

## The Relationship between Website Design Quality and Online Purchase Intention

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**Abstract:** Online shopping is a type of e-commerce in which customers can purchase goods or services directly from a seller via the Internet. The demand for customers to buy through online websites is strongly influenced by several website qualities which encourage them to search for and buy the product. However, despite the importance of website design qualities, there is still a lack of studies investigating the relationship between website design quality with online purchase intention. Meanwhile, consumers are evaluating the various features and services offered by e-commerce websites as they become more aware of their value. Hence, this study aims to understand the relationship between website design quality and online purchase intention. This study has employed quantitative research that include questionnaires and an online survey. The Statistical Package for Social Science (SPSS) has been used to analyze quantitative reports. This study will help marketers or sellers in understanding the best marketing strategy for developing the best website design quality to adopt, particularly for younger users. As the result, all the respondents agreed that website design quality has a significant relationship with online purchase intention even though the correlation with the variables was weak.

**Keywords:** Website design, Online purchase intention, University students

### 1. Introduction

Online shopping is a type of e-commerce in which customers can purchase goods or services directly from a seller via the Internet. The use of Internet for online shopping has met the demand of most consumer that want to have as easy and quick application (Cai Yi, 2016). The success of e-commerce or a shopping website is determined by a variety of factors, including the quality of the website design, which works as a significant role in distinguishing a brand apart from competitors in the online retail industry (Bedi *et al.*, 2017). Website design quality can be measured by the simplicity, smoothness, dependability, and effectiveness of the website design and process (Ha & Im, 2012). By allowing for personalized communication and the development of relationships with visitors, website design quality introduces new challenges to relationship marketing (Bebber *et al.*, 2017). A well-designed and high-quality website increases the chances of a purchase (Dachyar & Banjarnahor, 2017).

In an online environment, the website serves as a point of contact between the consumer and the company (Sari *et al.*, 2020). As a result, the visual design of the website impacts the consumer's purchase intention. The design and quality of the website are essential, especially in an online activity where everything will be referred in website (Agyapong, 2017). However, there is still a lack of study regarding website design quality and online purchase intention. The information displayed on the webpage is called content (Shaouf *et al.*, 2016). Many websites have caused sector competition to spill over into electronic media. A website with poor design quality will steer the consumer away and they will compare it to another website with better features instead of getting a purchase decision (Athapaththu & Kulathunga, 2018). As a result, the website of the seller needs to be updated to be more relevant and competitive with other websites based on consumer needs.

The objectives of this are to identify the relationship between website design quality and online purchase among university students. This study is important to sellers that use online websites to promote their products or services. According to this study, the best website with high design quality can help the business grow. The seller can make their website to be more efficient and appealing by improving the design quality. The website design quality can influence users or consumers to visit it more frequently. Furthermore, the sellers will understand and be aware of the reasons why customers browse and make online purchases on their websites.

## 2. Literature Review

### 2.1 Online Purchase Intention

According to Kamalul Ariffin *et al.* (2018), online purchase intention is defined as a customer's willingness towards online activities. Purchase intentions are the likelihood that a customer's desire to buy a good or service, and their desire to do so, will be satisfied (Bebber *et al.*, 2016). Online purchase intention is also one of several indicators for e-commerce buyers. (Shaouf *et al.*, 2016).

### 2.2 Website Design Quality

Website quality refers to the features of a website to meet the needs of the users (Priscillia *et al.*, 2021). The user considers the structure, text, visuals, style, navigation, and promotion (advertising) dimensions while evaluating the website's design quality (Zhou *et al.*, 2010). The general audience will be enticed to visit the website by its good visual characteristics such as amazing color combination, great layout, and appealing font size (Wilson *et al.*, 2019).

### 2.3 University Students

University students have become significant consumer groups in recent years due to their prominent levels of computer literacy and Internet savvy (Fairouz, 2016). University students between the ages of 18 and 30 are most likely to use the internet and shop online, even if they have less budget (Katrina & Benedict, 2021). Students at this age is also inspired by their parents' consuming habits, and they may emulate them in the future (Handa & Gupta, 2014).

