

# The Effect of Product Image and Website Quality on the E-Purchase Decision through Website Experience

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## Abstract

*In the globalization era or the 4.0 era, all activities that used to be done offline can now be completed online using the internet network. Likewise with buying and selling activities, openness, and Internet connectivity, with online media, one of which is the website. Therefore, the research objectives are to analyze the effect of the product image and website quality on online purchasing decisions; the impact of the product image and website quality on user experience (web experience); the effect of user experience (web experience) on online purchasing decisions at a Perfume Online Store. This research is a quantitative study, an inferential statistical study that takes a certain number of samples to explain the population. By collaborating with the Perfume Online Store for data collection, it is targeted that at least 100 responses are collected from online questionnaires and analyzed by structural equation modeling with Partial Least Square (PLS) software used as a tool to assist procedures. After all, the conclusions of this study are: 1) Product Image's significant positive effect on E-Purchase Decision, 2) Product Image's significant positive effect on Web Experience, 3) Web Experience's significant positive effect on E-Purchase Decision, 4) Web Quality's significant positive effect on E-Purchase Decision, 5) Web Quality's significant positive effect on Web Experience, 6) Product Image's significant positive effect on E-Purchase Decision, 7) Web Quality's significant positive effect on E-Purchase Decision Variables.*

## Keywords

product image; website quality;  
online-purchase decision



## I. Introduction

In the globalization era or the 4.0 era, all activities that used to be done offline can now be completed online using the internet network (Setiawan, 2019). Likewise, trading activities, openness, and almost unlimited internet connectivity have also created a powerful business platform that can change nearly every industry's dynamic (Schoemaker, Heaton, & Teece, 2018). In accord with that, sellers can market their products via the internet with online media, such as the website (Oberoi, Patel, & Haon, 2017).

A website, or what is abbreviated as 'web,' is a page on the internet consisting of several pages containing information, text, images, and audio (Ahmad Sabri, Man, Abu Bakar, & Mohd Rose, 2019). Apart from being the source of information, the website can also be used as a selling stall. According to Bank Indonesia (quoted from bpk.go.id), during this pandemic, starting in March 2020, online sales processes increased by 400%, and purchases reached 98.3 million transactions. It proves that consumers are increasingly interested in and relying on online shops or merchants to fulfill their needs and desires (Giao, Vuong, & Quan, 2020).

In deciding whether to buy a product or not, consumers involve a lot of consideration (de Hooge, van Dulm, & van Trijp, 2018). It starts with whether they need these products,

whether the traders who sell them are trusted, and the most important thing is whether the products purchased have a good product image in the eyes of the community (Park, Rishika, Janakiraman, Houston, & Yoo, 2018). The product image of the product depends on the views or perceptions of the public towards it (Qazi et al., 2019). According to Nielson's Global Product New Innovation Survey, 59% of consumers prefer to buy new products made by products they are already familiar with (Jilcott Pitts, Ng, Blitstein, Gustafson, & Niculescu, 2018).

Before consumers make a purchase, they will decide to make it first. They will go through several processes that underlie decision-making (Malti et al., 2017). According to Kotler (in (Faith & Agwu, 2018) the definition of a purchase decision is the action of consumers to be willing to buy or not to buy a product. In other words, purchasing decisions are consumers' tendency to buy a product or take steps related to purchases as measured by consumers' likelihood of purchasing (Oghazi, Karlsson, Hellström, & Hjort, 2018). Moreover, it is also an important thing to pay attention to because it will undoubtedly consider how the next company will do a marketing strategy (Olson, Slater, Hult, & Olson, 2018). Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

As mentioned above, promotional or marketing activities in the digital era are done via the internet using a website; hence the site's quality is vital. Website quality itself includes ease of access, transactions, and attractive appearance of the website. According to Li, Zhao, Xu, & Pu, (2020) online consumers are not only consumers but also users of information technology. Therefore, the user experience in surfing the site is significant, making the quality of the website an essential aspect of an online store. Based on the background explanation above, the researcher intends to do research with the title, "The Effect of Product Image and Website Quality on Online Purchasing Decisions through Web Experience.

