

Determination Of Purchase Intention Factors On The Online Shop Site

Andri Veno¹, Tulus Prijanto², Nurkholis³

Editor Benefit: Jurnal Manajemen dan Bisnis Universitas Muhammadiyah Surakarta,

Email : veno.focus@gmail.com¹

STIE Swasta Mandiri Surakarta,

Email : nurkholis_nuko@yahoo.co.id²

Sekolah Tinggi Ilmu Ekonomi Surakarta,

Email : nurkholis_nuko@yahoo.co.id³

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Abstract

Indonesia is one of potential market in Asia even in the world with the fifth largest population in the world in 2017, which the population are more than 263 million people; while the internet users up to 30 June 2017 in Indonesia are more than 132 million people. Of 200 respondents, which the mean of age was 18-24 years old. The respondents consisted of 110 male and 90 female, thus the average gender in Solo was male. The result of analysis showed that Trust was positively and significantly influence Purchase intention, Website Quality was positively significantly influence the Purchase intention, and Percived Risk was positively and significantly influence the Purchase intention, so that each improvement of Percived Risk score would improve Purchase intention.

Keyword : E-Commerce, E-Bisnis, Online Shop, Marketing, Trust, Website Quality, Percived Risk, Purchase intention

Abstraksi

Indonesia merupakan salah satu pangsa pasar yang paling potensial asia bahkan didunia dengan memiliki jumlah penduduk terbesar ke 5 di dunia pada tahun 2017 dengan populasi penduduk sebesar 263 juta jiwa lebih, sedangkan untuk pengguna internet pada sampai dengan 30 Juni 2017 Indonesia 132 juta jiwa lebih. Dari 200 responden yang diperoleh yaitu memiliki rata-rata usia 18-24 th, Sedangkan jenis kelamin responden di area Solo dan sekitarnya terdapat 110 adalah laki-laki dan 90 adalah perempuan, jadi dari rata-rata responden di area Solo dan sekitarnya didominasi jenis kelamin laki-laki. Hasil analisis uji persamaan menunjukkan bahwa Trust berpengaruh positif signifikan terhadap Purchase intention, untuk Website Quality berpengaruh positif signifikan terhadap Purchase intention, dan untuk Percived Risk berpengaruh positif signifikan terhadap Purchase intention, sehingga setiap peningkatan nilai Percived Risk maka akan meningkatkan Purchase intention.

Kata Kunci : E-Commerce, E-Bisnis, Online Shop, Marketing, Trust, Website Quality, Percived Risk, Purchase intention

INTRODUCTION

E-Commerce or can be defined as trading electronically is a form of spreading, marketing goods and service, selling, and purchasing by using electronic devices like internet or other computer network. E-Commerce is affiliation of E-Business in electronic media era, industry revolution era 4.0 (digital and Internet era) many companies use internet as the most effective method to promote and market products owned in either national or global competition. Consumers tend to take the easiest way and it is part of life style. The most visible fact is tendency to have activity in virtual world. Internet has been the wide-spread community needs because of the function and easiness it offered. Most Indonesian have Smartphone. The development of gadget technology covers people having them and give the users facilities to access internet with no time and space limitation.

Indonesia is one of high potentials market in Asia as well as in the world by having the five-biggest population number over the world in 2017 with the population number of more than 263 million. The internet users up to 30 June 2017 in Indonesia

was more than 132 million people (<http://www.internetworldstats.com/top20.htm>). It is more than a half of the total population in Indonesia. It can grow simultaneously with the refinement and improvement of provider network around the country as a means to facilitate communication and transaction. The rate of user across the world shows that Indonesia is the sixth position according to (kominfo.go.id).

The more activities of E-commerce, the more online shop in Indonesia. For online marketing, it will be specific challenge to take strategy in order to improve selling winning the competition. It is done by giving attractive thing to the consumers in order that they will purchase in the website. E'thier et al., (2006) states that website quality functions as store atmosphere. The conventional store or offline shop in the IV industry revolution era must have requirement of sales person, the physical performance of product or store atmosphere attract consumers' intention, and the online shops use their website to deliver product information and communicate to consumers. (Downess, 2007). Website is an initial display of the company toward public.

