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CORRELATION OF WEBSITE QUALITY TOWARDS REPURCHASE INTENTION ON E-COMMERCE CONSUMER

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ABSTRACT

BACKGROUND: Earlier studies suggest that fulfillment of good web quality will trigger consumer trust and loyalty, especially in the era of expanding e-commerce site, however little attention has been paid to the correlation of website quality towards repurchase intention, especially to e-commerce consumer. Repurchase intention of buying and selling transactions penetrate the presence of e-commerce sites so that online shop owner must provide their best services by paying attention to the quality of the website to gain consumer trust and loyalty which has the implication of triggering repurchase intention.

PURPOSE: This study aimed to determine the correlation of website quality towards repurchase intention on e-commerce consumer.

METHOD: This study was conducted on consumer who has made purchases more than once on related e-commerce sites, with a total sample of 37 respondents. The data collection tool used was website quality scale (23 items) developed by Stuart J. Barnes and Richard Vidgen and repurchase intention scale (15 items) developed by Yi & La. Data analysis in this study was parametric statistics using Pearson Product Moment correlation technique with the program assistance of SPSS 17.0 for Windows.

RESULT: The result of the study data analysis obtained significance level, correlation test of 0.006 ($p < 0.05$). Pearson correlation of 0.447, it meant that the correlation between webqual and repurchase intention was quite strong because the correlation coefficient did not show a

number close to 1 but almost close to 0.5, which meant enough. A positive sign indicated a linear relationship where the better the webqual, the higher the repurchase intention.

CONCLUSION: There was a significant correlation between website quality towards repurchase intention on e-commerce consumer.

INTRODUCTION

In the era of technology such today, most manufacturers use the internet as a strategy to market their product, especially through online shopping (Ranganathan & Jha, 2007). Online site is one of the technologies that growing rapidly. Every year, the growth of the number online business is always increasing, because online business is promising business, including in developing country such Indonesia. Online store owner must provide their best services by paying attention to the quality of the website to convince visitor and gain the trust and subsequently lead to customer loyalty (Sadeh et al., 2011) which implies to trigger repurchase intention.

There is a pretty tight competition between online buying and selling sites. But in this case Bukalapak.com has received many awards in various categories so that it can be said to be one of the biggest e-commerce site such as the award on 2015 which was Bukalapak "Best of the Best" Bubu Awards 2015. On 2016, there were more awards received by Bukalapak.com such as Bukalapak Best E-Commerce 2016 from Selular Magazine, and several other awards. On 2017 Bukalapak.com also received an award that was the Best PR-led Integrated Communications & Best Direct-to-Consumer PR Campaign from the PR Awards Marketing Magazine Southeast Asia 2017, Indonesia Netizen Brand Choice Award (NBCA) 2017 from Ronald Economic News Magazine (2017) writing in writings about bukhalapak.com (Bukalapak.com, n.d.; Ronald, 2017). Consumer behavior is a dynamic thing, where an individual or consumer, consumer group, and the wider society always changes over time. Consumer behavior is also related to the direct action involved in determining, consuming, and spending the product and service including the decision process that precedes and follows the action (Engel et al., 1994). Before it finally decides to make a purchase, consumer goes through several stages. Consumer will evaluate and look for the certain benefit of product solution for their needs until finally consumer form preferences for the product and lead to purchasing decision (Kotler & Keller, 2009).

After buying product, there is a post-purchase behavior that occurs to the consumer. Consumer may stop consuming after the first purchase, but consumer can also end up interested in making a repurchase or commonly referred to as repurchase intention. Hellier et al also revealed that repurchase intention is one of the factors needed to achieve a company's success (Hellier et al., 2003). Many consumers who repurchase product, both goods and services from the company, it will provide the benefit to the company in accordance with what is expected. The value given by ordinary consumer and loyal consumer has a direct influence on the company's success, and the success is largely determined by the repurchase intention of the consumer. Almost the same thing was expressed by

Peter and Olson that companies must be able to manage well the behavioral interest of consumer because it can provide strategic benefit for the company and consumer will become loyal customer, so that it will become a strategic asset of the company (Peter et al., 1999). Another benefit obtained by the company is the positive recommendation given by consumer to the other consumers of the company's product (Hawkins et al., 1992) where the consumer's experience of the object over time will form an influential attitude in consumer repurchase based on good service, good quality, until the products are always available will make the desire of consumer to repurchase in the future will be even higher (Suryani, 2013).

