THE IMPACT OF WEBSITE DESIGN QUALITY, SERVICE QUALITY, AND ENJOYMENT ON REPURCHASE INTENTION THROUGH SATISFACTION AND TRUST AT ZALORA

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ABSTRACT

The advance of technology creates the new business trend by using internet. Zalora.co.id is one of the e-commerce uses website and application to deliver fashion products to the customers. The quality of website and application is the key to build the trust and satisfaction to the customers. Zalora.co.id needs a strategy to maintain the service quality and enjoyment through its website and application in order to keep and increase the customer repurchase intention on zalora.co.id.

This study aims to analyze the influence of factors of repurchase intention on zalora.co.id. Website design quality, service quality and enjoyment as independent variables and repurchase intention as dependent variable. This research uses satisfaction and trust as intervening variables. Sample of this research is the application users and visitors' Zalora website in 2016 who had made a minimum of two purchases. The sampling method in this research is judgment sampling. The analysis technique used is Structural Equation Modeling – PLS.

The results of this study show website design quality, service quality and enjoyment have positive effect on repurchase intention. The indirect influence of website design quality through satisfaction and trust has a negative effect.

Keywords: Website Design Quality, Enjoyment, Service Quality, Repurchase Intention

INTRODUCTION

It cannot be denied the current advance in technology is growing leaps and bounds. Coupled with the advances of the internet make it easier to communicate in daily life, such as the use of social media: *facebook, instagram, path* and others. All the conveniences offered by the internet. The internet begins to be used in various fields such; business, health and others.

While in Indonesia, internet users continue to grow every year. According to research that conducted by APJII & Pusakom UI (2014), internet users in Indonesia reached 88.1 million people with Internet usage penetration 34.9 percent. It shows that increasing of internet usage every year puts Indonesia as a potential market for conducting online business or e-commerce. According to Godjadi et al (in APJII & Pusakom UI, 2014), recent research results predict that by 2020 the number of consumer spending money on goods and services rather than basic needs will grow significantly in Indonesia. This encourages the increasing number of e-commerce sites that enter and operate in Indonesia.

One of the e-commerce that operates in Indonesia and focuses on fashion products is Zalora Indonesia. Zalora Indonesia sells various fashion products of various brands both domestic and foreign. Zalora Indonesia was founded by Catherine Sutjahyo which part of the Zalora Group in Asia. Zalora is a subsidiary of Zalando online shopping site which is a project of Rocket Internet. Zalora Indonesia is currently located and managed by PT Fashion Eservices Indonesia. Although it has been for four years in Indonesia does not make the sale of Zalora Indonesia at high level when compared with other e-commerce.

According to the website Storemantap (2016) Zalora Indonesia is not included in the list of 9 e-commerce with the most accessed in Indonesia. This ranking is determined by the alexa.com site as one of the credible sites in ranking frequently visited websites. In September 2016, Zalora Indonesia was ranked 171 in Indonesia. In early November 2016 the ranking dropped to 172. It is reflected in the Zalora Indonesia traffic ranks which tend to decrease from August 2016 to the end of October 2016.

According to Sukarto & Hianoto (2009) the high level of traffic owned by an online site is based on the number of site visitors. It can be said that based on Figure 1.2 there is a decrease in purchase intention from visitors to make purchases at zalora.co.id. Not only that, during 2013 until 2015 Zalora suffered a loss of $259 million. According to Jeperson (2016) Zalora still suffers from losses until now, even Zalora requires $11 million to survive without being acquired. The above statement states that Zalora still has not achieved sales targets and suffered losses. Inviting more customers to shop at the zalora will increase sales on the zalora that will lead to profit.

There are many factors that affect a person's interest to shop online, such as ease of transaction, time saving as well as several other factors that ultimately generate interest in consumers to buy the product or not. Purchase intention is the stage of consumer tendency to act before the buying decision is actually implemented (Kinnear & Taylor, 1995). Purchase intention can arise because the product is sold in accordance with the wishes of the buyer. When a consumer has made a purchase, there will be a repurchase intention, based on past purchasing experience.