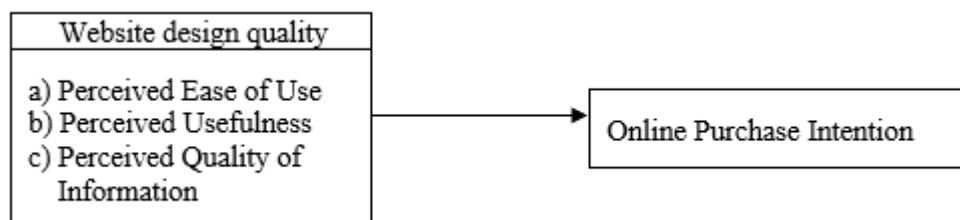
### 2.4 The Relationship Between Website Design Quality and Online Purchase Intention

In an online context, the website serves as the interface between the consumer and the seller (Bilgihan & Zhang, 2014). Further, online environment, visual of the website that include the use of graphics, colors, pictures, and various text sizes is important to develop good appearance of the website. According to Rzepka *et al.* (2020), the presentation of the website should vary depending on the user's familiarity with the purchasing items such as the visuals and text. Past research has shown that the attractiveness of a website has a significant impact on its usability of the website (Bedi *et al.*, 2017). A study showed that a website's aesthetic design impacts attitude and buying intention (Park *et al.*, 2015).

## 2.5 Theory of Technology Acceptance Model (TAM)

Davis (1989) developed the technology acceptance model (TAM), which has become a main example in studying factors influencing consumers' acceptance of technology (Marangunić & Granić, 2015). According to TAM, consumer behavioral intention predicts technology acceptance, which is defined by how well technology is evaluated as being beneficial and simple to utilize for the task at hand (Marikyan & Papagiannidis, 2022).

## 2.6 Conceptual Framework



**Figure 1: Conceptual Framework**

### a) Perceived Ease of Use

Perceived ease of use defines as the degree to which a user considers a particular technology, including accessing websites, using Internet functions, and using a web interface, to be simple to use (Moslehpour *et al.*, 2018). According to consumers' perceptions, a retail website can make it easier for them to find more information with less effort. This is known as perceived ease of use (Liat & Shi Wuan, 2014). When the technology is more complex, and users are less skilled, perceived ease of use has a greater impact on usage or intentions (Al-Qeisi *et al.*, 2014). Perceived ease of use refers to how customers perceive the steps leading up to their decision to shop online, whereas perceived usefulness refers to how customers perceive the results of their online shopping experience (Cho, 2018). A high-quality web design can boost customer satisfaction, which leads and resulting in increased online purchasing intent.

### b) Perceived Usefulness

Perceived usefulness is the idea that someone will perform better or more effectively if they use innovative technology (Cho, 2018). The term perceived usefulness refers to both the immediate and long-term benefits of online shopping. According to the Technology Acceptance Model (TAM), a user's behavioral intention to adopt technology is influenced by how useful and user-friendly they believe the technology to be (Özbek *et al.*, 2015).

### c) Perceived Quality of Information

The most important aspect of website quality is information quality (Abbaspour & Hazarinahashim, 2015). Customers should be able to find up-to-date and accurate on websites. The effectiveness of a website is directly influenced by the information content, which shapes consumer intention (Salavati & Hashim, 2015). Consumer intention is related to perceived information quality in a positive way. As a result, those who believe the information provided is of high quality are more likely to be pleased with the website and as a result, to make an online purchase (Ha & Im, 2012).

### d) Online Purchase Intention

Much research on online purchasing intention has been conducted by researchers. Many factors influence buying intention and online purchase intention that are related to the quality of the website design, but only three will be investigated in this study. Furthermore, the quality of website design may influence consumer purchasing intention when purchasing from online retailers (Turkyilmaz *et al.*, 2015).

### 3. Research Methodology

#### 3.1 Research Design

The goal of the research design was to create a framework for a study (Jilcha, 2020). Researchers conducted descriptive studies to learn about the relationship between website design quality and online purchase intention among students. Quantitative studies that are based on quantitative or total measurements were used by researchers. It could be used to describe numerically expressed phenomena and statistical methods used in data processing. A standard tool, a questionnaire, was used to collect survey data.