Previous studies discuss widely about mass media (Amka, 2020; Fahri & Isnaini, 2020; Ida et al., 2020; Putri & Srimulyo, 2020; Sofia & Widodo, 2020) particularly web quality and consumer trust (Gregg & Walczak, 2010; Zhang et al., 2009) where the correlation between website quality and trust is correlated with each other regarding the display of a virtual store or website can influence the first impression formed in the mind of consumer, whether the consumer is directly believe or not to buy or make repurchase at the virtual store or website (Mcknight et al., 2002). However, the study about web quality and repurchase intention, especially which conducted to the e-commerce in developing countries, one of which is in Indonesia still limited. The number of online buyers in Indonesia continues to increase from year to year as well as the number of online stores in various online media has increased sharply. Online store owner must understand and fulfill the desires of customers, so they believe and become loyal customer. Therefore, there should be a broader range of studies regarding website quality and repurchase intention. Based on the background and problems outlined above, this study aimed to determine the correlation of website quality towards repurchase intention on e-commerce consumer. This study will focus on elements of website quality that are information quality, interaction quality, and usability.

THEORETICAL FRAMEWORK

Conceptualizing Website

In terminology, website is a collection of site pages, which are usually summarized in a domain (address) or sub domain, which is located on the World Wide Web (WWW) in Internet (Berners-Lee & Fischetti, 2001). A web page is a document written in HTML (Hyper Text Markup Language) format, which is almost always accessible via HTTP that is protocol that conveys information from the website server to be displayed to users through web browser. All publications from these websites can form a very large information network.

The pages of the website will be accessible via a URL which is commonly called the Homepage. This URL (Uniform Resource Locator) organizes the pages of the site to become a hierarchy, even though the hyperlinks on that page organize the readers and tell them the overall order and how this information's flow running. Some websites require subscription (input data) so the users can access some or all of the contents of the website. For example, there are several

business sites, free e-mail sites, which require subscription so that we can access the site.

Website Quality

WebQual is a method or technique of measuring website quality based on the perception of end users. This method is a development of SERVQUAL (Zeithaml et al., 1990) which was widely used before in measuring service quality. Previous researchers divided the website quality dimension into five namely information, security, convenience and quality of service (Kim & Niehm, 2009).

WebQual has been developed since 1998 and has undergone a number of iterations in the compilation of dimensions and questions. WebQual is compiled based on the study in three areas, namely, (1) information quality from information systems research, (2) interaction and service quality from information system quality research, e-commerce, and marketing, and (3) usability of human computer interaction.

Repurchase Intention

Interest (intention) is described as a situation where someone before taking an action, which can be used as a basis for predicting the behavior or action. Interest will affect consumer in making a decision, which is related to the final decision to be taken by consumer. An interest in buying can lead to a decision to buy or not the product or service (Solomon, 2009). Basically, in the process of decision-making to buy, there are five stages commonly carried out by someone, that are analyzing or identifying the needs and desires, looking for information, assessing the sources of selection for alternative purchasing, purchasing decision, and behavior after purchase (Kotler, 2000).

Repurchase interest is the possibility of buyer having the intensity to repurchase a product (Dodds et al., 1991). Repurchase interest is the study result of consumer behavior on the product performance which consumed. Repurchase intention is a decision-making process carried out by consumer after making purchases of products offered or needed by the consumer (Anoraga, 2000).

Based on the formulation of the problem and the discussion of aspects series raised in the study conducted, the statement of the working hypothesis that seeks to be proven is:

Ho: There is no Correlation between Website Quality towards Repurchase Intention for Bukalapak.com Online Site Buyer

Ha: There is a Correlation between Website Quality towards Repurchase Intention for Bukalapak.com Online Site Buyer

METHOD

Study and Sample

The study was a quantitative research while for the type of research used in this study was explanatory. The sampling technique of the study was using judgment sampling or purposive sampling. The number of samples was 30 respondents. The sample of this study was a portion of all bukalapak.com online site buyers who had made purchases at least 2 times on the bukalapak.com site. From 37 of research subjects, 21 of them were female and the remaining 16 were male. Based on the status, almost all research subjects were students as many as 33 people, 3 of them wrote other statuses, and 1 of them wrote his status as an employee. Regarding age, the age range of the research subject was at the age of 17 years old up to 30 years old. There were 5 research subjects who were in the age range of 17 to 19 years old. The remaining were in the age range of 20 to 30 years old. The independent variable in this study was website quality while the dependent variable was repurchase intention.

Measure

Webqual Scale: The research instruments used in WebQual 4.0 refer to the following figure. This image was taken from the journal Measuring Website Quality Improvements: a case study of the forum on strategic management knowledge exchange (Barnes & Vidgen, 2003).

