

THE EFFECT OF WEBSITE QUALITY ON RALALI.COM VISITORS' PURCHASE INTENTION USING E-TRUST AS A MEDIATION VARIABLE

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Abstract

Internet users in Indonesia from year to year are showing very rapid growth. The rapid development of internet technology makes innovation a force for change in people's lifestyles. Technological developments have also triggered the emergence of an innovation for companies and business people in opening online-based businesses such as e-commerce, which are felt to generate benefits such as saving time and business costs. Ralali.com is one of the business-to-business (B2B) e-commerce companies that has taken advantage of this opportunity. This study examines the causal relationship between the variables that were modeled using the Structural Equation Modeling (SEM) research framework using LISREL 8.8 software. The respondents employ a total of 200 people. This data collection is done by distributing online questionnaires through Google Forms. The results of this study show that local quality variables affect e-credit. E-trust affects willingness to buy. Website quality affects purchase intention. Website quality affects purchase intention which is mediated by e-trust. It is hoped that the results of this study can be used as an evaluation of e-commerce to improve the quality of consumer trust and the intention of website visitors.

Keywords: Website Quality, Ease of Use, Usefulness, Entertainment, Complementary Relationships, Electronic Trust (E-Trust), Purchase Intention

1. INTRODUCTION

Ralali.com is an e-commerce site that operates in Indonesia. Ralali.com is a business-to-business (B2B) type of e-commerce where transactions between companies that include the sale of products or services involving several companies are carried out automatically. In addition, Ralali.com has the most monthly website visitors with 10 million visitors.

Although smaller in scale, the Ralali platform is able to compete with the growth rate of business-to-consumer (B2C) website traffic and is able to occupy the 6th position in the monthly visitor data of e-commerce sites in the second quarter of 2022 (databoks. katadata, 2022).

However, there are several complaints that are present through the website, social media (Twitter), and the comments column on the App Store media against the Ralali.com application, which have identified directly or indirectly that consumer trust (e-trust) in the Ralali.com website is still low.

This can be said to be the "iceberg phenomenon" put forward by Shuy (1998), namely, where even though only a few comments of 0.02% have caught management's attention, it can be

ascertained that there are two groups who dare to voice their complaints and there are those who do not dare to voice their complaints.

From this data, we can compare that even though Ralali.com is the only business-to-business (B2B) e-commerce site that is able to enter the top 10 e-commerce sites with the most visitors in Indonesia, consumers complain about the appearance of the Ralali.com website, the accuracy of the information provided, and the lack of a sense of responsibility from the website manager. Therefore this study analyzes the effect of website quality on electronic trust intermediaries for visitors to the Ralali.com website.

2. THEORETICAL BASIS AND FRAMEWORK

2.1 Website Quality

Website quality can be defined as an evaluation of a website's features in meeting user needs and reflecting the overall website experience (Tandon et al., 2017). Website quality is important in distinguishing one brand from another in e-commerce, making it an important factor in an e-commerce's success. Furthermore, a good website must also have operational qualities that can help consumers carry out e-shopping activities easily and efficiently (Bavarsad et al., 2013).

2.2 E-Trust

E-trust is part of the basic process of forming a relationship and maintaining it between customers and sellers online. So that electronic trust does not appear suddenly but must be built from the start. This trust is also a driver of an effective relationship (Giovanis et al., 2015).