Re-purchase intention is important for the success and profitability of online shopping (Razak, Marimuthu, Omar, & Mamat, 2014). Therefore, Zalora Indonesia must be able to grow customer loyalty through several factors in order to create buying interest in Zalora Indonesia. There are many factors that affect a person to do re-purchase on e-commerce sites; like website design, quality of goods type, ease of transaction, and other factors.

RESEARCH MODEL AND HYPOTHESES

Figure 1
Research Model
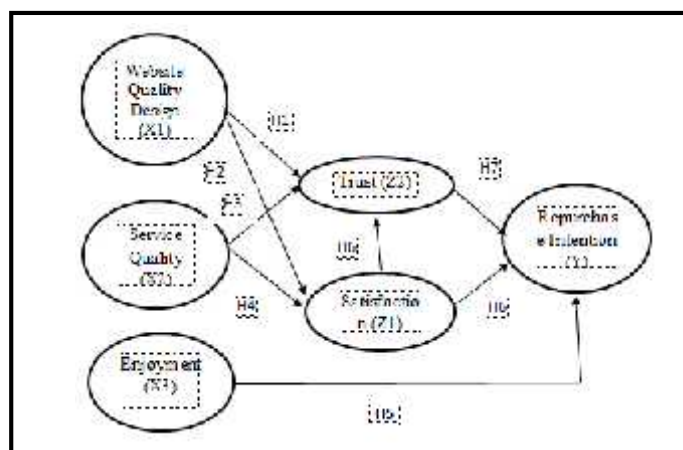
Sources :
Tao Zhou, Yaobin Lu, Bin Wang (2009); Chao Wen, Victor R. Prybutok, Chenyan Xu (2015); Chao-Min Chiu, Chen-Chi Chang, Hsiang-Lan Cheng, Yu-Hui Fang (2008).

Website Design Quality

According to Cheung et al (2005) high quality website shows vendor capabilities and sincere attention to their customers, which will affect customer trust in the company. Trust reflects one party's positive expectations for the behavior of others in the future (Mayer, Davis, & Schoorman, 1995). Zhou et al (2009) states that customers expect a website that has high quality when they shop online. Kotler & Keller (2008) also argue that if a product's performance does not meet the expectation, customers are dissatisfied and disappointed and vice versa and if a product's performance exceeds the expectation, customers will be happy. Therefore, the level of satisfaction of information that arises on a website will affect the user to use the website again related to the purchase decision on the products that submitted by the website (Jeong, Oh, & Gregoire, 2003). Research conducted by Chang et al (2014) on the hotel website in Taiwan gives the result that the quality of the website significantly affects the trust felt by the customer. In addition, research conducted by Lin (2010) also states the quality of website design has a positive influence on customer satisfaction. Based on the explanation of the previous researcher, the research hypothesis is proposed as follows:

H1: Website design quality has a positive effect on the trust on the website.
H2: Website design quality has a positive effect on satisfaction on the website.

Service Quality

Service quality will increase customer trust and satisfaction (Zhou et al., 2009). According to the Social Exchange Theory (SET), trust will be built when the behavior of those who give credence is acceptable and consistent with the expectations of the trusting party (Blau, 1964). According to Zhou et al (2009) service quality is the expectation of customers when they shop online. Therefore, service quality determines customer trust. Research conducted by Zhou et al (2009) on book and CD sales sites in China Dangdang.com found that service quality has positive impact to customer trust. In addition, research conducted by Akbar & Parvez (2009) states that service quality has a positive influence on customer satisfaction. Based on the explanation of the previous researcher, the research hypothesis is proposed as follows:

H3: Service quality has a positive effect on trust on the website.
H4: Service quality has a positive effect on satisfaction on the website.

Enjoyment

According Chiu et al (2009) enjoyment is the extent to which online shopping is considered by someone fun and exciting. According to self-determination theory, customers place themselves and are intrinsically motivated in online shopping when they are interested and enjoy online shopping activities (Chiu et al., 2009). According to Koufaris (2002) the pleasure in online shopping is as important as the pleasure in physical shopping (offline) and has an important influence in the intentions and behavior of customers. Hirschman & Holbrook (1982) add that the positive consumption associated with emotions in a hedonist context tends to lead to a very high level of commitment and rebuying interest. Research conducted by Wen et al (2011) found a positive influence between the enjoyment with the repurchase intention on consumers. This statement is also supported by a study conducted by Chiu et al (2009) which states a positive influence between the perceived enjoyment of consumers with rebuying interest. Based on the explanation of the previous researcher, the research hypothesis is proposed as follows:

H5: Enjoyment has a positive effect on repurchase intention on the website.

