

# DOES WEBSITE APPEARANCE AFFECT PURCHASE INTENTION?

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## ABSTRACT

One form of consumer behavior is the interest or desire to purchase a product or service. The purpose of this research is to determine the influence of website appearance and promotion on purchase intention mediated by trust. The population in this study is Shopee application users in the Semarang City area. The sample size is 112, using purposive sampling technique. The findings show that website appearance and promotion have a positive and significant effect on trust. Website appearance, promotion, and trust partially have a positive and significant effect on purchase intention. Trust can be a mediating variable for the influence of website appearance and promotion on consumer purchase intention.

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## 1. INTRODUCTION

A person's lifestyle changes quickly, and they may switch clothing models and brands to adapt to current trends [1]. Technological advancement is becoming more stringent due to the numerous new and diverse technology products. [2], as a result, this also leads to intense competition. Knowing the factors that influence purchase intention is crucial, one of which is trust. According to Mowen and Minor, consumer trust means that all the knowledge possessed by consumers and all the conclusions made by consumers regarding the object, attributes, and benefits [3].

Trust in an online store can influence a consumer's interest in making a purchase on that website because consumers who already trust the information obtained will make a purchasing decision on that website [4]. Consumer trust with positive elements will provide value for consumers to make a purchase (Handrian dan Soliha, 2022). Research conducted by previous studies found that the quality of trust has a positive and significant effect on purchasing interest [6]-[10].

Websites in the online business world are highly valuable as they can reach a wide range of customers, including both domestic and international markets. The appearance is one of the important factors on a website [11]. The appearance of a website is the arrangement of a visually simple yet attractive layout without compromising the necessary information for users and providing up-to-date information is important. Previous studies have found that the quality of website appearance has a positive and significant effect on purchasing interest [6], [10], [12], [13][6], [10], [12], [13]. Other studies have found that website appearance can affect other variables, namely the trust variable [6], [8], [14].

Promotion is also one of the necessary factors for the success of a company or organization, thus promotion is one of the powerful weapons for a company in developing and maintaining business. Promotional activities are carried out to communicate with customers, so that the company can introduce products, persuade and encourage customers to buy the products offered by the company [15]. Effective promotion will certainly provide benefits for the company, thus making the company superior to its competitors [16]. Previous research has found that promotion has a positive effect on purchasing interest [17], [18]. Other studies have found that promotion can also influence the level of trust in a product [14], [19].

## 2. METHOD

The population of this research is the Shopee application consumers in the Semarang City area, the exact number of which cannot be determined. The sample size was calculated by considering the unknown population, resulting in 96 samples. To obtain more accurate results, more than 100 samples were taken.

The sample criteria are Shopee consumers from the Semarang City area who have made purchases on the Shopee site at least twice.

This study discusses four variables, consisting of two independent variables, namely website appearance and promotion, one mediating variable, namely trust, and one dependent variable, namely purchasing interest. The definition and indicators of each variable are presented as follows:

- a. Web design is a type of design intended for the development and styling of objects in the internet information environment with consumer features and aesthetic quality (Japarianto dan Adelia, 2020). The indicators of web design are as follows: the amount of information, diversity of information, quality of website materials, absence of empty pages, important information located directly on the homepage, presentation structure, ease of access, interesting materials, and familiar appearance.
- b. Promotion is a marketing mix element that focuses on efforts to inform, persuade, and remind consumers about the company's brand and products [20]. The indicators of promotion are as follows: providing information, persuading, reminding, communication skills, creativity, coupons, discounts, and cashback.
- c. Trust is the belief of one party in the ability, goodwill, and integrity of another party in the relationship and the belief that their actions are in the best interest and will result in positive outcomes for the trusted party [21]. The indicators of trust are as follows: competence, experience, institutional endorsement, attention, empathy, belief, fairness, fulfillment, and vulnerability.
- d. Buying interest is a consumer behavior that emerges in response to an object that indicates a person's desire to make a purchase [22]. The indicators of buying interest are as follows: tendency to buy the product, satisfaction with the overall shopping experience, recommending the product to others to visit, recommending the product to others to buy, preference for completeness, more interested than alternative product choices, searching for information, and supporting positive product attributes.