2.3 Consumer Behavior

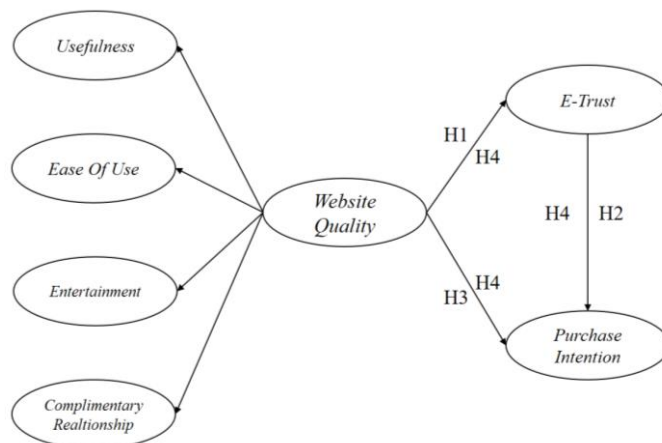
Consumer behavior is the process by which individual groups or organizations study use and manage products services experiences or ideas to meet consumer needs. (Hawkins and Mothersbaugh, 2016).

2.4 Purchase Intention

Purchase intention can be defined as a situation in which the consumer prefers and intends to act online. Online purchase intent can also be defined as a consumers' intention to establish a relationship and online transaction with a retailer website. The online transaction process consists of three steps: data retrieval data transfer and product purchase. (Pavlou & Liang, 2007; Abzari et al., 2014; Fariska & Widodo, 2021; Mahdani & Widodo, 2021; Munadie & Widodo, 2019; Rizaldi & Widodo, 2019; Widodo & Maylina, 2022; Widodo & Utami, 2021).

2.5 Framework of Thought

Figure 1: Framework of Thought



Source: Modified by the researcher (2022), adopted from Wang et al. (2015) (Giao et al., 2020)

3. RESEARCH METHODS

3.1 Population

Population is the entire group of people events and objects to be researched and the result of the research is the population selected by the researcher (Indrawati, 2015). This study has a population, namely those who have visited the Ralali.com website, by considering the number of visitors to the Ralali.com website in Q2 2022, which amounted to 10 million visitors.

3.2 Sample

A sample is a member of the public selected to participate in research or to be examined or treated or to be asked for an opinion about what is being researched (Indrawati, 2015). General references for measuring samples (Walsh and Roscoe, 1969; Sekaran, 2014):

1. A sample size of more than 30 but less than 500 is appropriate for most studies.
2. If the sample is broken down into subsamples (male/female, junior/senior, etc.), a minimum sample size of 30 for each category is appropriate.
3. In simple experimental research with tight experimental control, successful research is possible with small sample sizes of between 10 and 20.

Due to the sampling technique used, purposive sampling, and the researcher's questionnaire asks first whether the respondent has visited the Ralali.com website. Based on Roscoe's theory, more precisely theory number one, the researcher determined a sample size of 200 respondents because the number 200 was sufficient to sample this study and had met the requirements for the sample size in the SEM analysis.

3.3 Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is generally represented by software such as AMOS, EQS, LISREL, Mplus, and so on. Structural Equation Modeling (SEM) has two approaches, namely covariance-based and variance-based; each type of SEM has a tendency to match certain software. Variance-based is more suitable to be processed using SmartPLS or TETRAD software. Covariance-based modeling, on the other hand, is more suitable for use with LISREL software because it is a type of SEM that requires a correlation between indicators and constructs in the raw data. Typically used to estimate structural models based on strong theoretical analysis, with the goal of testing each variable's causal relationship and determining whether the model is good (goodness of fit) or not (Ghozali & Fuad, 2014). So in this study, researchers used LISREL software.

4. RESULTS AND DISCUSSION

4.1 Characteristics of Respondents

The tabulation results from 200 respondents in this study have the following characteristics:

