



The Analysis of Website Quality of Indonesian Traditional Batik Products: Its Effect on Netizens' Purchase Intentions

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Research Highlights

Website has been widely utilised as a digital marketing platform to attract consumers to purchase a product or service online. Netizens, a nick name for those who are actively engaged with the internet are most likely to shop online either from company's own websites or from online retail shop. This study examines how the quality of a website named www.legacyofindonesia.com that sells Indonesian traditional batik products would affected netizens intentions to purchase the product from the website. Survey was completed to 161 netizens. Findings of the study revealed that the quality of website significantly influenced netizens' intention to use the website. The intention to use the website also significantly affected online purchase intentions. Further, the intention to use the website appeared to become the perfect mediating variable of website quality effect on netizens' purchase intention of the traditional batik products online.

Research Objectives

Digital media has been used by business enterprises as a marketing communication tool by nearly all product and service lines addressed to end-user consumers. Previous research has shown that high-quality websites attract more customers than low-quality websites (Parasuraman, Zeithaml, & Malhotra, 2005). Bai et al. (2008) in their studies found a positive impact of website quality on customer satisfaction and buying behavior intentions. Similar to Bai et al.'s finding, Olorunniwo et al. (2006), found that there was a direct effect on the quality of the website on the intention to behave. This current study aimed to examine the behavioral intentions of netizens segment who are actively using digital media to shop for traditional Indonesian batik products online. The quality of a website as an online marketing media is seen as a stimulus to netizen intention to use a website and then can influence purchase intention. For the purpose of the study, three hypotheses were formulated namely: H1: website quality has a direct effect on online purchase intention; H2: website quality has an effect on intention to use website; and H3: intention to use website has an effect on online purchase intention.





Methodology

The target population of this study was all Indonesian netizens who have ever had an experience of visiting an online retail shop of any brand or product in Indonesia. The primary data was collected through a web-based survey where respondents were invited to visit the website of www.legacyofindonesia.com to complete the questionnaire. The questionnaires were divided into 4 parts: 1) perceived quality of the website (11 empirical indicators); 2) netizen's intention to use the website (6 empirical indicators); 3) online purchase intentions (8 empirical indicators); and 4) netizen's demographic profiles and the internet/social media usage (8 questions). All indicators of each variable was developed based on relevant references and previous research (Loiacono et al., 2002; Lee & Kozar, 2006; Loda et al., 2007; Banerjee, 2008; Chang et al., 2008; Law & Bai, 2008; Hsu et al., 2015; Hur, et al., 2015). The completed responses from the participants would automatically recorded into a spreadsheet facilitated by Google Drive to allow the researchers saving time for not conducting a manual data editing. The survey was taken approximately 7-10 minutes to complete. The collected data was statistically analysed using Structural Equation Modelling (SEM) technique with Generalised Statistical Component Action (GESCA) statistical program.

Results

In related to respondents' demographic profiles, it appeared that most of the respondents were students (95.03%), indicating consumers were mostly milinea and educated. There was a balance composition between male and female participants. Line (51.55%) and Instagram (38.51%) were two of the most popular social media used by the netizens. Almost 40 percent of total respondents admitted they would spent on social media within one day is around 3-6 hours and another 34% was even more than 6 hours per day. Respondents turned out to frequently shop online about 1-2 times in the past 6 months amounting to 36.02% and the other 22.98% of total respondents shopped through online store websites.

With regard to the hypotheses testing, Table 1 below shows the path coefficient, t-value statistics, and significant value of each variable examined in the path analysis.

Table 1. Path coefficient, t_value statistic and significant value

Independent Variable	Dependent Variable	Coefficient	Significance	
Website quality	Online purchase intention	-0.016	0.333	not significant
Website quality	Intention to use	0.760	0.000	significant





Intention to use	Online purchase intention	0.690	0.000	significant
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The above table shows that website quality did not have a direct significant effect on online purchase intention, thus hypothesis 1 (H1) was not accepted. In addition, website quality had a significant effect on the intention to use the website. However, when website quality was mediated by “intention to use the website”, the quality of the website significantly influenced online purchase intention, meaning that hypothesis 3 (H3) was accepted. In other words, intention to use the website appeared to become the perfect mediation for how the quality of the website could affect netizens’ intentions to purchase Indonesian traditional batik products online.

Findings

This study has confirmed that website quality alone cannot influence netizens’ intention to purchase product online. The netizens need to engage with the website, meaning that they would be willing or intent to spend time to explore and browse to the website. Doing so would provide them more knowledge about the website, the products offered and the services provided by the sellers. It is therefore crucial for improving the quality of the website of Indonesian traditional batik products so that it could encourage the intention among netizens to use the website. At the same time, to increase the intensity of online shopping behaviour on retailers’ website that sells Indonesian traditional products, it is crucial to build the respect and pride among young people in the country of Indonesian culture, which in turn, lead to the increase use of purchasing local products.

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