#### 3.2 Population and Sampling

This study was performed in Malaysia and the research respondent were university students of various ages, races, and religions who had experience using online purchasing through websites around Malaysia. Students were chosen as the respondents because they are the most active online shoppers. Most of them were busy with university activities, examinations, and assignments, leaving little time for physical shopping. A questionnaire served as the research tool for this study and was employed in both the descriptive and quantitative approaches. The research questionnaire was opened to university students from all states who have experience in shopping online. 377 students from Universiti Tun Hussein Onn Malaysia were picked to provide the data for this study.

#### 3.3 Research Instrument

Quantitative research would be used as a tool in this study to assure the success of this issue. Online surveys, paper surveys, and smartphone surveys, for example, were employed in this study. To collect structured data from respondents using quantitative techniques, a set of questionnaires was used. The three distinct sections of this questionnaire are sections A, B, and C. While Section B asked questions about the role of website design quality, such as perceived ease of use, perceived usefulness, and perceived quality of information, Section C asked questions about respondents' intentions to make online purchases. Section A looked at the respondents' backgrounds. The questionnaires from study by Ha & Im (2012) were applied. The level of agreement with a statement was graded on a scale of 1 strongly disagree to 5 strongly agree.

#### 3.4 Data Collection

In this study, the researchers used a quantitative data collection strategy that involved using closed-ended questionnaires to gather and analyze quantitative data. Primary data and secondary data are the two categories of data.

##### *a) Primary data*

In this study, researchers used the primary data method to obtain data through a questionnaire form. This questionnaire will be distributed and distributed online to respondents at Universiti Tun Hussein Onn Malaysia (UTHM).

##### *b) Secondary data*

Secondary data is pre-existing data or ideas derived from any resources reused for research. Secondary data is additional data such as the internet, journals, articles, and so on. In running this study, the researcher has obtained the required information through the internet, journals, articles, and so on.

#### 3.5 Pilot Study

Throughout this study, a pilot study was required to determine the questionnaire's reliability. The major goal of the pilot study is to evaluate the validity of the questionnaire by presenting it to a group of university students who have experience in shopping online. Throughout this process, the questionnaire form can be updated based on their feedback and suggestions about the survey study to ensure that the objectives are met properly. This test can detect any improper parameters as well as errors. In this regard, it is critical to validate the questionnaire to determine how long respondents must

spend answering all questions thoroughly and to check that the questions' applicability and instructions are clear and relevant to the topic of the research.

### 3.6 Data Analysis

The information gathered from the questionnaire survey was analyzed using descriptive statistics. Descriptive statistics should always be calculated as a crucial first step in research before making any inferential statistical comparisons. Descriptive statistics, which were used to analyze data, were used to describe the relationships between the variables in a sample or population. The study also used the Statistical Package for Social Sciences (SPSS) program to provide data information based on percentage and mean as well as to explain the investigation's main findings.

## 4. Data Analysis and Findings

### 4.1 Response Rate

Table 1 below provides the response rate from the completed questionnaire. The study's respondents were students at Universiti Tun Hussein Onn Malaysia (UTHM). The total student population at UTHM is 18,000 people (about the seating capacity of Madison Square Garden). According to Krejci and Morgan (1970), who calculated the sample size for this study based on the size of the population, at least 300 respondents had to answer the questionnaire. As a result, online surveys were sent to the respondents using WhatsApp. However, only 125 of the 300 respondents got a response. As a result, the response rate for this study is 33 percent.

**Table 1: Questionnaire Response Rate**

Population	Sample size	Questionnaire distributed	Questionnaire received	Percentage (%)
18,000	377	377	125	45

### 4.2 Reliability Test

#### a) Pilot Study

**Table 2: Cronbach's Alpha value for 30 respondents**

Factors	Cronbach's Alpha	No. item
Perceived Ease of Use	0.868	4
Perceived Usefulness	0.852	5
Perceived Quality of Information	0.847	4
Online Purchase Intention	0.916	5

The finding of the reliability tests for the pilot study's 30 respondents are summarized in Table 2. The perceived ease of use, perceived usefulness, and perceived quality of the information all have Cronbach's alpha values of 0.868, 0.852, and 0.847, respectively while the Cronbach's alpha value for purchase intention is 0.916. If the value of each construct is larger than 0.7, the questionnaire's Cronbach's alpha is considered particularly good, according to Bonett and Wright (2015). Researchers can proceed with the main study after the pilot study produced excellent results.