Table 1: Personal traits of respondents

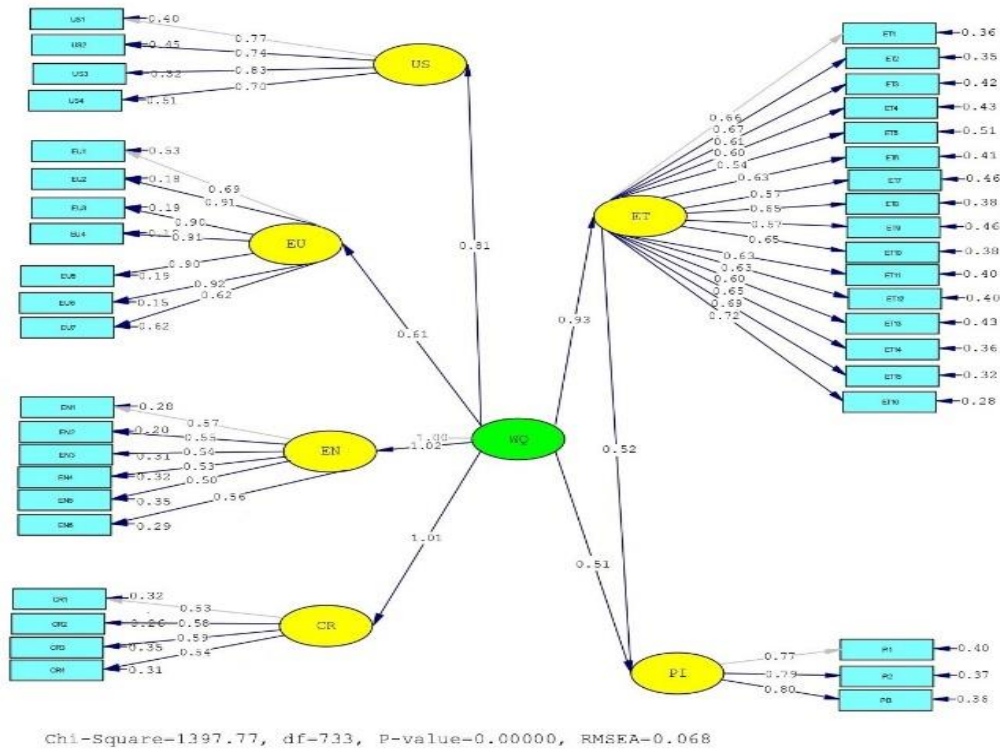
Personal traits of respondents		Number of Respondents	
		Pearson	%
Gender	Female	103	49%
	Male	97	51%
Age	13–18 years	10	5%
	19-34 years	119	59%
	35-54 years	66	33%
	>55 years	5	3%
Occupation	Student	38	19%
	Private Employee	53	26%
	PNS	48	24%
	Entrepreneurship	61	31%
Monthly Income	<Rp 1.000.000	10	5%
	Rp1.000.001-Rp 3.000.000	36	18%
	Rp3.000.001-Rp 6.000.000	116	58%
	>Rp 6.000.001	38	19%
The frequency with which you visit Ralali.com website	1-2 times a month	86	43%
	3-4 times a month	75	37%
	5-6 times a month	33	17%
	>6 times a month	6	3%

Source: Researcher's processed results, 2023

4.2 Validity and Reliability Test

Based on the results of standardized cost estimation presented in Table 2, all the observed variables have a standard value of 0.5 load points. Furthermore, the t-value of the indicators used is greater than 1.65, with a 5% error rate.

Figure 2: Standard Loading Factor Output Results



Source: Author's Processed Data, 2023

Average Variance Extracted Value (AVE) used to test validity shows good results, the AVE value of the variable is 0.5 which indicates that the index can be integrated into the variable and represented. Similarly all variables used to test reliability gave good reliability test results with a reliability (CR) value of 0.7. As can be seen from Table 2 above the measurement tools used in this study are valid and reliable. Based on the validity of the tests the use of factor loadings and verification of test reliability showed good results so further analysis can proceed.

