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The Influence of Website Quality, Brand Awareness and Perceived Product Quality on Purchase Intention of Video Games Online Store

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Abstract—This study employed Path Analysis to investigate the relations among Website Quality, Brand Awareness, Perceived Product Quality and Purchase intention from consumer point of view. Data were collected from 200 Indonesian website users which focus on video games online store. A significance and positive influence exists for each variable of website quality, brand awareness, perceive quality and purchase intention. The advantage and benefits of good quality of a website and awareness of a brand can improve consumer perceive quality and purchase intention. Therefore, organization should explore the possibilities of improving marketing activities and campaign through website.

Keywords— *website quality; brand awareness; perceived product quality; purchase intention; e-commerce; internet*

I. INTRODUCTION

The development of technology and information systems evolves an enterprise business model. E-business is then developed further to bring the term e-commerce. E-commerce is a process of purchase, sale or exchange of products, services or information via computer and Internet networks [1]. Based on a survey conducted by e-marketer.com, the increase in world internet usage is not only occurs in the United States, China and Japan, but also in Indonesia. Indonesia was in the sixth position on the list of the countries in the world with the highest rate of Internet penetration. Indonesia's e-commerce level is growing and developing rapidly and it has reached 3.4 billion USD by year of 2014.

Website quality becomes one of the major factors that expedited e-commerce. According to a research conducted by Quartz Marketing Agency, it was found that the reason for the existing challenges of conducting e-commerce in Indonesia is because Indonesian consumers prefer to enjoy online shopping through forums, blog or social media rather than through official website of the company. Therefore, a company should take notice to its website so that consumer could gather complete information about their products and do the transaction through website.

The competition in e-commerce is quite high. Therefore besides maintaining a good website, a company should also increases its brand awareness to win new customers, because

the cost of gaining a new customer is five times greater than keeping an old one [2].

Although many companies has maintained good website and spend a great amount of effort to increase their brand awareness, only few company realize how website quality and brand awareness can increase consumer purchase intention. Therefore this research is aimed at investigating the influence of website quality and brand awareness on the perceived quality effects on consumer purchase intention. This study takes the consumers of video games online store's as a study case. In particular, the objectives of this study are:

- To investigate the influence of website quality on perceived quality
- To investigate the influence of brand awareness on perceived quality
- To investigate the influence of website quality on purchase intention
- To investigate the influence of brand awareness on purchase intention
- To investigate the influence of perceived quality on purchase intention.

II. EASE OF USE

A. Website Quality

According to the research conducted by Lin [3], there are four main dimensions of website quality:

- *System Quality*: The quality system refers to the perceived ability of a website to provide the appropriate function in relation to the user's control.
- *Information Quality*: The information quality refers to the quality of information provided by the online service. The most basic capabilities of a web site is to present the information about learning contents, subjects and items.
- *Service Quality*: In the context of web-based IS, service quality measure the overall support delivered by the web site.
- *Attractiveness*: Visual attractiveness of the website which refers to the level of user confidence that web pages are fun to read and have a pleasing visual.

B. Maintaining the Integrity of the Specifications

According to the work reported in [4], brand awareness is defined as the ability of a potential buyer to dig, recalling a brand as part of a particular product category. On the other hand, the work reported in [5] argued that brand awareness is composed by *brand recall* and *brand recognition*. This argument was further supported by the work in [6] where it was argued that there are four levels in brand awareness:

- *Unaware of the brand*: the stage where the customers feel hesitant or unsure whether it recognizes the brands mentioned or not.
- *Brand recognition*: the stage where the customer is able to identify brands mentioned.
- *Brand recall*: the stage where the customer is able to recall the brand without given a stimulus.
- *Top of mind*: the stage where the customer mention a brand as the first comes to mind when talking about a particular product category.

C. Perceived Product Quality

According to [7], perceived quality of product is a perception of quality that are based on the sign or the physical characteristics of a product itself such as the size, color, taste or fragrant of the product. In some cases, consumers use physical characteristics to judge the quality of a product.

D. Purchase Intention

According to [8], an intention to buy is a plan to purchase the goods or services in the future. The increase on a consumer's purchase intention is developed by some elements such as the following:

- *Stimulant*: the existence of certain factors that encourage or induce a person to act.
- *Awareness*: something that entered the consumer's mind influenced by the product offered.
- *Information Seeker*: search of information could be directed from two sources, self-seeking and other recommendation.