#### b) Actual Study

**Table 3: Reliability Test (Actual Study)**

Factors	Cronbach's Alpha	No. item
Perceived Ease of Use	0.710	4
Perceived Usefulness	0.705	5

Perceived Quality of Information	0.715	4
Online Purchase Intention	0.759	5

Table 3 shows that the actual study's Cronbach's alpha values for perceived usability, perceived usefulness, and perceived information quality are 0.710, 0.705, and 0.715, respectively. This study included 125 respondents. In addition, the online purchase intention Cronbach's alpha is 0.759. The finding indicates that the research instruments used are reliable because the questionnaire's reliability level is greater than 0.7.

#### 4.3 Descriptive Analysis (Demographic)

The results show that the items studied were excellent and proved the data collected in the study had high reliability and validity. Hence, the questions used in this research were suitable for the topic.

##### a) Gender

**Table 4: Gender of Respondents**

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Male	51	40.8	40.8	40.8
	Female	74	59.2	59.2	100
Total		125	100	100	

Table 4 illustrates the percentage of respondents by gender. According to Table 4, there were 74 female respondents and 51 male respondents out of 125. Thus, female respondents account for 59.2 percent of the total, which is slightly greater than the male respondents who are 40.8 percent.

##### b) Age

**Table 5: Age of Respondents**

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	18-19 years	0	0	0	0
	20-21 years	0	0	0	0
	21-22 years	55	44.0	44.0	43.0
	23-24 years	61	48.8	92.8	93.3
	25 years and above	9	7.2	7.2	100
Total		125	100	100	

Table 5 illustrates the percentage of respondents based on their age. According to the table above, 44 percent of respondents were between the ages of 21- and 22-years old respondents while 64.8 percent were between the ages of 23 and 24. Only 7.2 percent of respondents were 25 years old and above. As a result, respondents aged 23 to 24 had the highest percentage of all ages.

##### c) Race

**Table 6: Race of Respondents**

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Malay	87	69.6	69.6	69.6

Chinese	27	21.6	21.6	91.2
Indian	9	7.2	7.2	98.4
Kadazan	1	0.8	0.8	99.2
Sabahan	1	0.8	0.8	100
Total	125	100	100	

Table 6 illustrates the percentage of respondents based on their race. Table 7 shows the percentage of Malay race was 69.6 percent and followed by Chinese with 21.6 percent. Besides that, 7.2 percent of Indian respondents participated while only 0.8 percent respectively for Sabahan and Kadazan. Thus, Malay respondents had the highest percentage of other races.

#### d) Faculty

**Table 7: Faculty of Respondents**

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	FPTP	40	32.0	32.0	3.0
	FPTV	22	17.6	17.6	17.0
	FKEE	27	21.6	21.6	20.7
	FKAAB	8	6.4	6.4	78.5
	FKMP	19	15.2	15.2	97.8
	FSKTM	9	7.2	7.2	100
	Total	125	100	100	

Table 7 shows the distribution of respondents based on their faculty. Table 7 shows that students from FPTP contributed 32 percent of respondents, which is the highest response among the faculties while the lowest response rate was contributed by students from FKAAB with 6.4 percent of respondents. According to the table, 17.6 percent of respondents came from FPTV while 21.6 percent came from FKEE. The respondents from FKMP consist of 15.2 percent and FSKTM 7.2 percent.

#### e) Frequency of Online Shopping

**Table 8: Frequency of Online Shopping of Respondents**

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Every day	3	2.4	2.4	2.4
	Once a week	36	28.8	28.8	31.2
	Once a month	86	68.8	68.8	100
	Total	125	100	100	

Table 8 illustrates the percentage of respondents based on their frequency of online shopping. Table 8 shows the percentage of respondents who online shopping once a month was 68.8 percent and followed by once a week at 28.8 percent. Besides that, 2.4 percent of respondents who online shop every day participated. Thus, respondents who online shop once a month had the highest percentage of other frequencies.

## f) Good Website

**Table 9: Opinion of Respondent on Good Website**

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Yes	125		100	100
Total		125	100	100	

Table 9 illustrates the percentage of respondents based on their opinion of a reliable website. Table 9 shows the percentage of respondents who refer to online shopping on good the website was 100 percent. Thus, all the respondents agree and refer to online shopping on a reliable website.