Table 2: Validity and Reliability Test Results

Variable	Indicator	T-Value	Std. Loading Factor	Error Variance	Avg Variance Extracted	Construct Reliability
Usefulness	US1	-	0.77	0.4	0.580 (Valid)	0.846 (Reliable)
	US2	10.46	0.74	0.45		
	US3	11.74	0.83	0.32		
	US4	9.84	0.7	0.51		
Ease Of Use	EU1	-	0.69	0.53	0.710 (Valid)	0.944 (Reliable)
	EU2	11.90	0.91	0.18		
	EU3	11.80	0.9	0.19		
	EU4	11.91	0.91	0.18		
	EU5	11.85	0.9	0.19		
	EU6	12.09	0.92	0.15		
	EU7	8.36	0.62	0.62		

Variable	Indicator	T-Value	Std. Loading Factor	Error Variance	Avg Variance Extracted	Construct Reliability
Entertainment	EN1	-	0.57	0.28	0.502 (Valid)	0.858 (Reliable)
	EN2	6.53	0.55	0.2		
	EN3	6.46	0.54	0.31		
	EN4	6.33	0.53	0.32		
	EN5	6.06	0.5	0.35		
	EN6	6.62	0.56	0.29		
Complimentary Relationship	CR1	-	0.53	0.32	0.503 (Valid)	0.802 (Reliable)
	CR2	6.39	0.58	0.26		
	CR3	6.45	0.59	0.35		
	CR4	6.10	0.54	0.31		
E-Trust	ET1	-	0.66	0.36	0.501 (Valid)	0.941 (Reliable)
	ET2	8.46	0.67	0.35		
	ET3	7.87	0.61	0.42		
	ET4	7.69	0.6	0.43		
	ET5	6.97	0.54	0.51		
	ET6	8.02	0.63	0.41		
	ET7	7.39	0.57	0.46		
	ET8	8.21	0.65	0.38		
	ET9	7.38	0.57	0.46		
	ET10	8.22	0.65	0.38		
	ET11	8.09	0.63	0.4		
	ET12	8.06	0.63	0.4		
	ET13	7.68	0.6	0.43		
	ET14	8.30	0.65	0.36		
	ET15	8.73	0.69	0.32		
	ET16	9.01	0.72	0.28		
Purchase Intention	PI1	-	0.77	0.4	0.622 (Valid)	0.831 (Reliable)
	PI2	11.18	0.79	0.37		
	PI3	11.32	0.8	0.36		

Source: Author's Processed Data, 2023

4.3 Goodness of Fit Test

According to the criteria set out in Table 3, a structural model can be said to be appropriate if at least five indicators measuring goodness are sufficient. Of the thirteen goodness-of-fit measures used in the code six refer to fitness and 7 to goodness-of-fit measures. From this it can be concluded that the general sample is good for this type of research (Hair et al., 2014).

Table 3: Goodness of Fit Test

Goodness Of Fit Indices	Cut Off Values	Value	Result
Absolute Fit Indices			
X2 Significance Probability	> 0,05	0,000	Poor Fit
GFI	> 0,90	0,740	Poor Fit
RMSEA	< 0,08	0,068	Poor Fit
RMS	< 0,08	0,062	Poor Fit
SRMR	< 0,08	0,066	Poor Fit
Incrementel Fit Indices			
NFI	> 0,90	0,920	Good Fit