## **II. Review of Literature**

### **2.1 Product Image**

According to Kamalul Ariffin, Mohan, & Goh, (2018) the product image is a set of associations that consumers perceive a product. It is built to be positive in the public's eyes, which is in line with these experts' definitions that say the product image is the impression, opinion, or response that the consumer has on a particular product object. In other words, the product image is the public's perception of a product formed by the product based on reviews, advertisements, and others (De Veirman, Cauberghe, & Hudders, 2017).

### **2.2 Website Quality**

Website quality or Webqual is a method of measuring a website's quality based on the end-users' perceptions (Firdaus, Puspitasari, Budiman, Widians, & Bayti, 2019). This webqual is a development from Servqual, which has been widely used for measuring

service quality. According to Abou-Shouk & Khalifa, (2016) there are the following dimensions of website quality (Webqual 4.0):

a. The Quality of Information

The quality of information includes accurate, reliable, and up-to-date information, then information under the topics discussed, uncomplicated information to understand, detailed information, also information presented in an appropriate design format.

b. The Quality of Interaction

The quality of interaction includes providing a sense of security during transactions, having a good reputation, facilitating communication, creating more personal emotional feelings, having confidence in providing personal information, creating specific communities, and giving assurance that promises made will be kept.

c. The Quality of Usability

The quality of usability includes the ease of the website to learn, the ease of understanding, browsing, and use, the website's attractiveness, a pleasant interface, good competence, and providing a pleasant new experience. Besides, the dimensions of webqual 4.0 come from many Information Assessment Systems, which means that webqual has a strong foundation.

### **2.3 User Experience (Web Experience)**

Web Experience is a stage of online purchase. It can be defined as all consumers' perceptions about online companies (Jeon & Jeong, 2017), resulting from the site's appearance against a combination of virtual marketing tools.

According to Yoshida (2017) three factors influence the user or consumer experience include:

a. Functionality Factors

Functionality factors including the ease, the speed, the interactiveness, and the benefit of the website or information and feature in it.

b. Psychological Factors

Psychological factors including the credibility, truthfulness, and trustworthiness contained in the site.

c. Content Factors

Content factors including the design, marketing aspect, and the aesthetic of the site.

Victor, Thoppan, Nathan, & Maria, (2018) also explains that when the seller concerns and gives the best web experience, the consumer's purchase decision and product selling will be positively influenced too.

### **2.4 Purchase Decision**

Purchase decision is one of consumer behavior. According to (Huang & Benyoucef, 2017), it is a consumer response that determines whether to buy or not on the product's triggers, price, promotion, and distribution. Gautam & Sharma (2017) also state that consumer purchasing decisions refer to buy the most preferred brand from a variety of existing alternatives. Therefore, purchasing decisions have many influential factors involving many processes such as viewing information, comparing, etc.

## **III. Research Method**

This type of research is causal effect research. Causal effect research is research that aims to determine the relationship or influence between two or more variables. The quantitative method is in the form of numbers derived from measurements using a scale on

the variables in the study. The scale in this study uses the Likert scale (5-4-3-2-1). This research population is the entire perfume industry in Indonesia; Sampling used perfume store, which has a perfume refill industry. To find the number of population samples in this study, the researcher used the Isaac and Michael formula. The formula has been given a useful calculation to determine the number of samples based on an error rate of 5% with a sample size of 100 people. The data analysis used a structural Equation Model (SEM) approach assisted by the smart PLS application (Civelek, 2018). The stages of data analysis in this study are:

### 3.1 Analysis of Outer Model

#### a. Validity and Reliability Test

Validity and reliability tests are conducted to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). Testing the validity and reliability can be seen from;

- a. Convergent Validity is an indicator that is assessed based on the correlation between the item score/component score and the construct score, that can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. Individual reflexive measures are said to be high if the correlation is  $> 0.7$ .
- b. Discriminant Validity is a measurement model with reflexive indicators assessed based on cross loading of measurements with constructs. Discriminant validity is comparing the value of the square root of average variance extracted (AVE). The instrument is declared valid if it has an AVE score  $> 0.5$ .
- c. Composite reliability is an indicator to measure a construct that can be seen in the view of latent variable coefficients. In this measurement, if the value achieved is  $> 0.70$ , it can be said that the construct has high reliability.
- d. Cronbach's Alpha is a reliability test conducted to strengthen the results of composite reliability. A variable can be declared reliable if it has Cronbach's alpha value  $> 0.7$ .