(Gregg & Walczak, 2010) argue that Website becomes initial point the consumers know the company. Website is an important contribution for users and consumers, in which Website quality becomes attribute of it.

Marketing and selling are important to get consumers' trust. Rousseau et al. (1998) states that Trust is a psychological state originating from intention to accept afraid expecting the positive assessment of other intention or attitude. Meanwhile Schurr dan Ozanne (1985) in the relationship of company-consumers, trust in the context of e-commerce is a trust of promise given to the website and the effort to fulfill the promises. For the higher risk level, it causes consumers feel uncomfortable or doubtful to have transaction in online shopping, thus perceived risk is uncertain negative potential of a transaction as consumers' trust of online Kim et al. (2007).

The subjective activity of a product can be significant index to predict consumers' attitude and the Purchase intention can be the illustration (Fishbein & Ajzen, 1975). The tendency of consumers to act before purchasing is Purchase intention (Kinnear,

1995). Rossiter and Percy in Nababan (2008:20) states that purchase intention is an inner motivation of consumers to plan, purchase a product, take relevant actions like proposing (pioneering), recommending (influencer), selecting and deciding to purchase. Thus, purchase intention is important to study in marketing research.

Chang and Chen (2008) investigated the variables influencing purchase intention in online context, those were website quality, website image, trust, and perceived risk. The Chang and Chen's (2008) study was conducted to study several websites in Taiwan, whereas this study is specialized on one web online site in Indonesia with type of B2C, that is www.lazada.co.id. Purchase intention is influenced by variables. This study investigates the influence of website quality, perceived risk and trust on purchase intention. Thus, it is limited on the system and trade mark of a web influencing online customers' purchase intention.

Underlying Theory

Trust

Trust is an important construct when two sides involved in a transaction, especially e-commerce (Koufaris and

Hampton-Sosa, 2004). Trust is defined as one's trust of other's attitude, when the individual is in vulnerable condition or is not able to monitor or control others (Lewicki and Mcallister, 1998). Trust in transaction perspective occurs when consumers believe in receiving product or service in specific time from a vendor (Srinivasan, 2004).

Trust in online environment is significant due to the complexity and variety on online interaction and the possibility caused by unfair and unpredictable attitude (Gefen dan Straub, 2003). According to Kracher et al, (2005), trust tend to reduce risk, afraidness, and costs either online or offline. Without trust, the success of e-commerce is not possible.

Website Quality

Website quality (Aladwani dan Palvia, 2002 in Chang dan Chen, 2008) is a consideration for website users, in which the website features displayed can meet users' needs and obsession reflecting the excellence of the website entirely. Chang dan Chen (2008) defines website quality as buyers' perception of the quality of transaction starting from the purchasing to post-purchasing.

Website quality influences users' view of a site because the site is a portal, where the transaction happens (Ahn et al., 2007 in Chang and Chen, 2008). According to Aladwani (2002), website quality has four dimension as follow:

- a. Technical quality, meaning that the web retailer has adopted proper technology, such as navigation easiness, page loading speed, valid link and so on.
- b. Content quality, relating to attributes such as information, completeness, accuracy and other.
- c. Specific content quality, referring to specific details of a product/service, customers' service, privacy policy, and other important information.
- d. Display, referring to visual attractiveness of a web, such as color, font, and multimedia feature.

Perceived Risk

The general definition of perceived risk in marketing is characteristic and number of risk perceived by consumers in considering

such purchasing action (D .F. Cox & S.U. Rich, 1964 in Lim, 2003). Mitchell (1999) expresses that perceived risk explains consumers' attitude because they are encouraged to prevent mistake than maximizing utility in the purchasing.