The validity and reliability tests are used in this research to test the instrument. Factor analysis is used for validity testing, by checking the loading factor results of each indicator and checking the Kaiser-Meyer-Olkin (KMO) value. Reliability testing is used in this research to determine the extent to which the measurement results using the same object can produce similar data. The questionnaire items provide a sufficiently high level of reliability if the correlation  $> 0.7$ .

The model was tested using the F-test and the coefficient of determination [23]. The F-test was used to determine the combined influence of all independent variables on the dependent variable. The coefficient of determination measures how well a model can explain the variation of the dependent variable.

Finding the direction of influence requires multiple linear regression analysis, and the t-test is used to test the hypothesis to confirm the significant influence of independent variables on the dependent variable at a confidence level of 95%. If the significance level is less than 0.05, the hypothesis is accepted.

### 3. RESULT AND DISCUSSION

The KMO value evaluates the suitability of data by measuring how much variation in the variables used in factor analysis or principal component analysis can be explained by the factors or components present in the data. The KMO test results presented in Table 1 are as follows:

**Table 1. The Results of Validity Test.**

Variable	KMO	KMO criteria	Indicator	Factor Loading	Factor Loading Criteria	Information
Website appearance (X <sub>1</sub> )	0,732	> 0,5	X <sub>1.1</sub>	0,509	> 0,5	Valid
			X <sub>1.2</sub>	0,690	> 0,5	Valid
			X <sub>1.3</sub>	0,501	> 0,5	Valid
			X <sub>1.4</sub>	0,555	> 0,5	Valid
			X <sub>1.5</sub>	0,581	> 0,5	Valid
			X <sub>1.6</sub>	0,516	> 0,5	Valid
			X <sub>1.7</sub>	0,541	> 0,5	Valid
			X <sub>1.8</sub>	0,546	> 0,5	Valid
			X <sub>1.9</sub>	0,726	> 0,5	Valid

Variable	KMO	KMO criteria	Indicator	Factor Loading	Factor Loading Criteria	Information
Promotion (X <sub>2</sub> )	0,748	> 0,5	X <sub>2.1</sub>	0,640	> 0,5	Valid
			X <sub>2.2</sub>	0,631	> 0,5	Valid
			X <sub>2.3</sub>	0,541	> 0,5	Valid
			X <sub>2.4</sub>	0,512	> 0,5	Valid
			X <sub>2.5</sub>	0,603	> 0,5	Valid
			X <sub>2.6</sub>	0,865	> 0,5	Valid
			X <sub>2.7</sub>	0,733	> 0,5	Valid
			X <sub>2.8</sub>	0,800	> 0,5	Valid
Trust (Y <sub>1</sub> )	0,601	> 0,5	Y <sub>1.1</sub>	0,531	> 0,5	Valid
			Y <sub>1.2</sub>	0,658	> 0,5	Valid
			Y <sub>1.3</sub>	0,539	> 0,5	Valid
			Y <sub>1.4</sub>	0,617	> 0,5	Valid
			Y <sub>1.5</sub>	0,585	> 0,5	Valid
			Y <sub>1.6</sub>	0,626	> 0,5	Valid
			Y <sub>1.7</sub>	0,726	> 0,5	Valid
			Y <sub>1.8</sub>	0,548	> 0,5	Valid
			Y <sub>1.9</sub>	0,789	> 0,5	Valid
Purchase intention (Y <sub>2</sub> )	0,836	> 0,5	Y <sub>2.1</sub>	0,796	> 0,5	Valid
			Y <sub>2.2</sub>	0,502	> 0,5	Valid
			Y <sub>2.3</sub>	0,854	> 0,5	Valid
			Y <sub>2.4</sub>	0,561	> 0,5	Valid
			Y <sub>2.5</sub>	0,693	> 0,5	Valid
			Y <sub>2.8</sub>	0,868	> 0,5	Valid

Source: Processed primary data, 2023

The KMO value for the variables website appearance, promotion, trust, and purchase intention is > 0.5, and all indicators in each variable have loading factors > 0.5, so they meet the requirements. KMO is used to determine sample adequacy. The variables website appearance, promotion, trust, and purchase intention are > 0.5, but in indicators Y2.6 and Y2.7, the loading factor values are < 0.5, indicating that these indicators are not valid. A second test was conducted as shown in Table 1, indicating that the indicator data is suitable as a variable, meaning that all indicators are valid and can be continued in the next process.

