

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

(A Case of zalora.co.id)



## **BACHELOR THESIS**

Submitted as partial fulfillment for

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At Diponegoro University

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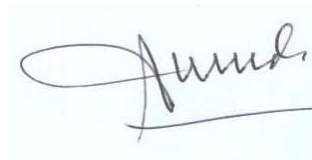
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## MOTTO AND DEDICATION

“God gives you a life so live it up and find your happiness. Expect nothing because your life is not to make others happy. Keep on your track, forget others who talk behind you because your way is to go forward not to go backward”

(Me)

“No matter how long the road that you take to your destination, sometimes you fail, fall, and lost. Remember that your destination doesn't move. You have a flexible movement, you want to get closer or to get away or even you free to set the destination. Just make sure you have good direction, your persistence is bigger than the intention, and your desire is stronger than the fear. Cause when you arrive, you have stepped forward to the next level. When you look back, you see yourself so strong to pass all the things. When you look ahead, you don't feel fear to reach all the things you want”

(Me)

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Semarang, August, 3<sup>rd</sup> 2017

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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, Service Quality, Enjoyment, Satisfaction, Trust,

Repurchase Intention.

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# CHAPTER I

## INTRODUCTION

### 1.1 Background

It cannot be denied the current advances 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. These causes make the internet users increase every year around the world. According to data from We Are Social (2016), internet users in the world in January 2016 reached 3.42 billion people. As for growing annually at 10 percent. The use of internet is supported by the use of social media, which reached 2.31 billion and the use of communication devices (*mobile*), which reached 3.79 billion people.

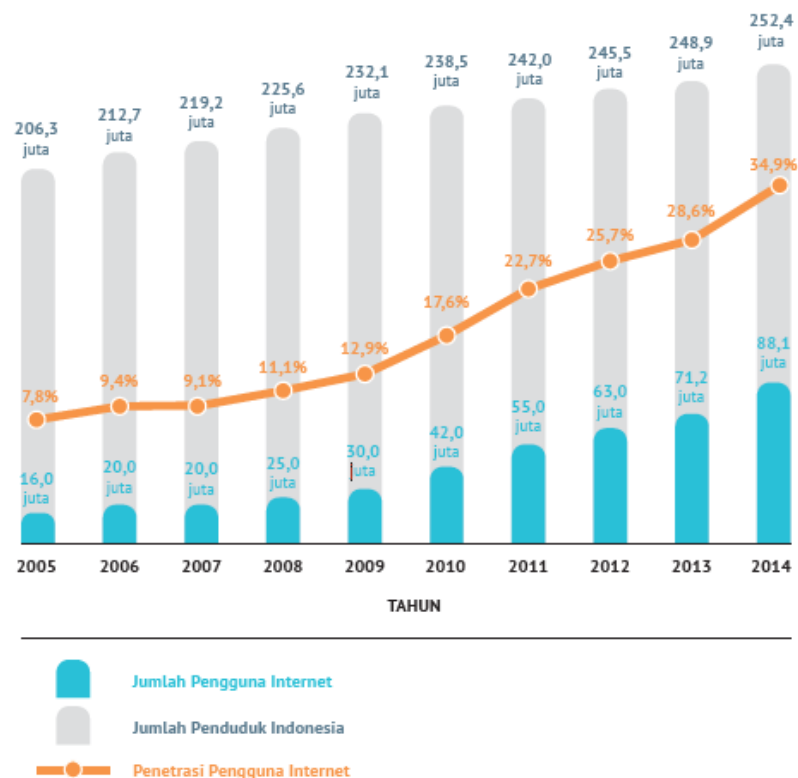
**Table 1.1**  
**Global Digital Snapshot (January 2016)**

<b>Utilization</b>	<b>Population (in billion)</b>	<b>Penetration</b>
Total Population	7.395	54%
Internet Users	3.419	46%
Active Social Media Users	2.307	31%
Unique Mobile Users	3.790	51%
Active Mobile Social Users	1.968	27%

Source : <http://wearesocial.com.sg>

While in Indonesia, internet users continue to grow every year. According to research that conducted by APJII and Pusakom UI (2014), internet users in Indonesia reached 88.1 million people with Internet usage penetration 34.9 percent.