## 4.4 Descriptive Analysis (Variables)

Descriptive analysis is used in this section to examine each variable's characteristics. This method is also useful for identifying each segment of the mean distribution when the levels of all independent and dependent variables are evaluated using the Likert Scale.

## a) Perceived Ease of Use

**Table 10: Mean and Standard Deviation Analysis for Perceived Ease of Use**

No	Item	Mean (M)	Std. Deviation (SD)	Level
1	A good website design makes me easy to use for online purchases.	2.60	0.524	Medium
2	A good website design allows me to find information more easily for online purchases.	2.61	0.537	Medium
3	A good website design enables me to be skillful in online purchases.	2.34	0.610	Medium
4	A good website design makes my online purchases more systematic.	3.4	0.582	Medium
Total Average		2.74	0.563	Medium

Table 10 shows the value of the mean and standard deviation analysis for each question for perceived ease of use. The highest mean value was found for "A good website design makes my online purchases more systematic" (M=3.4, SD=0.582). The lowest meaning is found in the question "A good website design enables me to be skillful in online purchases" (M=2.34, SD=0.610). As a result, there is a medium level of online purchase intention related to perceived ease of use.

## b) Perceived Usefulness

**Table 11: Mean and Standard Deviation Analysis for Perceived Usefulness**

No	Item	Mean (M)	Std. Deviation (SD)	Level
1	A good website design saves my time for online purchases.	3.43	0.573	Medium
2	A good website design makes me easy to search and find online purchase items.	2.58	0.528	Medium
3	A good website design convinces me to purchase online repetitively.	3.24	0.653	Medium



4	A good website design enables me to discover new products for online purchases.	2.60	0.524	Medium
5	A good website design improves my performance in searching for online purchase items.	2.42	0.572	Medium
Total Average		2.854	0.57	Medium

Table 11 shows the value of the mean and standard deviation analysis for each question for perceived usefulness. The results of the mean and standard deviation analysis for each question regarding perceived usefulness are displayed in Table 4.13. According to the results in the table, the statement “*A good website design saves my time for online purchases*” for question 1 has the highest mean value (M=3.43, SD=0.573). The statement “*A good website design improves my performance in searching for online purchase items*” appears in question 5 and has the lowest mean value (M=2.42, SD=0.572). As a result, the perceived usefulness is rated at a medium level.

#### c) Perceived Quality of Information

**Table 12: Mean and Standard Deviation Analysis for Perceived Quality of Information**

No	Item	Mean (M)	Std. Deviation (SD)	Level
1	A good website design enables me to know a lot of information about the items for online purchases.	2.65	0.528	Medium
2	A good website design provides me with sufficient information for online purchases.	2.64	0.530	Medium
3	A good website design enables me to learn a great deal about the product for online purchases.	2.42	0.543	Medium
4	A good website design enables me to make an informed online purchase decision.	2.69	0.517	Medium
Total Average		2.6	0.665	Medium

Table 12 shows the value of the mean and standard deviation analysis for each question for the perceived quality of information. The result shows “*A good website design enables me to make an informed online purchase decision*” (M=2.69, SD=0.517) has the highest value of the mean. While the question “*A good website design enables me to learn a great deal about the product for online purchases*” (M=2.42, SD=0.543) has the lowest value of the mean. As a result, the level of the perceived quality of information is medium.

#### d) Online Purchase Intention

**Table 13: Mean and Standard Deviation Analysis for Online Purchase Intention**

No	Item	Mean (M)	Std. Deviation (SD)	Level
1	I will consider this website first when I want to buy products.	3.43	0.60	Medium
2	I will purchase the products on this website.	2.34	0.553	Medium
3	I will purchase other products or services on this website.	2.32	0.576	Medium

4	I will tend to use the website repeatedly in the future.	2.33	0.606	Medium
5	I tend to purchase frequently if possible.	3.34	0.636	Medium
Total Average		2.752	0.594	Medium

Table 13 shows the value of the mean and standard deviation analysis for each question for online purchase intention. The result shows “*I tend to purchase frequently if possible*” (M=3.34, SD=0.636) has the highest value of the mean. While the question “*I will purchase other products or services on this website*” (M=2.32, SD=0.576) has the lowest value of the mean. As a result, there is a medium level of intention to purchase online.