Online purchasing is perceived to be more risk than the traditional purchasing so it can inhibit consumers to have online purchasing (S. Nenonen, 2006 in A. Leeraphong & A. Mardjo, 2013). Online buyers rely on the electronic information without ability to examine products physically. They, therefore, are vulnerable of additional risk because of incomplete or error information provided by seller (Lee, 1998).

Perceived risk refers to such financial risk, product performance, social, psychological, physical, and time risk when

consumers have online transactions (Boksberger et al., 2007; Chang, 2008, Corbitt et al., 2003; Lim, 2003; Mitchell, 2001; Smith and Sivakumar, 2004 in Chang & Chen, 2008).

Purchase Intention

Purchase intention cannot be separated from consumers' decision theory since intention is a consumers' purchasing decision final process. Purchase intention is a stage before purchase decision in purchasing decision making. Assael (1992) defines Purchase intention as emerging attitude as response toward object, and is purchasing interest showing customers' obsession to have purchasing. Online purchase intention is defined as construct giving power to customers' interest to purchase online (Salisbury et al., 2001).

Position of research

Researcher (year)	Independent Variable	Mediation Variable	Dependent Variable
Chang dan Chen (2008)	a) Website quality b) Website Brand	a) Trust b) Perceived Risk	Purchase intention
Gregg and Walczak Ismail, Boye & Muth (2012)	a) Website quality		a) Trust b) Intention to transact c) Price premium

Mcknight & Kacmar (2002)	a) Perceived reputation b) Perceived site quality	a) <i>Trust</i> b) <i>Perceived web risk</i>	Behavioral intention
Kim & Lennon (2013)	a) Reputation b) Website Quality	a) <i>Emotion</i> b) <i>Perceived Risk</i>	Purchase Intention
Janverpaa, Tractinsky & Vitale (2000)	a) Perceived size b) Perceived reputation		Willingness to buy
The current study (2014)	a) Website quality b) Trust c) Perceived risk		Purchase intention

Source : Previous study

Study conducted by Gregg et al. (2012) showed that the improvement of website quality contributes the improvement of trust toward online vendor, purchasing intention from the vendor, and willing to pay the premium price.

Mcknight dan Kacmar (2002) investigated the behavioral intention including the purchasing intention influenced by perceived reputation, perceived site quality, trust, and perceived risk. Kim and Lennon (2013) studied the influence of website reputation toward purchase intention through variable of emotion and perceived risk.

Chang and Chen (2008) stated found that website quality and website brand may influence consumers' purchase intention mediated by trust and perceived risk. The study showed that website quality has no

direct influence on purchase intention as hypothesized.

This current study replicates Chang dan Chen (2008) by focusing in retail website in Indonesia typed B2C, which the business is conducted directly by online retailers toward consumers. The one-site web study considers the characteristic and quality of each online website.

Hypothesis development

The influence of Trust on Purchase Intention

Trust is regarded as a main issue considered by consumers to make purchase decision. Online consumers generally have choice from vendors to purchase. When consumers have alternative among online vendors, consumers tend to have obsession to have transaction to the more reliable vendors (Gregg & Walczak, 2010).

Several researchers have found that trust has important roles in attracting

customers to have shopping (Hoffman et al, 1999;. Reichheld and Schefter, 2000). Koufaris and Hampton-Sosa (2004) states that trust has positive significant influence on purchase intention. Therefore, it is proposed hypothesis as follow:

H1 : Trust has positive influence on purchase intention

The influence of Website Quality on Trust

Building trust among strange sides (initial trust) is very important in all e-Business environment (Gregg & Walczak, 2010). The study conducted by McKnight et al. (2002) found that website quality has positive significant relationship on the company.

Pavlou and Gefen (2004) identify attributes of website quality assisting to form initial trust among sides in online environment, in which previously consumers and vendors have no any interaction or experiences. McKnight et al. (2002) said that when consumers perceived that the web site has high quality, they tend to have high trust of competence, integrity, and policy of the online retailers and will develop interest to purchase. It is similar to the study conducted by Gregg & Walczak (2010), stating that the

higher trust of the website quality, the higher trust on online vendors.