**Figure 1.1**  
**Total Number and Penetration of Internet Users in Indonesia in 2005 - 2014**

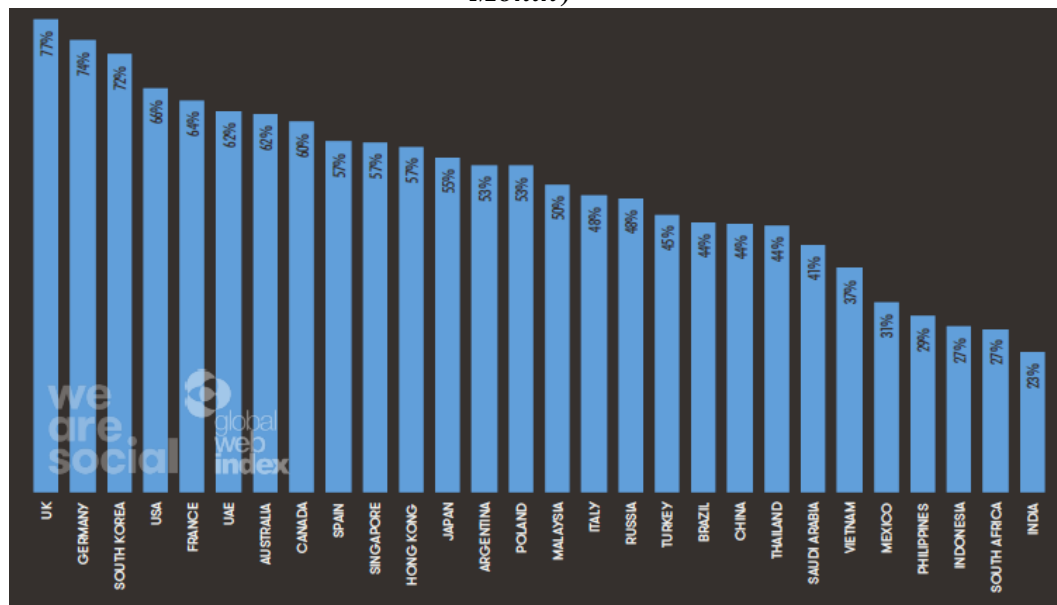


Source: Penelitian Pusakom UI dan APJII (2014)

Figure 1.1 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 and 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.

**Figure 1.2**  
**Active E-Commerce Shoppers (January 2016)**  
*(Percentage of the National Population who Bought Something Online in the Past Month)*



Source : <http://wearesocial.com.sg>

Figure 1.2 shows that Indonesia is ranked 26<sup>th</sup> of the world for active e-commerce shoppers. As many as 27 percents of the population of Indonesia had made online purchases of goods in early January, 2016. The ease that offered by the telecommunication equipment is really used by the citizens of Indonesia to facilitate their daily activities, one of which is shopping. According to Godjali et al (in APJII &

Pusakom UI, 2014), this type of consumer will develop an all-digital lifestyle because the technology industry has encouraged them to use more than one device. These devices connect buyers and sellers electronically.

E-commerce is a manifestation of a practical lifestyle that supported by technological advances. People who are busy working or have busy activities and do not have time to shop, e-commerce will be a shopping solution without having to go around the market or shop to find the desired item. This transaction offers convenience based on trust between the seller and the buyer. For the payment process, product specification, delivery of goods and return of goods are clearly attached on the website and application of the e-commerce. Customers only need to find the desired product and then carefully read the product specifications as well as the terms and conditions of purchasing products so that products purchased in accordance with the wishes. In addition, almost all sites and e-commerce applications attached display images of products they offer. In general e-commerce not only offer one product, but various types of product such as; electronics, clothes, sports equipment, transportation tickets, vouchers and others. As the same as e-commerce in Indonesia; Forum Jual Beli Kaskus, Zalora, Lazada, Berrybenka and others.

Some e-commerce operating in Indonesia are described in Table 1.2 below.

**Table 1.2**  
**List of E-Commerce Operating in Indonesia**

No	Type of E-Commerce	Name of E-Commerce	Products Offered
1	Online Forum and Classified Ads	Kaskus	Music instruments, books, electronic appliances, fashion products, automotive, sports equipment, services and others.
2		OLX (Toko Bagus)	Automotive, properties, fashion products, electronic appliances, pets, services, job vacancy and others.
3	Business to Consumer (B2C)	Lazada Indonesia	Electronic appliances, home appliances, fashion products, gadgets, vouchers, camera, sports & outdoors equipment, automotive, books and others.
4		Traveloka	Flight tickets and room services.
5		MatahariMall	Gadgets, fashion products, health & beauty products and others.
6		Bhinneka	Gadgets, photography equipment, stationary, fashion products, sports equipment & fitness, travels & outdoors equipment and others.
7		Agoda	Room and hotel services.
8		Zalora Indonesia	Fashion products, accessories, health & beauty products.



9		Berrybenka	Fashion products.
10	Marketplace	Bukalapak	Fashion products, gadgets, health & beauty products, sports equipment, baby gears, foods, automotive, and others.
11		Tokopedia	Fashion products, gadgets, health & beauty products, sports equipment, baby gears, foods, automotive, and others.
12		Elevenia	Fashion products, gadgets, health & beauty products, baby gears, foods, automotive and others.
13		Qoo10 Indonesia	Fashion products, beauty & dietary products , digital & mobile, furniture and others.