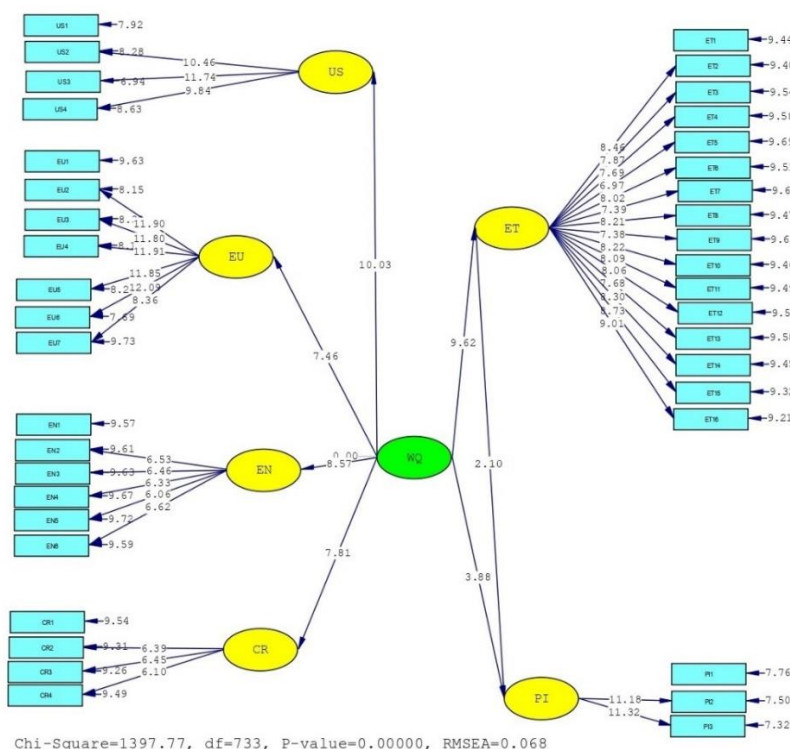
Goodness Of Fit Indices	Cut Off Values	Value	Result
TLI (NNFI)	> 0,90	0,950	Good Fit
CFI (RNI)	> 0,90	0,950	Good Fit
RFI	> 0,90	0,910	Good Fit
IFI	> 0,90	0,950	Good Fit
Parsimony Fit Indices			
AGFI	> 0,90	0,710	Poor Fit
PNFI	> 0,50	0,860	Good Fit
PGFI	> 0,50	0,660	Good Fit

Source: Author's Processed Data, 2023

4.4 Hypothesis Test

Hypothesis testing in this study is driven by the significance and strength of the relationship between variables which has previously led to several advanced and proposed hypotheses. Significant results can be obtained from T-value obtained from data processing results using SEM method and LISERL 8.8 software. In this study if t-value > 1.65 then hypothesis is accepted but if t-value is 1.65 then hypothesis is rejected. Figure 4.9 below is the data processing result showing the t value in this study:

Figure 3: T-Value on the Research Model



Source: Author's Processed Data, 2023

Figure 4: Sobel Test Results

Input:		Test statistic:	Std. Error:	p-value:
a	0.93	Sobel test: 2.07364662	0.23321235	0.03811214
b	0.52	Aroian test: 2.05533493	0.23529012	0.03984667
s _a	0.13	Goodman test: 2.09245663	0.2311159	0.03639769
s _b	0.24	Reset all	Calculate	

Source: Author's Processed Data, 2023

Figure 3 presents t values that show significant strength between variables. Black numbers with blue arrows indicate t-values greater than 1.65. In other words direct correlations between variables have both positive and significant effects. Sobel test is used in this study to determine the relationship between the variables under test which can act as mediators in this relationship. Summarizing Figures 3 and 4 are the results of significance tests and path coefficients: shown in the following table:

Table 4: Results of Hypothesis Testing

Hypothesis	Description	Std. Factor	Loading	T-value	Statistical Conclusion	Results
Direct						
H1	Website Quality → E-Trust	0.93		9.62	Significant	H1 Accepted
H2	E-Trust → Purchase Intention	0.52		2.10	Significant	H2 Accepted
H3	Website Quality → Purchase Intention	0.51		3.88	Significant	H3 Accepted
Indirect						
H4	Website Quality → Purchase Intention	0.48		2.07	Significant	H4 Accepted

Source: Author's Processed Data, 2023

The relationship between the variables in the research model constitutes a structural equation (Widodo & Octaviany, 2016). This investigation generates two structural equations:

$$ET = 0.93 * WQ, R^2 = 0.87, Errorvar = 0.13..... (1)$$

Equation (1) shows that website quality (WQ) has a positive effect on E-Trust with a path coefficient of 0.93 which is a strong influence because the value is close to one and equation (1) shows the value of R² and error covariance. The R² value of 0.87 indicates that 87% of e-trust can be explained by website quality. The rest is shown by the error covariance value of 0.13 which indicates that there are other variables that can explain 13% of e-trust. That is, there is a possibility that there are still variables that can affect e-trust besides website quality.