**Table 1.** Instrument Test

Instrument Test	Test used
1. Validity Test	1. Convergent Validity 2. AVE
2. Reliability Test	3. Cronbach Alpha 4. Composite Reliability

#### b. R Square Test

R-square for the dependent construct is used to assess the effect of certain independent latent variables on the dependent latent variable which shows the presentation of the amount of influence.

### 3.2 Analysis of Inner Model

Analysis of Inner Model or commonly called the Structural Model is used to predict the causal relationship between the variables tested in the model. The analysis of the inner model in testing using Smart PLS is done by testing the hypothesis. In testing the hypothesis, it can be seen from the t-statistical value and probability value. To test the hypothesis by using statistical values, for alpha 5% the t-statistic value used is 1.96, while

the beta score is used to determine the direction of the influence of the relationship between variables. The criteria for acceptance/rejection of the hypothesis are:

$H_a = t\text{-statistic} > 1.98$  with a score of p-values  $< 0.05$ .

$H_0 = t\text{-statistic} < 1.98$  with p-values  $> 0.05$ .

## IV. Result and Discussion

### 4.1 Outer Model Measurement

#### a. Convergent Validity

Convergent validity of the outer measurement model with reflexive indicators is shown from the correlation between item/indicator scores with constructive scores. Individual indicators are considered reliable if they have a correlation value above 0.60. Based on the outer loading results (Table 1), all indicators have loading above 0, 50 and are significant.

**Table 2.** Convergent Validity

Construct	Cognitive Level	X1	X2	Z	Y
Product Image (X1)	1. PI 1	0.801			
	2. PI 2	0.743			
	3. PI 3	0.866			
	4. PI 4	0.767			
	5. PI5	0.831			
Web Quality (X2)	1. WQ 1		0.844		
	2. WQ 2		0.832		
	3. WQ 3		0.806		
Web Experience (Z)	1. WE 1			0.835	
	2. WE 1			0.841	
	3. WE 3			0.827	
	4. WE 4			0.781	
E-Purchase Decision (Y)	1. ePD1				0.835
	2. ePD2				0.841
	3. ePD3				0.827
	4. ePD4				0.781

Validity testing for reflective indicators uses the correlation between item scores and construct scores. The table above shows that all dimensions meet convergent validity because they have a loading value of more than 0.50. Reflective indicators are suitable for measuring perception, so this study uses reflective indicators.

#### b. Discriminant Validity & Composite Reliability

Discriminant Validity is measured using the square root of the Average Variance Extracted (AVE) value. The recommended value is above 0.5, while the Composite Reliability of the indicator measures the construct. The construct is said to be reliable if the Composite Reliability value is above 0.60. The data analysis results show that the research data meets the criteria for Discriminant Validity and Composite Reliability.



**Table 3.** Average Variance Extracted (AVE) and Composite Reliability

Construct	AVE	Composite Reliability
Product Image (X1)	0.645	0.900
Web Quality (X2)	0.685	0.867
Web Experience (Z)	0.675	0.892
E-Purchase Decision (Y)	0.656	0.884