Satisfaction

According to Zhou et al (2009) customers always expect a website that provides satisfactory products and services. According to Social Exchange Theory (SET), when customer expectations are met, then trust will arise. Furthermore, satisfaction reflects customer feelings about the vendor's ability to meet their past expectations, while trust reflects the customer's attitude toward the vendor's future behavior (Zhou et al., 2009). By increasing customer satisfaction, the company will achieve a higher retention rate, positive word of mouth (WOM) and increase profits (Zeithaml, 2000). Research conducted by Zhou et al (2009) on Dangdang.com site found a significant relationship between customer satisfaction perceived customer trust. In addition, research conducted by Lin & Lekhawipat (2014) states a positive influence between customer's satisfaction on repurchase intention. Based on the explanation of the previous researcher, the research hypothesis is proposed as follows:

H6: Satisfaction has a positive effect on trust on the website.

H7: Satisfaction has a positive effect on repurchase intention on the website.

Trust

According to Ming et al (2015) in a previous study examined the effect of ethical performance of an e-commerce site on online trust and clarified the importance of trust for online vendors to build an ethical website that declared privacy policy and described the product accurately. Violation of trust in e-commerce will lead to negative buying interest and negative word of mouth communication (Goles, Lee, Rao, & Warren, 2009). Previous research has shown that trust plays an important role in encouraging customer buying interest (Chiu et al., 2009). Research conducted by Wen et al (2011) found a positive effect between customer trust with repurchase intention. This study is also supported by research conducted by Zhou et al (2009) who also found a significant relationship between trust with customer repurchase intention. Based on the explanation of the previous researcher, the research hypothesis is proposed as follows:

H8: Trust has a positive effect on repurchase intention on the website.

RESEARCH METHODOLOGY

Population and Sample

To determine the sample taken using non probability sampling approach. Non Probability Sampling is a sampling technique that does not provide opportunities or equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2004). Sampling method using Judgment Sampling, Judgment Sampling is a sample selection by using certain considerations that are tailored to the research objectives or research problems developed (Ferdinand, 2006). In this research the researchers only provide questionnaires to customers who have made purchases at least 2 times on the website Zalora Indonesia.

According to Ferdinand (2006) in a multivariate study (including those using multivariate regression analysis) the sample size was determined as many as 25 times the independent variable. SEM (Structural Equation Modeling) analysis requires samples of at least 5 times the number of indicator variables used (Ferdinand, 2006).

Sample required:
= Variable Indicators x 5
= 32 x 5
= 160

Thus, the number of samples in this study are 160 respondents. This is match with Ferdinand (2006) that a good sample ranges from 100 to 200 samples for a maximum likelihood estimation technique.

Analysis Methods

The method of analysis is a part of the data testing process after the selection and data collection process (Indriantoro & Supomo, 2011). Data analysis aims to present data of empirical findings that explain the relationship of research variables used in the test. The data is processed and analyzed first before presented as a consideration in decision making.

a. Descriptive Analysis

This analysis is used to provide an empirical description or a description of the data collected in the study and explain the characteristics of the variables studied. The Scoring technique conducted in this study is a minimum of 1 and maximum 10. Then the calculation of respondents' answers index is done with the following formula:

Index Value = [(%F1x1) + (%F2x2) + (%F3x3) + (%F4x4) + (%F5x5) + (%F6x6) + (%F7x7) + (%F8x8) + (%F9x9) + (%F10x10)] / 10

Explanations :
a) F1 is the frequency of respondents who answered 1
b) F2 is the frequency of respondents who answered 2, and so on up to F10 for answering 10 of the scores used in the questionnaire.

b. Quantitative Analysis

Quantitative analysis contains data in the form of numbers which is the result of the addition or measurement of the data obtained from respondents' answers and used to analyze data in the form of numbers with statistical calculations. Software used to facilitate the data analysis is the SmartPLS 2.0 software that serves to analyze data, perform statistical calculations for both parametric and non-parametric statistics based on Windows.