#### e) Analysis of Website Design Quality Towards Online Purchase Intention

**Table 14: Analysis of Website Design Quality Towards Online Purchase Intention**

Item	Average Mean Score	Level
Perceived Ease of Use	2.74	Medium
Perceived Usefulness	2.854	Medium
Perceived Quality of Information	2.6	Medium
Online Purchase Intention	2.752	Medium

According to Table 14, the independent variable with the highest mean score is perceived usefulness with an average value is 2.854 while the perceived quality of information, which accounts for 2.6 of the average value, was the variable with the lowest mean score.

## 5. Discussion, Recommendation, and Conclusion

### 5.1 Discussion

In conclusion, all research objectives were successfully achieved. This section would discuss the research questions of this study conducted to identify the relationship between website design quality and online buying intention among university students.

#### a) Research question 1: What is the level of website design quality toward online purchase intention among university students?

The level of perceived ease of use, perceived usefulness, and perceived quality of information are all rated as being at a medium level by these three website design quality variables. The study found that the two main factors influencing university students' decisions to make online purchases are perceived usefulness and perceived ease of use. Because most respondents strongly and consistently consider that perceived usefulness affects their decision to make an online purchase. Previous research has also shown that when the technology is more complex and users are less skilled, perceived ease of use specifically affects usage or intentions (Al-Qeisi *et al.*, 2014). The likelihood that a user will make an online purchase decrease when they find a website challenging to use or when the presentation of the website is unclear and imprecise (Liat & Shi Wuan, 2014). Behavioral intention (BI) to use the relevant technology is directly predicted by perceived usefulness, according to Park *et al.*, (2014). Additionally, major predictors of their intentions to use the applied research included their perceptions of the website's ease of use and the usefulness of the users (Mejía-Trejo, 2021).

#### b) Research question 2: What is the level of online purchase intention among university students?

The findings demonstrate that the primary indicator of factors influencing university students' intention to make online purchases is at a medium or moderate level. The results show that perceived quality of information, usefulness, and ease of use are insufficient to affect the intention of university students to make online purchases. The two statements "I will consider this website first when I want

to buy products" and "I tend to purchase frequently if possible" received the highest average scores out of all the others. This research respondent gave majorly positive feedback about their online shopping experiences, suggesting that university students are likely to make online purchases.

*c) Research question 3: What is the relationship between website design quality and online purchase intention?*

All the hypotheses are valid and have weak correlation coefficients, which suggests a strong correlation between perceived informational quality, usefulness, ease of use, and the likelihood of making an online purchase. A relationship between the theory of technology acceptance model and the excellence of website design was discovered in earlier research by Ha *et al.* (2019).

## 5.2 Limitation of Study

As with other studies, there were a few limitations to this one. The first issue was the method used to select the respondents for this study, which only included students at UTHM and did not include all Malaysian university students. As a result, the findings of this study cannot be generalized to all Malaysian university students. The research employs only a quantitative approach, not a qualitative one. The lack of a forum for the respondents to discuss and express their thoughts and opinions regarding this study also contributed to the lack of thoroughness of respondents. Furthermore, the respondents' only options for the questionnaire were those already prepared by the researcher.

## 5.3 Recommendation for the Future Research

The recommendation is important and required as it can be used to develop current and future research on the topic. First, Future researchers may increase the sample size for this study and the number of Malaysian university students who can participate in it, thereby increasing the study's applicability and usefulness. Other than that, to gather feedback on the subject and gain more knowledge about the research, the researcher can also use other methodologies, such as the qualitative method. It is because, through that method, the future researcher could interview the respondents and ask for their opinion on the research topic. In that way, future researchers will be able to verify the level of knowledge of the targeted respondents and obtain the best response about the research topic. Thus, the data gathered will be more precise as a result.

## 5.4 Conclusion

In conclusion, perceived usefulness is the most significant factor of website design quality in terms of online purchase intention among university students, outweighing other factors like perceived ease of use and perceived information quality. This study also shows that there is a significant positive relationship between all the variables, with perceived information quality having the highest correlation coefficient and perceived usefulness having the greatest average mean. The three research goals have been accomplished as a result. Finally, this study can benefit respondents' clearer understanding of how website design quality affects university students' intentions to make online purchases.

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