub> shown that most respondents feel interest and desired to buy some products in Lazada after seeing the information. It means the information quality which part of website quality item can increase consumers feeling toward purchase intention.

Based on the direct and indirect effect calculation, it can be concluded that the direct effect from Website Quality variable on Purchase Intention variable is a little less than the indirect effect from Website Quality variable on Purchase Intention variable through Consumer Satisfaction. This showed that Website Quality and Consumer Satisfaction is important variable influencing Purchase Intention. Lazada provides several factors in influence Consumer Satisfaction to shop at Lazada website, which can be seen from Figure 6 main page of Lazada website. Lazada front page provides free shipping promos for all consumers who shop at certain time and discount on their website, also Lazada website put the complete product categories that makes it easier for consumers to find the desired item and the various payment systems make it easier for consumers to do transaction.

## **CONCLUSION & SUGGESTIONS**

### **Conclusions**

1. The results have shown significant influence of Website Quality (X) on Consumer Satisfaction (Y<sub>1</sub>). It means that Website

Quality can influence Consumer Satisfaction to Lazada consumer. Website Quality that provide Usability, Information, and Service from Lazada's Website can increase the Satisfaction in consumer about Lazada.

2. The results have shown significant influence of Website Quality (X) on Purchase Intention (Y<sub>2</sub>). It means information quality which part of the Website Quality item can increase Lazada consumers in Purchase Intention to buy a product based on desire of the consumers.
3. The results have shown significant influence of Consumer Satisfaction (Y<sub>1</sub>) on Purchase Intention (Y<sub>2</sub>). It means that the that consumer created from Satisfaction on get information in online shop can increase the consumer in terms of Purchase Intention to buy some product in Lazada.

## Suggestions

### Practical Suggestion

- a. Based on questionnaire about the Satisfaction can increase the respondent's Purchase Intention and the important of Quality all of the respondents 100% said Yes, and it actually means that Website Quality is the strategy which can increase marketing activities. Marketers can find out the importance of the Quality which will create buyer Satisfaction and Intention to buy the products in the website.
- b. Based on questionnaire about Lazada shopping experience, it is categorized as good 93.10% of respondents answered not so badly experience since the consumer order some product, but there were some respondents who were dissapointed with delivery time, it would be better if Lazada to manage or give an other relative way to solve the problem of consumer about delivery time. So, the marketers can provide good service then, it can increasing the consumer Satisfaction of consumer feeling.
- c. Based on frequency distribution of Websites Quality on information indicators the lowest point is the accuracy of information items because the respondents reaction is not good to giving point about accurate information, so the seller is should be more careful to give information related to product marketer to increase consumer confidence by indirectly leading to a sense of satisfaction in real information.

- d. Based on frequency distribution on indicator about information, the lowest value item that touches on the payment system that is easily resumed. The Payment System on the Lazada website is complete, but Lazada must provide information about payment method more clearly so that consumers are more understand better.
- e. From this research, it can be seen that consumers from Lazada are mostly students or consumers under age of 30 years wich includes part of the millenial generation that prefer to shop online and like using internet. In this situation the marketers must know that the Quality of the website is important thing to maintain consumers.

### Academic Suggestion

- a. For further research, research can be done on other online shopping because nowadays many kind online shopping that people used.
- b. For the next researcher, it is better to add another variable outside the model that can lead to the Consumer Satisfaction and improve Purchase Intention, to make more this study completed because there are still other variable outside this study.
- c. For the next researcher can using more preliminary questions with open-ended questions relating to the variables studied, in order to free respondents in answering and assisting in more in-depth explanations of research discussions and research suggestions.

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