#### 4.2 Structural / Inner Model Measurement

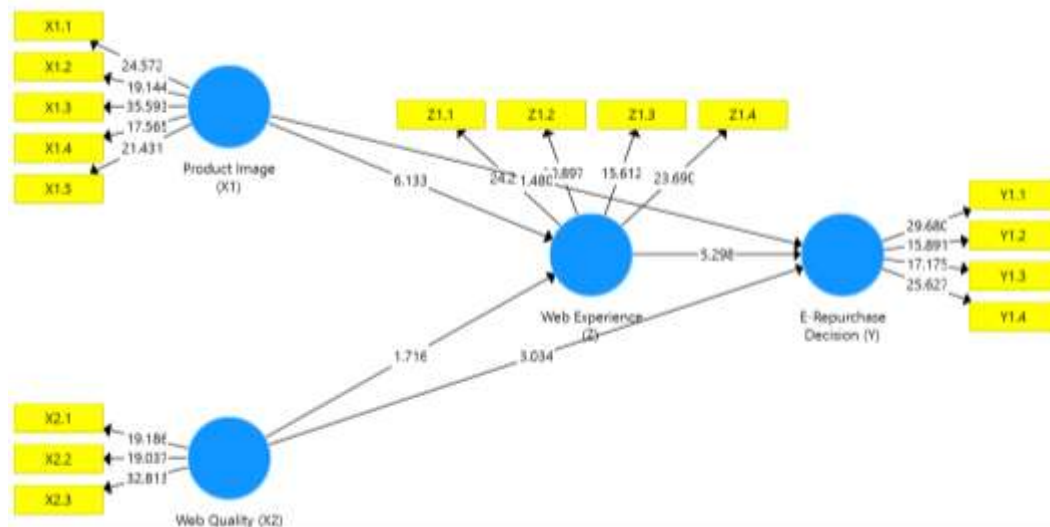
Inner model testing aims to evaluate the relationship between latent constructs as hypothesized in this study. They are how the first model relationship determines the effect of Product Image (X1) and Web Quality (X2) on User Experience / Web Experience (Z). Meanwhile, the second model is the effect of Product Image (X1), Web Quality (X2), and User Experience / Web Experience (Z) on Online Purchase Decisions / E-Purchase Decision (Y). The R square results show that both models produce an effect of more than 50%, namely 75.8% and 84.1%.

**Table 4.** R-SQUARE

Model	R Square	Adj. R. Square
Web Experience (Z)	0.758	0.836
E-Purchase Decision (Y)	0.841	0.836

#### 4.3 Hypothesis Testing

The path analysis results will be used to see the influence between variables by looking at the level of significance between variables and the relationship between the four. To know the level of significance between variables used Sig research, if the Sig research is less than 0.05 (Sig <0.05), there is a significant influence between variables. If the Sig research value is greater than the value 0.05 (Sig > 0.05), it is stated that the effect between variables is not significant, or it can also be determined by using the t-test. If the t value is greater than the t table (t count > t table), then the influence between variables is significant. Conversely, if the t value is smaller than the t table (t count < t table), then the effect between variables is not significant.



**Figure 1.** Hypothesis Testing

**Table 5.** Direct Effect

Path	Beta	T Statisti	P Value	Explanation
Product Image (X1) → E-Purchase Decision (Y)	0.180	2.480	0.007	Positive Significant
Product Image (X1) → Web Experience (Z)	0.685	6.133	0.000	Positive Significant
Web Experience (Z) → E-Purchase Decision (Y)	0.533	5.298	0.000	Positive Significant
Web Quality (X2) → E-Purchase Decision (Y)	0.250	3.034	0.003	Positive Significant
Web Quality (X2) → Web Experience (Z)	0.205	2.716	0.005	Positive Significant

a. Path Coefficient of Product Image's (X1) Effect on E-Purchase Decision (Y)

The results of statistical calculations of the influence of the Product Image (X1) variable on the E-Purchase Decision (Y) indicate that the p-value is smaller than the  $\alpha$  value ( $0.007 < 0.05$ ). And the path value (beta) is positive; the result is significant and positive. These results indicate that the Product Image (X1) affects E-Purchase Decision (Y). Food purchasing decisions are influenced mainly by quality and safety considerations (Nguyen, Nguyen, Nguyen, Lobo, & Vu, 2019; Singh & Verma, 2017). According to Hoek, Pearson, James, Lawrence, & Friel, (2017) in the journal Food Quality Attributes among Malaysia's Fast Food Customers, the freshness attribute has a significant effect on food purchasing decisions. The presentation attribute follows it, then the last taste of the product in consumer decisions.

b. Path Coefficient of Product Image's (X1) Effect on Web Experience (Z)

The results of the statistical calculation of the effect of Product Image (X1) on Web Experience (Z) show that the p-value is smaller than the  $\alpha$  value ( $0.000 < 0.05$ ). And the path value (beta) is positive, and the result is significant and positive. These results indicate that the Product Image (X1) affects the Web Experience (Z). According to research by Pandey, Nayal, & Rathore, (2020) companies can use any media to do marketing. Digital marketing is successful in marketing products and services to consumers.

c. Path Coefficient of Web Experience's (Z) Effect on E-Purchase Decision (Y)