**Table 2. Results of Reliability Testing**

No	Variable	Cronbach Alpha	>/<	r standard
1	Website appearance (X <sub>1</sub> )	0,871	>	0,70
2	Promotion (X <sub>2</sub> )	0,915	>	0,70
3	Trust (Y <sub>1</sub> )	0,917	>	0,70
4	Purchase intention (Y <sub>2</sub> )	0,911	>	0,70

Source: Processed primary data, 2023

The Cronbach Alpha values for the variables website appearance, promotion, trust, and purchase intention are > 0.70, thus it can be concluded that the questionnaire testing results are reliable.

**Table 3. Model Test Results**

Equality	Test Models		
	Adjusted R Square	F	Sig
<b>Model 1</b>			
Website appearance (X <sub>1</sub> ) dan Promotion (X <sub>2</sub> ) → Trust (Y <sub>1</sub> )	.792	212,320	.000
<b>Model 2</b>			
Website appearance (X <sub>1</sub> ), Promotion (X <sub>2</sub> ), dan Trust (Y <sub>1</sub> ) → Purchase intention (Y <sub>2</sub> )	.619	61,168	.000

Source: Processed primary data, 2023

The adjusted R square value for Model 1 is 0.792, indicating that the website appearance and promotion variables can explain 79.2% of the variance in the trust variable, while 20.8% is explained by other variables/factors outside the researched model. The calculated F value is 212.320, with a significance value of  $0.000 < 0.05$ , which concludes that Model 1 is suitable for use.

The adjusted R square value for Model 2 is 0.619, indicating that the website appearance, promotion, and trust variables can explain 61.9% of the variance in the purchase intention variable, while 28.1% is explained by other variables/factors outside the researched model. The calculated F value is 61.168, with a significance value of  $0.000 < 0.05$ , which concludes that Model 2 is suitable for use.

**Table 4. Regression Results**

Equality	Uji t			Information
	B	t	sig	
<b>Model 1</b>				
Website appearance (X <sub>1</sub> ) → Trust (Y <sub>1</sub> )	0,507	8,977	0,000	Accepted
Promotion (X <sub>2</sub> ) → Trust (Y <sub>1</sub> )	0,477	8,435	0,000	Accepted
<b>Model 2</b>				
Website appearance (X <sub>1</sub> ) → Purchase intention (Y <sub>2</sub> )	0,276	2,737	0,007	Accepted
Promotion (X <sub>2</sub> ) → Purchase intention (Y <sub>2</sub> )	0,248	2,523	0,013	Accepted
Trust (Y <sub>1</sub> ) → Purchase intention (Y <sub>2</sub> )	0,340	2,623	0,010	Accepted

Source: Processed primary data, 2022

In model 1, the website appearance and promotion variables have a positive and significant effect on the trust variable. In model 2, the website appearance and promotion variables have a positive and significant effect on the purchase intention variable. The trust variable has a positive and significant effect on the purchase intention variable.

### 3.2 DISCUSSION

Empirical data shows that there are more male Shopee consumers. This is because shopping needs are no longer limited by gender, so many men buy necessities for their families. The majority of respondents are in the age range of 31 to 40 years old. Furthermore, this age range is already mature in their thinking and has economic stability, so they are wiser when shopping on Shopee. Shopee targets its promotion towards this age range, which is why it's not surprising that there are more users in the 31 to 40 years old age range. The majority of respondents are high school graduates, which means they have a secondary education and generally have medium-level jobs and income. High school graduates are also considered to have sufficient intelligence and knowledge to access Shopee.

The empirical test shows that website appearance has a positive influence on trust, which can be interpreted as the better the website appearance, the higher the trust. Overall, Shopee consumers have a high perception of website appearance. The majority of respondents feel that Shopee's display has complete information. Information about products on Shopee, including product knowledge information in the product description, greatly helps consumers to trust Shopee. With a good website appearance, consumers tend to trust the web's ability to provide sales services. This research supports previous studies that found the quality of website appearance has a positive and significant effect on trust [6], [8], [14].

Promotion has a positive and significant effect on trust. This can be interpreted that the better the promotion, the higher the trust. Overall, Shopee customers have a high perception of promotion. The

promotion carried out on Shopee has good message delivery capabilities, supported by Shopee's promotions by sharing attractive coupons. Trust in online business is harder to obtain because consumers tend to be more careful about buying products whether they will get the promised products, on time and place. With good message delivery and attractive programs, it will provide consumer trust in Shopee, so consumers believe that Shopee can fulfill consumer rights well. The results of this study support previous research that found promotion has a positive effect on purchase intention [14], [19].