Research Variable Indicators

Table 1
Research Variables and Indicators

Research Variables	Indicators	Source
Website Design Quality	1. Technically, website works well	(McKnight et al (2002); Tao Zhou, Yaobin Lu, Bin Wang (2009))
	2. Visually, the website is attractive	
	3. Simple navigation	
	4. Easy to find the information	
Service Quality	1. Providing timely service	(Gefen (2002); Tao

	2. Interest in troubleshooting	Zhou, Yaobin Lu, Bin Wang (2009))
	3. The website is reliable	
	4. Accuracy in service	
	5. Providing fast service to users	
	6. Desire to help users	
	7. Service notifications to users	
	8. Responding to user requests	
	9. Grow confidence in users	
	10. Feel safe when transacting	
	11. Courtesy website	
	12. Individual attention to users	
	13. Sincere interest from users	
	14. Understanding of the specific needs of users	
Enjoyment	1. Interesting feeling while visiting the website	(Hassanein & Head (2005); Chao Wen, Victor R. Prybutok, Chenyan Xu (2015); Chao-Min Chiu, Chen-Chi Chang, Hsiang-Lan Cheng, Yu-Hui Fang (2008))
	2. Feelings of consolation while visiting the website	
	3. Feelings of enjoyment while visiting the website	
	4. Feelings of comfortable while visiting the website	
Satisfaction	1. Feel satisfied with the online shopping experience	(Hong, Thong, & Tam (2006); Tao Zhou, Yaobin Lu, Bin Wang (2009))
	2. Feel charmed with online shopping experience	
	3. Feel happy with online shopping experience	
Trust	1. Transaction security	(Gefen, Karahanna, & Straub (2003) & Hassanein & Head (2005); Tao Zhou, Yaobin Lu, Bin Wang (2009))
	2. Privacy protection	
	3. Trust on the website	
	4. Confidence will get good service	
Repurchase Intention	1. Intention to repurchase on the website	Liu, Marchewka, Lu, & Yu (2005) Chou & Hsu (2016); Tao Zhou, Yaobin Lu, Bin Wang (2009); Chao Wen, Victor R. Prybutok, Chenyan Xu (2015); Chao-Min Chiu, Chen-Chi Chang, Hsiang-Lan Cheng, Yu-Hui Fang (2008)
	2. Intention to visit the website again	
	3. Intention to make the website as the primary choice to buy similar products	

RESULTS AND DISCUSSION
Respondents Overview

Table 2
Respondents Overview

Measure	Items	Frequency	Percentage
Gender	Male	60	31,75%
	Female	129	68,25%
Age	15-20 years old	53	28%
	21-25 years old	128	67,7%
	26-30 years old	7	3,7%
	31-35 years old	0	0%
	>36 years old	1	0,6%
Occupation	Student	166	87,8%
	Civil Servant	1	0,5%
	Private Employee	11	5,8%
	Entrepreneur	5	2,7%
	Housewife	1	0,5%
	Other	5	2,7%
Frequency of Purchasing	2 times	87	46%
	3 times	51	27%
	4 times	13	6,9%
	5 times	6	3,1%
	>5 times	32	17%

Note: n=189

Table 2 gives demographic information about the respondents. The majority of the respondents are female (68,25%) and most of them are students (87,8%), indicating that the sample was unbalanced in terms of occupation and gender. Two possible explanations for this situation are considered. First, we posted more survey invitations in messenger applications through student communities. Second, we women would be more willing to fill out a questionnaire about shopping than men(Farag, S.et al, 2007).

Model Testing

Table 3
Composite Reliability

	Composite Reliability
Enjoyment	0,935656
Repurchase Intention	0,943846
Satisfaction	0,965092
Service Quality	0,969055
Trust	0,955219
Website Design Quality	0,928758

Measuring composite reliability is performed to test variable reliability. Variables that have good reliability can be shown with composite reliability value> 0.60 (Ghozali, 2006). Based on Table 3 above can be concluded that all constructs meet the reliable criteria. This is indicated by all constructs having a composite reliability value above 0.60.