The results of the statistical calculation of the influence of the Web Experience (Z) variable on the E-Purchase Decision (Y) variable indicate that the p-value is smaller than the  $\alpha$  value ( $0.000 < 0.05$ ). And the path value (beta) is positive, and the result is significant and positive. These results indicate that the Web Experience (Z) affects E-Purchase Decision (Y). Research conducted by Mousa, Bentahar, & Alam (2019) results that trustworthiness and trust management in web services. It proposes a multiagent model of trust relationships in web services. It looks at the hierarchical structure of trust management in web services and then presents a strategic model of trust management in web services.

d. Path Coefficient of Web Quality's (X2) Effect on E-Purchase Decision (Y)

The results of statistical calculations of the influence of the Web Quality (X2) variable on E-Purchase Decision (Y) indicate that the p-value is smaller than the  $\alpha$  value ( $0.003 < 0.05$ ). And the path value (beta) is positive, and the result is significant and positive. These results indicate that the Web Quality variable affects E-Purchase Decision. The results of this study were supported by Chen & Chang (2018) who stated that the quality

of the website has a positive effect on the desire to buy. However, unlike the research conducted by Mohseni, Jayashree, Rezaei, Kasim, & Okumus, (2016) there is no evidence of a direct relationship between website quality and purchase interest. Still, there is an indirect relationship between website quality and purchase interest through consumer satisfaction mediation.

e. Path Coefficient of Web Quality's (X2) Effect on Web Experience (Z)

The results of the statistical calculation of the influence of Web Quality (X2) on the Web Experience (Z) variable indicate that the p-value is greater than the  $\alpha$  value ( $0.005 > 0.05$ ). These results suggest that the Web Quality variable affects Web Experience. The results of testing the hypothesis Rasli, Khairi, Khairi2, Ayathuray3, & Syafiq, (2018) show that the website affects trust in e-business. It shows that website visitors will feel happy when they get product information through a network that is easily accessible using the Internet. Consumers also think that security and certainty in transactions are fundamental in online websites (Al-Adwan & Al-Horani, 2019).

**Table 7.** Indirect Effect

Path	Beta	T Statistic	P Value	Explanation
Product Image (X1) → E-Purchase Decision (Y)	0.365	3.192	0.002	Positive Significant
Web Quality (X2) → E-Purchase Decision (Y)	0.109	2.704	0.009	Positive Significant

a. Path Coefficient of Product Image's (X1) Effect on the E-Purchase Decision (Y)

The results of statistical calculations of the effect of Variable Product Image (X1) on the E-Purchase Decision (Y) variable indicate that the p-value is smaller than the  $\alpha$  value ( $0.002 < 0.05$ ). And the path value (beta) has a positive number; the results are significant and positive. These results indicate that the Product Image variable (X1) affects the E-Purchase Decision (Y) variable.

b. Path Coefficient of Web Quality's (X2) Effect on the E-Purchase Decision (Y)

The results of the statistical calculation of the influence of Web Quality (X2) on the E-Purchase Decision (Y) variable indicate that the p-value is smaller than the  $\alpha$  value ( $0.009 < 0.05$ ). And the path value (beta) has a positive number; the results are significant and positive. These results indicate the influence of Web Quality (X2) on the E-Purchase Decision (Y) variable.

## V. Conclusion

Based on the results of the tests performed, it is known that: 1) there is a significant and positive effect of product image variable on the e-purchase decision variable; 2) there is a significant and positive effect of product image variable on the web experience variable; 3) there is a significant and positive effect of web experience variable on the e-purchase decision variable; 4) there is a significant and positive effect of Web Quality variable on the E-Purchase Decision variable; 5) there is a significant and positive effect of Web Quality variable on the Web Experience variable; 6) There is a significant and positive effect of Product Image variable on the E-Purchase Decision variable; 7) There is a significant and positive effect of Web Quality variable on the E-Purchase Decision



variable. For Perfume Producers, it is expected that they always pay attention to the appearance of the product and the user interface of the managed website so as to create a good impression from customers regarding the online services provided and will have an impact on increasing the reputation of the manufacturer. For further researchers, it is expected to conduct a more in-depth study related to aspects that affect e-Reputation such as aspects of E-Servqual and perceived value.

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