Quality	Description
<i>Usability</i>	
1.	I find the site easy to learn to operate
2.	My interaction with this site is clear and understandable
3.	I also use the site which easy to operate
4.	This site has an interesting displayed
5.	The design is appropriate with the type of the site
6.	This site conveys sense of competence
7.	This site create a positive experience for me
8.	Provides accurate information
<i>Information Quality</i>	
9.	Provides trusted information
10.	Provides on time information
11.	Provides relevant information
12.	Provides information which understandable
13.	Provides information in the appropriate format
14.	Has a good reputation
15.	It feels safe to complete the transaction
<i>Interaction Quality</i>	
16.	It feels safe to complete the transaction
17.	My personal information feels safe
18.	Creates sense of personalization
19.	Conveys sense of community
20.	Makes it easy to communicate with organization
21.	If I believe that the goods/ services will be delivered as promised

22. It feels safe to complete the transaction

Overall Impression

23. My overall view of the website

Figure 1. Instrument measuring website quality improvement.

The dimensions of WebQual consisted of three (Barnes & Vidgen, 2003), namely:

Information Quality

Information quality including things such as accurate information, trusted information, the latest information, information that was relevant to the topic, information that was easily understood, very detailed information, and information presented in the appropriate design format.

Interaction Quality

It included the ability to provide a sense of security during transaction, had a good reputation, facilitated communication, created more personal emotional feeling, had trust in storing personal information about users, be able to create more specific communities, be able to give trust that a promise conveyed will be kept.

Usability Quality

It included the easiness to learned, easiness to understood, easiness to navigated, easiness to used, very interesting, displayed a pleasant visual form, had good competence, provided a pleasant new experience.

Table 1. Blueprint webqual scale.

No	Dimension	Item Number	Total Item	Percentage
1	<i>Usability Quality</i>	1-8	8	34,78%
2	<i>Information Quality</i>	9-15	7	30,43%
3	<i>Interactive Quality</i>	16-22	7	30,43%
4	<i>Overall Impression</i>	23	1	4,34%
	Total item		23	100%

This scale would be used as a measurement instrument to measure website quality. This measuring instrument used the choice of Likert scale answer.

Repurchase Intention scale: To measure the tendency of repurchase intentions from a regular customer which able to use 3 basic dimensions (Yi & La, 2004), namely:

Resistance against better alternatives

It was the form of loyalty from customer to not switch to the other product or service providers as measured by the higher or not their desires to continue to use the product or service that had been chosen first time (Mittal & Kamakura, 2001; Yi & La, 2004; Zeithaml et al., 1996).

Willingness to pay premium price

It was the customer's willingness of a product or service to pay more expensive to get better services or facilities without feeling dissatisfied.

Intention of word of mouth

It interpreted as the consistency of the customers of a product or service to keep the dissatisfaction of product or service when experiencing a disappointment and notified it to the management of a product or service provider company when experiencing dissatisfaction in a product or service (Mittal & Kamakura, 2001; Yi & La, 2004; Zeithaml et al., 1996)

Table 2. Blueprint scale repurchase intention.

No	Dimension	Item Number	Total Item	Percentage
1	Resistance against better alternatives	1-6	6	40%
2	Willingness to pay premium price	7-8	2	13,33%
3	Intention of word of mouth	9-15	7	30,43%
	Total item		15	100%

This scale would be used as a measurement instrument to measure website quality. This measuring instrument used the choice of Likert scale answer.

Procedure

Data was collected on Monday, May 21st, 2016 in online. Before the data collection process was carried out, the researchers contacted several friends to be asked for assistance in conducting the study. This study used a questionnaire as a data collection tool.

Statistical Analysis

Data analysis technique in this study used product moment, product moment correlation could be used when the data obtained was parametric, therefore, before correlation analysis was performed, the assumption test used in this study

was the normality test and linearity test. The calculation of data analysis both correlation test, normality test, linearity test using the SPSS 17 application for Windows.

RESULT

Descriptive Data Analysis

Table 3. Descriptive statistics of research data.

Descriptive Statistics												
	N	Range	Minimum	Maximum	Mean		Std.De vian	Varia nce	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std.Error	Statistic	Statis tic	Statis tic	Std. Error	Stati stic	Std. Error
Webqual	37	39	69	108	86.35	1.757	10.685	114.1 79	.258	.388	-.366	.759
Repurchase Intention	37	28	33	33	50.16	1.198	7.290	53.14 0	-.327	.388	-.562	.759
Valid N (Listwise)	37											

Based on the table data above, it could be seen that the mean of webqual was 86.35 and the mean of repurchase intention was 50.16. Standard deviation indicated the distance of the deviation among point in a measuring distribution from the mean of the data. SD for webqual was 10,685, for repurchase intention SD was 7,290.

Correlation Test Data Analysis

Based on the result of the previous normality test, it was found that the data distribution form was normal so that the correlation test conducted was the parametric method. This study aimed to test empirically whether there was a correlation between webqual and repurchase intention. Assumption used to determine whether was there or not a correlation was based on:

1. If the significance level > 0.05 then H_0 was accepted (no correlation)
2. If the significance level < 0.05 then H_a was accepted (there was a correlation)

Table 4. Correlation Test.