According to Bramall, Schoefer & McKenhnie (2004), website quality is often used by consumers as indicator of how far the site is trusted and how far the site attention toward their consumers. Bramall, Schoefer & McKenhnie (2004) also found that there was relationship of website quality and website display on consumers' trust.

The result of analysis conducted by Chang and Chen (2008) showed that website quality has positive correlation on trust. Thus, it is proposed hypothesis as follow:

H2 : Website quality has positive correlation on trust

The influence of Perceived Risk on Purchase Intention

Perceived risk has impact on one's behavior and attitude in having relationship or having transaction with other side. Perceived risk is regarded as level of consumers' perceive of the negative result from online transaction (Featherman dan Pavlou, 2002). The high-perceived risk causes consumers feeling uncomfortable to shop online or having online transaction.

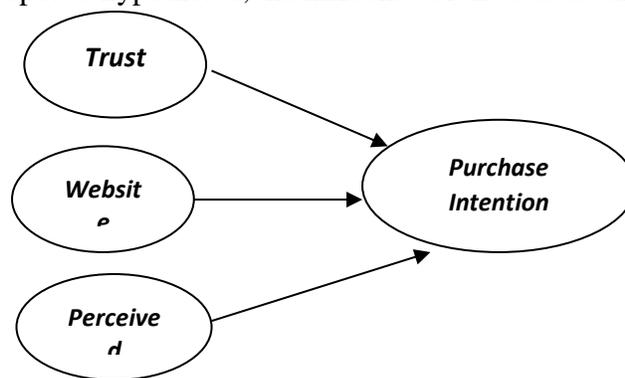
Jarvenpaa et al. (2000) argue that to reduce risk related to online purchase will increase probability of consumers' purchase. The study conducted by S.L Jarvenpaa & N. Tractinsky (1999) found that perceive risk has negative correlation on the interest to purchase such a product in online shopping. In lower perceive risk, consumers' perceived positive emotional and have more interest to purchase in the web site. Park et al. (2005)

investigated the negative correlation of perceive risk and purchase intention in online context, whereas Kim & Lennon (2013) also expressed the similar result in which perceive risk significantly has negative influence on purchase intention. Thus, it proposed hypothesis as follow:

H3 : Perceived risk has positive influence on purchase intention

Framework of the study

Based on the proposed hypotheses, the influence of the stated variables can be displayed as follow:



Picture. 1

Design of the study

Cooper and Schindler (2006) state that it is formal study, which is initiated by hypothesis and aiming to test the hypotheses. It is also a causal study, viewed from the variables relationship, which is the study aiming to explain the relationship among

variables, and cross-sectional study, in which the study is conducted in a period of time.

Operational Definition

Trust

Kimery and McCard (2002) define trust as customers' availability to accept weakness in online transaction based on their positive expectation concerning attitude on

online shop in the future. According to Chiu et al. (2009), the operational definition of trust is that consumers are ready to rely on other sides and are vulnerable to others' action during the process of online shopping, by expecting that the other side will do accepted practice and give the promised product and service. According to (Gefen and Straub, 2004; Hwang and Kim, 2007; Leerapong & Mardjo, 2013) indicators of customers' trust are:

1. Competent Website.
2. Believe in online vendors.
3. Website keeping promises given.
4. Real information
5. Based-on-fact information.

Website Quality

Website quality is defined as total impression given by consumers to the website itself from observation toward marketing tools given by a site. The operational definition of website quality is consumers' perception of website attributes having excellence and meeting their expectation.