Website appearance has a positive and significant effect on purchase intention, which can be interpreted that the better the website appearance, the higher the purchase intention. Overall, Shopee customers have a high perception of website appearance. Shopee's appearance makes it easy for visitors to navigate and gives a familiar impression. The impression that Shopee has a good appearance will increase consumer purchase intention. They tend to have a preference for Shopee, and they tend to choose Shopee over other E-commerce. The results of this study support previous research [6], [10], [12], [13] which found that the quality of the website appearance has a positive and significant effect on purchase intention.

Promotion has a positive and significant effect on purchase intention, which can be interpreted that the better the promotion, the better the purchase intention. Overall, Shopee customers have a high perception of promotion. Respondents felt that Shopee's promotion was done with good creativity, as well as providing attractive discounts, meaning that Shopee's promotion is acceptable to consumers. Good promotion can increase consumer purchase intention, which can be seen from consumers always looking for information about products on Shopee, as well as referring others to buy products on Shopee. Shopee's promotion activities are persuasive and encourage consumers to make purchases on the products offered. The company prioritizes creating a positive impression on consumers so that promotions can influence buyer behavior for a long time. The results of this study support previous research that found promotion has a positive effect on purchase intention [17], [18].

Trust has a positive and significant effect on purchase intention, which can be interpreted that the higher the trust, the higher the purchase intention. Overall, Shopee customers have a high perception of trust, as evidenced by their trust that Shopee cares about its customers and believes that Shopee can fulfill consumer rights. Having a good perception of trust will make consumers have purchase intention on Shopee. They tend to refer others to visit Shopee, as well as have a tendency to shop on Shopee. The results of this study support previous research that found customer trust has a positive and significant effect on purchase intention [6]-[10].

The results of empirical testing show that the trust variable mediates the relationship between website appearance and purchase intention, meaning that the higher the level of trust, the greater the indirect influence of website appearance on purchase intention. These findings support previous theories that suggest website appearance affects trust, and trust affects purchase intention. Therefore, trust can be a mediator in the relationship between website appearance and performance. These results also align with previous studies that explain how website appearance affects trust [6], [8], [10], and how trust affects consumer purchase intention [6], [8]-[10].

Furthermore, the study finds that trust mediates the relationship between promotion and purchase intention. In other words, the higher the level of trust, the greater the indirect influence of promotion on purchase intention. These results also support previous theories that suggest promotion affects trust, and trust affects purchase intention. Therefore, trust can be a mediator in the relationship between promotion and performance. These findings align with previous research that highlights the impact of promotion on trust [19], and how trust affects consumer purchase intention [6], [8]-[10]. This implies that trust can be a mediating variable in the relationship between promotion and consumer purchase intention.

#### 4. CONCLUSION

Based on the results of data analysis, several conclusions can be drawn that website appearance has a positive and significant effect on trust, meaning that if website appearance increases, then trust also increases. Overall, Shopee consumers have a good perception of website appearance. A good Shopee appearance tends to have a high level of trust. Promotion has a positive and significant effect on trust, meaning that if promotion increases, then trust also increases. Overall, Shopee consumers have a good perception of promotion. Good promotion tends to have a high level of trust. Website appearance has a positive and significant effect on purchase intention, meaning that if website appearance increases, then purchase intention also increases. Overall, Shopee consumers have a good perception of website

appearance. Consumers who perceive a good website appearance tend to have a high level of purchase intention. Promotion has a positive and significant effect on purchase intention, meaning that if promotion increases, then purchase intention also increases. Overall, Shopee consumers have a good perception of promotion. Good promotion tends to increase purchase intention. Trust has a positive and significant effect on purchase intention, meaning that if trust increases, then purchase intention also increases. Overall, Shopee consumers have a good perception of trust. Consumers who have a high level of trust tend to have a high level of purchase intention. Trust mediates the effect of website appearance on purchase intention, meaning that if trust increases, then the indirect effect of website appearance on purchase intention through trust also increases. A good website appearance tends to increase trust and subsequently increase purchase intention. Trust mediates the effect of promotion on purchase intention, meaning that if trust increases, then the indirect effect of promotion on purchase intention through trust also increases. A good perception of promotion tends to increase trust and subsequently increase purchase intention.

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