Correlation			
		WebQual	Repurchase Intention
WebQual	Pearson Correlation	1	.447**
	Sig.(2-Tailed)		.006
	N	37	37
Repurchase Intention	Pearson Correlation	.447**	1
	Sig.(2-Tailed)	.006	
	N	37	37

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, the significance value of 0.006 was less than 0.05 then H_a was accepted, which meant there was correlation between webqual towards repurchase intention on the buyer of bukalapak.com online site. Pearson correlation of 0.447 meant that the correlation between webqual and repurchase intention was quite strong because the correlation coefficient did not show a number close to 1 but almost close to 0.5, which meant enough. A positive sign indicated a linear or directly proportional relationship. This meant that if the better the webqual, the higher the repurchase intention. Significance of less than 0.05 indicated a significant relationship between the two. It could be concluded that the relationship between webqual and repurchase intention was significant, direct proportional, and the relationship was strong enough.

DISCUSSION

The result of correlation analysis showed a relationship between webqual variable with repurchase intention on the bukalapak.com site. This was found from the significance value of 0.006 which was smaller than the significance

level of 0.05. The quality of the website was an important factor to build online consumer trust. Previous studies found that conducting online transaction was an easy and sophisticated way, but consumer trust in companies was very vulnerable and difficult to obtain (Zhang et al., 2009). So in this study explained that the quality of a web could increase consumer trust in conducting online transaction, because consumer who had online transaction rely on information obtained from websites that sell the product and service (Zhang et al., 2009). With the obtaining of a trust, then it would be arising a behavior by buying product or service online on the website which could have implication for the emergence of repurchase intention. This study also supported the previous studies that web quality has a significant influence on web user satisfaction (Sanjaya, 2012) and online purchasing interest (Sam et al., 2009). Therefore, for e-commerce web developer it was necessary to pay attention to the usability on web quality which consisted of the easiness of use and web operation, attractive web design and provided a positive experience for users, because if the better the quality of the web on the variable usability, online purchasing decision will also be higher. This showed that online consumer require the easiness, quick understanding to run the web, and attractive design also positive experiences on the web to be able to decide before making an online purchase or not.

Regarding the context of online buying and selling where connected to the internet, this meant that the seller's function in this case was replaced by the website (Lohse & Spiller, 1998). A company's reputation (*corporate reputation*) was the customer's perception of quality that was associated with the company's name (Aaker & Keller, 1990; Keller & Aaker, 1998). It meant that the company's name had a positive influence on customer's response to the product or service. In this study the company which meant was bukalapak. The well-known reputation of Bukalapak indirectly could also provide security and convenience in transactions.

Consumer ratings regarding bukalapak.com had been good. Therefore, bukalapak.com only needed to do maintenance by maintaining and preserving the easiness of operation and the use of the web, the easiness of navigation on the web, attractive web display and in accordance with the type of web and contained of competence. Then, bukalapak.com could always provide a positive experience for bukalapak.com consumers, with a positive experience clearly would form another repetitive behavior that was repurchase intention. Quality of service interaction was also the most dominant variable on online purchasing decisions. This finding was consistent with the previous study that the quality of service interaction was the most important variable in e-commerce offering (Barnes & Vidgen, 2003). Especially on indicators that showed user trust in the web. It indicated that the better the quality of web service interactions, the higher online purchasing decisions. Bukalapak owners must improve the quality of the web such as service interaction variable because this variable was a fairly dominant variable that could improve repurchase decisions.

Online consumer in this case also required security in transactions and providing information on the site, the easiness of communication on the site, and the trust in the promises made by organization on the web. So e-commerce companies must maintain the trust that had been built by consumers and always showed empathy for every consumer who needed services or even was conveying complaints. That way the intention to repurchase on the website would also increase.

Then, the study obtained also had limitation, namely the process of data retrieval which required considerable time and effort due to having to find subjects that fit the criteria so that it could influence the results obtained.

CONCLUSION

Based on the analysis of the quality of the web with repurchase intention on e-commerce consumer, the conclusion obtained from this study was that there was a significant correlation between webqual and repurchase intention on related e-commerce consumer so that an increase in website quality played an important role in the emergence of trust and customer loyalty which had implication on repurchase intention action.

IMPLICATION

The result obtained can produce implication for e-commerce business owner and academic. E-commerce business owner can make one of the reference materials for developing online shopping sites and increasing customer trust and loyalty. E-commerce business owner can improve the quality of their websites, especially in the aspect of service interaction quality because it showed a significant relationship to the result obtained so that it will have implication for the emergence of repurchase intention action and increased the value of related online sites. Future studies can make the results of the study as a foundation in the study and is expected to add variables, dimensions and other measuring instruments that can affect web quality on the intended online site.

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