Table 4
Hypothesis Testing from Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
Enjoyment -> Repurchase Intention	0,345442	0,355703	0,072894	0,072894	4,738992
Satisfaction -> Repurchase Intention	0,267095	0,253938	0,091513	0,091513	2,918669
Satisfaction -> Trust	0,454482	0,457923	0,082875	0,082875	5,483927
Service Quality -> Satisfaction	0,676588	0,677910	0,071530	0,071530	9,458781
Service Quality -> Trust	0,397160	0,388914	0,088698	0,088698	4,477692
Trust -> Repurchase Intention	0,324705	0,328885	0,084587	0,084587	3,838735
Website Design Quality -> Satisfaction	0,142540	0,143401	0,075574	0,075574	1,886090
Website Design Quality -> Trust	0,102527	0,108045	0,059898	0,059898	1,711704

Hypothesis testing is done for knowing the relationship between research variables. The basis used in the hypothesis testing is the value contained in the output result of "for inner weight". Table 4 provides estimation output for structural model testing. These below are the result of the hypothesis:

1) Table 4 shows that the relationship between Enjoyment with Repurchase Intention is significant with T-statistics of 4.738992> 1.96. The original value of the sample is positive, that is 0.345442 indicating that the direction of the relationship between Enjoyment with Repurchase Satisfaction is positive.
2) Table 4 shows that the relationship between Satisfaction with Repurchase Intention is significant with T-statistics of 2.918669> 1.96. The original sample value is positive, that is 0.267095 indicating that the direction of the relationship between Satisfaction with Repurchase Intention is positive.
3) Table 4 shows that the relationship between Satisfaction with Trust is significant with T-statistics of 5.483927> 1.96. The original sample value is positive, that is 0.454482

indicating that the direction of the relationship between Satisfaction with Trust is positive.

4) Table 4 shows that the relationship between Service Quality with Satisfaction is significant with T-statistics of 9.458781> 1.96. The original value of the sample is positive, that is equal to 0,676588 indicating that direction of the relationship between Service Quality with Satisfaction is positive.

5) Table 4 shows that the relationship between Service Quality and Trust is significant with T-statistics of 4.477692> 1.96. The original value of the sample is positive, that is equal to 0,397160 indicating that direction of the relationship between Service Quality with Trust is positive.

6) Table 4 shows that the relationship between the Trust and Repurchase Intention is significant with T-statistics of 3.838735> 1.96. The original sample value is positive, that is 0.324705 indicating that the direction of the relationship between the Trust and Repurchase Intention is positive.

7) Table 4 shows that the relationship between Website Design Quality with Satisfaction is not significant with T-statistics of 1.886090 <1.96. The original value of the sample is positive, that is 0.142540 indicating that the direction of the relationship between Website Design Quality with Satisfaction is positive.

8) Table 4 shows that the relationship between Website Design Quality and Trust is not significant with T-statistics of 1.711704 <1.96. The original value of the sample is positive, that is 0.102527 indicating that the direction of the relationship between Website Design Quality with Trust is positive.

Conclusion and Implication

Conclusion

The results of this research showed that 2 hypotheses have no significant effect, the relationship between website design quality and trust is not significant and the relationship between website design quality and satisfaction is not significant. Repurchase intention variable gets effected 77,19% from a trust, satisfaction and enjoyment. Satisfaction variable gets effected 63,99% from website design quality and service quality. Trust variable gets effected 79,67% from website design quality, service quality and satisfaction.

Implication

The result of this study will be a good input for the zalora.co.id. In the future, the indicators can raise the number of visitors, downloaders and purchasing at application and the website zalora.co.id. The table below will represent the result:

1. According to the respondents, confirmed that the products in the zalora.co.id is infrequently upgraded. This thing makes them avoid to visit the zalora.co.id because they often see the same product for a long time. And they start moving to other e-commerce that provide the same products with new model and style. If zalora.co.id upgrades its product regularly, it will invite more visitor to visit or visit back and keep the customer buying on the zalora.co.id.

2. According to the respondents, zalora.co.id needs to display the product pictures match with the real condition of the products. They often disappointed when received the products that totally different with the display picture and the description. If zalora.co.id does this thing, it will increase the level of satisfaction and trust.

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