$$PI = 0.51*WQ + 0.52*ET, R^2 = 0.78, Errorvar = 0.22..... (2)$$

Equation (2) shows that website quality (WQ), e-trust (ET) have a positive effect on purchase intention. Website quality has a path coefficient of 0.51 which is a strong influence because the value is close to one. In addition, it also has a t-value of 3.88 (greater than 1.65). The regression coefficient number also shows that there is a one-unit change in variance in website

quality, then purchase intention (PI) also changes by 51% times one-unit, for example, if website quality (WQ) changes by 10%, purchase intention (PI) will also change by 0.51 times 10%, equal to 5.1% in the same direction. And the variable E-Trust (ET) has a positive and significant effect on purchase intention (PI) with a t-value of 2.10 (more than 1.65) the magnitude of the effect can be seen from the regression coefficient value of 0.52 which means that if the electronic trust deviation (ET) changes by one point the purchase intention (PI) will also change 52% times, for example unit if e-trust changes positively by 10% then the purchase intention will change by 0.52 times 10 which is equal to 5.2% in the same direction. The R² value of 0.78 indicates that 78% of purchase intention (PI) can be explained by the website quality (WQ) and e-trust (ET) variables, which are the variables that influence it. The rest means that there are still other variables that can explain purchase intention (PI) besides the website quality (WQ) and e-trust (ET) variables. In this study, the error variance value is 0.22, which means that other variables that can affect purchase intention are 22%.

5. DISCUSSION

This section discusses the findings of the previous section. The analysis results focus on the shopping interests of Ralali.com website visitors. This study used a 7-point Likert scale, we measured the variables of ideology, perspective, personal training, and training of others. The number of points 2, 3, and 4 is quite fast for respondents to answer, but according to respondents, it is not precise in representing respondents' answers (Preston et al., 2000; Kelly et al., 2013; Budiaji, 2013). So Budiaji (2013) suggested using the number 7 because the index of validity, reliability, discrimination power, and stability is quite good and is preferred by respondents. In addition, Loiacono et al. (2002) also recommend using a 7-point Likert scale in measuring website quality to prevent inflation or reliability differences from artificially high correlations.

The underlying purpose of this research is to see the direct effect of website quality on e-trust and the direct effect of website quality on purchase intention. In additions the indirect effects of these variables are analyzed through the mediation of electronic trust. Based on the results mentioned in the existing literature a total of four hypotheses are presented. This section provides a general discussion of this hypothesis in the context of existing research.

H1: There is a Strong Relationship between Website Quality and E-Trust.

The statistical analysis results show that the website quality has a direct positive effect on E-Trust because the t-value is 9.62 > the t-table is 1.65 which means that the website quality has a positive effect on E-Trust. These results are consistent with Giao et al. (2020) based on research by Nilash et al. (2016) Website quality contributes to the development of trust in an e-commerce website which provides a sense of comfort while shopping online. In this regard, the Ralali.com website provides features that are easy to operate and are expected to help website visitors. In addition to information about the goods offered, Ralali.com also provides information about promotions, services provided, and news about the business world related to Ralali.com. That way, the quality of the Ralali.com website is considered capable of making website visitors believe that Ralali.com can be trusted to meet the needs of potential customers.

H2: There is a Strong Relationship between E-Trust and Purchase Intention.