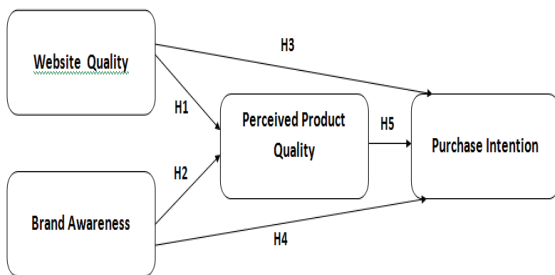


Fig 1. Research Framework

Previous studies have found that Brand Awareness affects positively on Purchase Intention with the mediation of Perceived Product Quality [9]. Another research also postulated that the Website Quality enhance the perceived

value of a consumer product quality, which eventually increases consumer Purchase Intention [10].

III. METHODOLOGY

A. Research Framework

This study using research framework depicted in Fig 1. This figure illustrates that the research is aimed at investigating the correlation between Website Quality and Brand Awareness on Perceived Product Quality, as well as evaluating the influence of Perceived Product Quality on Consumer Purchase Intention.

B. Questionnaire Design

The initial draft of questionnaire is developed according to the theory and methods described in the aforementioned literature. These questionnaires were spread to 200 consumers of video games online store. The questionnaire was designed using a Likert five-point of scale in which a score 5 defines the highest score and 1 defines the lowest score.

C. Measurement Variable

The dimensional measurement developed from the literature review are summarized in the following table.

Measurement	Items
<i>Website Quality</i>	<i>System Quality</i>
	<i>Information Quality</i>
	<i>Service Quality</i>
	<i>Attractiveness</i>
<i>Brand Awareness</i>	<i>Unaware of Brand</i>
	<i>Brand Recognition</i>
	<i>Brand Recall</i>
	<i>Top Of Mind</i>
<i>Perceived Product Quality</i>	<i>Performance</i>
	<i>Features</i>
	<i>Conformances</i>
	<i>Reliability</i>
	<i>Durability</i>
	<i>Serviceability</i>
<i>Purchase Intention</i>	<i>Fit and Finish</i>
	<i>Stimulus</i>
	<i>Awareness</i>
	<i>Information Seeker</i>

IV. RESULTS AND DISCUSSION

This study uses Path Analysis to test the correlation between variables developed. Validity and Reliability analysis were developed before the correlation test. The results show that a significant and positive relationship existed between variables.

Path Analysis reveals that a significant and positive relationship exist between website quality and brand awareness on perceived quality. This means that website quality and brand awareness have strong influence in increasing consumer's perceived product quality. Furthermore, a significant and positive relationship also exists between website quality and brand awareness on purchase intention, which means that website quality and brand awareness also has strong influence to increase consumer's purchase intention. We also found that a significant and positive relationship exists between perceived qualities on purchase intention, which means that consumer's perceived quality also has strong influence to increase consumer's purchase intention. When a customer has more positive image to a company's website and awareness to its brand, they affect and increase the usage and consumer's purchase intention to buy a product.

Table 1. The Decomposition Summary of Relationship between models

Variable	Direct correlation	Indirect correlation	Total
WQ □ PQ	0.265	-	0.265
BA □ PQ	0.452	-	0.452
WQ --> PI	0.458	0.265 x 0.229 = 0.060685	0.06069
BA --> PI	0.269	0.452 x 0.229 = 0.103508	0.10351
PQ --> PI	0.229	-	0.229
e1	0.7321	-	0.7321
e2	0.551	-	0.551

The above table can be summarized as follows: website quality and brand awareness have a significant and positive influence on perceived quality where brand awareness has greater influence on consumer's perceived quality than website quality whereas website quality has greater influence on consumer's purchase intention than brand awareness. Research shows that consumer's perceived quality of a product is more indicated by their awareness of the company's brand rather than the quality of its website. However, consumer's purchase intention in the future are more likely to be influenced by the quality of a company's website rather than its brand.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

The result of the study show that when consumer has higher perception of a company's website, the consumer's perceived quality will be better; meanwhile when the consumer has higher awareness on a company's brand, the higher consumer's purchase intention will be committed.

B. Recommendation

To increase or maintain website quality, company should provide customized service, information searching system, prompt reply on consumer's opinion and queries, and performs surveys to understand consumer's need. Company also should consider doing marketing campaign and promotion through website to increase brand awareness. The study shows that consumer's awareness on a brand influences their perception on the quality of the product.

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