According to Aladwani and Palvia (2002) there are four dimensions of website quality, such as:

a. Technical quality

It means that web retailer has adopted proper technology, such as navigation facility, page-loading speed, and valid link and so on. The following indicators can measure the technical quality:

- 1) Safety
- 2) Navigation facility
- 3) Available good searching facility
- 4) Interesting features
- 5) Can be accessed easily

b. General content quality

One of the main stages in purchasing process done by most consumers is information searching, or process in which the consumers actively search and collect facts from the web site. If the sites do not fulfill the consumers' needs for information, the inconvenient

state may cause bad reaction from the visitors of the web site (Aladwani, 2006).

The content quality, generally, relates to attributes such as information use, completeness, accuracy, and other (Chang & Chen, 2008). Indicators of the general content quality are:

- 1) Content completeness
- 2) Clear website content
- 3) Short website content
- 4) Accurate website content

c. Specific content quality

Specific content refers to searching for specific details of product/service, customers' service, privacy policy, and other important information. Website with higher specific content quality (such as finding contact information, company general information, product/service details, and customers' service) attracts more consumers than a website with lower specific content quality (Liu and Arnett,

2000). Indicators of specific content are:

- 1) Contact information found in the website.
- 2) General information of the company found.
- 3) Product/service details.
- 4) The information of customer policy.

d. Display quality

Website display refers to visual attractiveness of a web site. Indicators of display quality are:

- 1) Interesting Website.
- 2) Organized Website .
- 3) Proper font use.
- 4) Proper color use.
- 5) Proper media feature use.

Perceived Risk

Perceived Risk is basic concept in consumers' attitude stating that consumers perceive uncertainty before purchase concerning to type perception and loss level caused by the purchase and use of a product (Naiyi, 2004). According to Lim (2003) online perceived risk is defined as level, in

which someone trust the product or service purchase through internet, will cause loss.

The operational definition of perceived risk is uncertainty and loss consequence perceived by consumers in purchasing product or service (Dowling & Staelin, 1994). Indicators of online perceived risk are:

- a. Incorrect product information.
- b. Complicated online shopping process.
- c. Uncomfortable in shopping process.
- d. Purchasing in website causes financial loss.
- e. Purchasing in website causing time loss.

Purchase Intention

Purchase intention defined by Howard (1994) as something related to the

consumers' planning to purchase such a product and how many unit of the product needed in a period of time. Purchase intention can be clarified as one of components of consumers' attitude of how someone intends to by certain mark.

The operational definition of purchase intention is intention to buy or one's expectation in the future to purchase such a product because of system built by certain mark. The higher one's pruchase intention, the bigger the possibility to purchase. Indicators of purchase intention are:

- a. Intend to purchase in the site.
- b. Consider to purchase in the site.
- c. Plan to purchase product in the site.
- d. Possible to purchase product in the site.

RESEARCH METHODS

Setting of the study

1. Population

Population is a group of people, events or something researchers pay their intention to study (Sekaran, 2000). Population of the study is individuals in Surakarta area who

have ever visit sites and have intention to purchase product in Lazada.com

2. Sample

Sample is a part of population consisting of several selected member of population to study (Sekaran, 2003). Sample used in the

study are individuals in Surakarta who have visit, have intention to purchase, and have ever bought product in Lazada.com. Estimation of sample adequacy according to Hair *et al.* (2006) are 100 to 200 sample. The number of sample used in the study are 200 respondents.

3. Sampling

The study uses nonprobability sampling or convenience sampling. Convenience sampling is technique of taking sample aimed to get easy way in taking respondents' data or sample (Ferdinand, 2006). The sampling used in the study is that the researchers select individuals becoming research respondents (Sekaran, 2000).

I. Technique of data analysis

Regression Model

According to Ghazali, 2006 regression analysis used to measure the strength of relationship among two or more variables and to show the direction of the dependent and independent variable relationship. The regression model used in the study is:

$$\text{Equation : } PI = \alpha + \beta_1 \text{ Trst} + \beta_2 \text{ WQ} + \beta_3 \text{ PR} + \varepsilon$$

Which:

PI : Purchase *Intentions*

Trst : *Trust*

WQ : *Website Quality*

PR : *Perceived Risk*

α / a : Constant

b_1 / β_1 : regression coefficient of variable *Trust*

b_2 / β_2 : regression coefficient of variable *Website Quality*

b_3 / β_3 : regression coefficient of variable *Perceived Risk*

ε : *Measurement error*

F-test (model of linearity test)

F-test is used to test whether the independent variables in the model have simultaneous influence to the dependent variable. The F-test principally used to know how far the regression model can be used to predict the dependent variable Priyatno (2013).