The results of the statistical analysis show that E-Trust has a direct positive effect on Purchase Intention and its t-value of 2.10 > the t-table 1.65, which means that there is a positive influence from E-Trust on Purchase Intention. Online purchase intention is influenced by consumer trust in electronic channels. If sellers want consumers to buy their product they must cross the threshold of trust and be able to influence consumers buying interest. (Pappas, 2016). This is consistent with what has been stated (Pillaia, Kim, Haldoraia, & Hak-Seon Kimc, 2022): growing online services should receive more attention in influencing consumer interest in purchasing by utilizing consumer trust in online sales that encourage consumers to order through the website. Therefore, the e-trust of Ralali.com visitors is conceptually and empirically different from unfavorable comments. So if Ralali.com has provided a sense of trust that is better than what potential consumers expect, there will be interest in buying through the Ralali.com website. This shows that electronic trust is an important factor to consider in a relationship to increasing the purchase intention of Ralli.com visitors.

H3: There is a Significant Effect of Website Quality on Purchase Intention

Statistical analysis results show that website quality has a direct positive effect on purchase intention as the t-value of 3.88 > t-table is 1.65. Website quality is important to increase consumers purchase intention as it ensures the usability functionality privacy and security of the website that meets customer needs (Ali, 2016) Website quality has a significant impact on purchase intention. Informational websites help customers compare and evaluate alternative products thereby helping to increase purchase intention (Wang et al., 2015). Results of this study indicate that in generating purchase intention, Ralali.com, as one of the B2B e-commerce sites, has ensured the quality of its website for visitors to the Ralali.com website. Through the quality of the website, that will lead to the achievement of competitive advantages, thus making users of the Ralali.com website feel a sense of buying interest through Ralali.com.

H4: There is a significant influence between website quality and purchase intention through e-trust.

This study found that E-trust mediates the impact of site quality on purchase intention and the value of t-table 2.07 > t-table 1.65 indicating that site quality has a positive and significant effect on purchase intention through e-trust mediation. Findings similar to Wang et al. (2015) show that website quality indirectly influences purchase intention through mediating prevailing e-service trust among customers who perceive high service value. Therefore, the quality of the Ralali.com website can be considered a determinant of trust, and its effect on purchase intention through the Ralali.com website is mediated by trust.

6. CONCLUSION

The following inferences can be made based on research findings and discussion of the impact of website quality on purchase intention as mediated by e-trust: with a t-value of 9.62, the website quality of visitors to the Ralali.com website has a direct, positive, and significant impact on E-Trust. This means that there is an influence between the website quality variable

and E-Trust because the t-value of 9.62 is higher than the specified critical limit of 1.65. The E-Trust of visitors to the Ralali.com website has a positive and significant direct influence on purchase intention with a t-value of 2.10. This means that the t-value of 2.10 is higher than the specified critical limit of 1.65, indicating that the E-Trust variable has an impact on purchase intention. The t-value of 3.88 is greater than the specified critical limit of 1.65, indicating that there is an influence from the website quality variable on purchase intention. This means that there is a positive and significant influence directly from the website quality of visitors to the Ralali.com website on purchase intention. The t-value of 2.07 is greater than the specified critical limit of 1.65, indicating that there is an influence between the website quality variable and purchase intention through E-Trust as a mediating variable. This indicates that there is a positive and significant indirect effect of the website quality of Ralali.com website visitors on purchase intention through E-Trust as a mediating variable.

7. SUGGESTIONS

Following are a few ideas that are used as recommendations for Ralali.com based on the findings of this study:

The website quality applied to Ralali.com is very good, but it still has to be improved. Based on website quality indicators, what needs to be improved first is entertainment, namely the features presented by Ralali.com, which need to be improved and made more innovative. The second type of relationship is a complementary one, which involves services that can help consumers solve problems. Third, usefulness, that the information provided by Ralali.com is more accurate and in accordance with the needs of consumers. Increasing the trust of visitors to the Ralali.com website is one way to make consumers feel confident when they want to make purchases through the Ralali.com website. The lowest statement is in the questionnaire item "Ralali.com does not make false statements," meaning that Ralali.com needs to optimize the quality of the information provided so that users of the Ralali.com website believe in the information provided.

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