Source : (Pratama, 2016)

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.

**Figure 1.3**  
**Traffic Ranks of Zalora Indonesia (May-October 2016)**  
**(zalora.co.id)**



Source: Alexa.com

According to Sukarto and 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 and 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 et al, 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.

This study uses the variable of trust ( $Z_1$ ) and satisfaction of ( $Z_2$ ) as intervening variables and re-purchase intention ( $Y$ ) as dependent variable. As for the independent variables, this study uses website design quality ( $X_1$ ), service quality (consist of four factors; reliability, responsiveness, assurance, and empathy) ( $X_2$ ), and perceived of

enjoyment ( $X_3$ ). In this study, samples were taken from buyers who have purchased at Zalora Indonesia site.

## **1.2 Statement of the Problem**

The growing number of internet users in the world today as informed at Table 1.1 will bring new trends in everyday life of online shopping. Likewise with the development of e-commerce in Indonesia that encourages the growth of online transactions in the community even though the number is not as much as offline transactions or conventional. One of the online shopping sites is zalora.co.id. Based on the information from Figure 1.2 shows that although it has been established in Indonesia since four years ago and well known to the public, Zalora Indonesia traffic rank still not stable and tend to decrease in August until the end of October 2016. In August 2016 the number of visitors in in the range of 11 thousand of visitors. And this number continues to decline until the end of October 2016 in the range of 9 thousand of visitors. The declining of Zalora traffic can be interpreted as a decreasing of buying interest that reflected from the declining of visitors on the website zalora.co.id.

Based on the phenomenon that described previously, the questions that focus on this research are as follows:

1. What is the relation of website design quality on trust?
2. What is the relation of website design quality on satisfaction?
3. What is the relation of service quality on trust?

4. What is the relation of service quality on satisfaction?
5. What is the relation of perceived of enjoyment on re-purchase intention?
6. What is the relation of satisfaction on trust?
7. What is the relation of satisfaction on re-purchase intention?
8. What is the relation of trust on re-purchase intention?

### **1.3The Purpose and Usefulness of Research**

#### **1.3.1 The Purpose of Research**

Based on the problems found, the objectives to be achieved from this research are as follows:

1. To analyze the relation of website design quality on trust in online purchase on Zalora Indonesia website.
2. To analyze the relation of website design quality on satisfaction in online purchase on Zalora Indonesia website.
3. To analyze the relation of service quality on trust in online purchase on Zalora Indonesia website.
4. To analyze the relation of service quality on satisfaction in online purchase on Zalora Indonesia website.

5. To analyze the relation of perceived of enjoyment on re-purchase intention in online purchase on Zalora Indonesia website.
6. To analyze the relation of satisfaction on trust in online purchase on Zalora Indonesia website.
7. To analyze the relation of satisfaction on re-purchased intention in online purchase on Zalora Indonesia website.
8. To analyze the relation of trust on re-purchase intention in online purchase on Zalora Indonesia website.

### **1.3.2 The Usefulness of Research**

1. For Online Store or E-Commerce

The result of this study can be used as information or advice for the e-commerce to determine what factors influence dominantly on online re-purchase intention, in order to maximize the marketing strategy.

2. For the Next Researcher

It can be a reference or comparison for researchers in doing research with similar objects and problems.

## **1.4 Writing System**

Systematic writing is useful to provide a clear picture and do not deviate from the subject matter discussed in this study. Systematically, the composition of this research as follows:

### **CHAPTER I : INTRODUCTION**

This chapter describes the background of the problem, formulation of problem, purpose and usefulness of the research, as well as the systematic writing.

### **CHAPTER II : LITERATURE REVIEW**

This chapter describes the understanding and theories about the re-purchase intention and the influencing factors such as website design quality, service quality, perceived of enjoyment, trust and satisfaction in online purchase transactions. In this chapter also discusses previous research, research models and hypotheses.

### **CHAPTER III : RESEARCH METHODOLOGY**

This chapter contains the research variables, samples, types, and data sources, data collection methods and analysis models used in this research.

### **CHAPTER IV : ANALYSIS, INTERPRETATION OF DATA AND RESULT**

This chapter describes the main content of research that contains the description of the object of research, data analysis and discussion that will be used to know the

results of analyzes studied, the results of hypothesis, and the influence of independent and intervening variables to the dependent variable.

## **CHAPTER V: SUMMARY OF FINDINGS, CONGCLUSIONS AND RECOMMENDATIONS**

This chapter contains the conclusions from the result of the research and suggestions or proposal to related parties regarding the results of research that has been implemented