Determination coefficient (R^2)

The coefficient is used to know how far the independent variable strength to explain the change of the dependent variable, by using formula:

$$R^2 = \frac{\sum(\hat{Y} - \tilde{Y})}{\sum(Y - \tilde{Y})} \quad \text{Gujarati (2006)}$$

\hat{Y} : Y estimate

\tilde{Y} : Y mean

The score of coefficient R^2 is in range of 0 to 1, if the coefficient R^2 count achieving 1 reflecting the bigger influence of the independent toward the dependent variable.

t-test (hypothesis test)

According to Imam Ghozali (2006) the t-test statistic principally shows how far the influence of the independent variable individually to explain the dependent variable; the test is done by using the significance level of 0,05 ($\alpha=5\%$). The hypothesis is accepted or rejected based on the following criteria :

- a) If the significance score > 0.05 the hypothesis is rejected (the regression coefficient is not significant); it means that partially the independent variable has no significant influence on the dependent variable.
- b) If the significance level ≤ 0.05 the hypothesis is accepted (the regression coefficient is significant); it means that partially the independent variable has significant influence on the dependent variable.

Result and Discussion

Descriptive

The object of the study used as population is individuals in Surakarta who have ever visited site and have intention to purchase in Lazada.com in Solo. The samples are 200 individuals. The following is the description of the respondents:

Table 1
Object based on age, gender, and last education

No	Sample	Average age (year)	Gender		Education		
			L	P	SMU	D3	S1
1	200	18-24	110	90	111	37	63

Source analyzed in 2018

The data shows 200 respondents, who have average age of 18-24 years old. The gender of the respondents in Solo area is 110 male and 90 female, meaning that the dominant gender is male. The most education is senior high school or the college students of 111 people. The undergraduate students are 63 people and D3 are 37. The validity and reliability test of the 200 respondents result

Equation :

in 169 respondents taken to be analyzed and 31 respondents are outlier.

The result of multiple regression analysis

The data are analyzed by multiple regression analysis with program *SPSS 17*. The output shows that the independent variable Trust partially influence the selling performance, which is explained with the multiple linear regression equation as follow:

Table 2
Result of multiple regression

Variable	B	T _{count}	Sig	Conclusion
<i>Constant</i>	2.369			
<i>Trust</i>	0.116	2.124	0.035*	Significant influence
<i>Website Quality</i>	0.112	4.554	0.000**	Significant influence
<i>Percived Risk</i>	0.255	4.818	0.000**	Significant influence
<i>F</i>	=	19.070	0.000**	
<i>R²</i>	=	0.257		

Source: The output Data Primer SPSS 17.0

The result of the regression equation above shows that the regression coefficient of *trust* is 0.116. it means that every additional score of trust the score improves 0.116, *website Quality* 0.112 meaning that every additional score in *website Quality*, the score improves 0.112. the regression coefficient of *Perceived risk* is 0.255, showing that every additional score of *Perceived risk*, the score improves 0.255.

Model linearity test (F dan R² test)

To know the linearity of model, whether it is linear or cannot be identified through F and R² tests.

✓ **F-test**

Of the Anova or F test, the score of F_{count} is 19.070 with the score of probability is 0.000 < 0.05. the regression equation 1 the hypothesis H₀ in the study is rejected and H_A is accepted. It means that the model used is good (*goodness of fit*). The result of Anova or F test shows that score of F_{count} is 19.070 with the probability score of 0.000 < 0.05. the regression equation 2 the hypothesis H₀ is rejected and H_A is accepted. It means that the model used is good (*goodness of fit*).

✓ **Coefficient of determination (R²)**

The model linearity test can be identified by test of determination (R²). The result of regression

equation 1 shows that score of R² (*R-square*) is 0.257 meaning that *Trust*, *Website Quality*, and *Perceived Risk* can explain the *Purchase intention* of 25.7 %, and the other of 74.3 % is explained by other variables unexplained in this model.

Test of linearity estimation (t-test)

Analysis of t-test is:

$$\begin{aligned}
 \text{Purchase intention} &= 2.369 + 0.116 \\
 &\quad \text{Trust} + 0.112 \\
 &\quad \text{Website Quality} \\
 &\quad + 0.255 \\
 &\quad \text{Perceived Risk} + \\
 &\quad \varepsilon
 \end{aligned}$$

Based on the statistic test result using SPSS.17, it can be explained as follow; the parameter linearity test used t-test of equation 1, to know the influence of *Trust* partially on marketing performance. The equations are:

Hypothesis 1 : *Trust* explains having regression coefficient score of 0.116 with t_{count} of 2.124 and *p-value* of 0.035 < 0.05, so that it can be concluded that *Trust* has positive significant influence to improve *Purchase intention*.

Hypothesis 2 : *Website Quality* explains having regression coefficient of

0.112 with t_{count} of 4.554 and $p\text{-value}$ of $0.00 < 0.05$, so that it can be concluded that *Website Quality* has positive significant influence to improve *Purchase intention*.

Hypothesis 3 : *Perceived Risk* explain having regression coefficient score of 0.225 with t_{count} of 4.818 and $p\text{-value}$ of $0.00 < 0.05$, so that it can be concluded that *Perceived Risk* has positive significant influence to improve *Purchase intention*

Closing

The analysis result explains the influence of the developing variables in this study. The test of hypothesis uses t-statistic test with significance level under 0.05 or 5 %.

The followings are the elaboration of each variable relationship hypothesized:

1) *Trust* has positive significant influence on *Purchase intention* in Lazada site.

The analysis result of the equation test showed that *Trust* has positive significant influence on *Purchase intention* in Lazada site. It means that every high improvement of

Trust score will increase the score of *Purchase intention* in Lazada website.

2) *Website Quality* has positive significant influence on *Purchase intention* in Lazada site. It means that every improvement of *Website Quality* score will improve *Purchase intention* score in Lazada website.

3) *Perceived Risk* has positive significant influence on *Purchase intention* in Lazada site. It means that the high improvement of *Perceived risk* will improve *Purchase intention* score in Lazada website.

Conclusion

The result of the equation test analysis showed that *Trust* influenced significantly on *Purchase intention*, so that if increase of *Trust* score is high, it will improve the *Purchase intention* score, for *Website Quality* in Lazada site has positive significant influence on *Purchase intention*. It means that the improvement of *Website Quality* score will increase *Purchase intention*. The *Perceived Risk* in Lazada site has positive significant influence on *Purchase intention*. The higher the *Perceived Risk* score, the higher the *Purchase intention*.

Of the elaboration above, it can be taken in the main equation of *Trust*, *Website Quality*, and *Perceived Risk* have positive significant influence on *Purchase intention* in Lazada site. Thus, it is proved that variable *Trust*, *Website Quality*, and *Perceived Risk*

may increase *Purchase intention* in Lazada site.

Suggestion

Based on the result and conclusion found, the followings are the proposed suggestion:

For online shop of lazada, the result of the study can be used as strategy to improve market competition, *Trust, Website Quality, and Perceived Risk* may improve *Purchase intention* on Lazada site. *Online shop* providing qualified products with relatively cheap price Lazada site must attend the *Purchase intention* in solo area to win the market competition.

For academic, it is expected that the study gives enrichment in knowledge and insight theoretically on relating to competition subject. The study is expected to be reference, comparative subject, and insight to the following research and for the development of the subject itself.

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