

The Influence of Website Quality, Electronic Word of Mouth, and People Lifestyle on Purchase Decisions on the Zalora Indonesia Marketplace

Harry Jundrio¹; Indira Tribhuwana Tungga Dewi²; Ayu Nadia Irawan³; Aziza Andira Putri Sangaji⁴; Poppy Raissa Shakafaris⁵

¹²³⁴⁵ Politeknik Tempo, Jakarta, Indonesia

e-mail: harry@politekniktempo.ac.id; indiratd94@politekniktempo.ac.id; halloo.ayu@politekniktempo.ac.id;

azizasangaji1203@politekniktempo.ac.id; poppy241554@politekniktempo.ac.id

Article Info

Article history:

Received 14/06/24

Accepted 26/07/24

Keyword:

Marketplace, Website Quality, Electronic Word of Mouth, Lifestyle, Purchase Decision

ABSTRACT

From the results of the research we conducted on Zalora marketplace users throughout Indonesia, there are several problems that need to be examined in this research, namely regarding the influence of website quality, electronic word of mouth, and lifestyle on purchase decisions. The purpose of this research is to determine the factors that influence purchasing decisions on the Zalora marketplace. The population in this study is known to cover all of Indonesia. The sampling technique used was a Likert scale, samples taken were 200 respondents. The data collection method used was a questionnaire. Based on the research results, it can be concluded that electronic word of mouth and lifestyle partially have a positive effect on purchase decisions, while website quality does not partially have a positive effect on purchase decisions. And from the results of the simultaneous test it is known that website quality, electronic word of mouth and lifestyle simultaneously have a positive and significant effect on purchase decisions.



©2024 Authors. Published by PT. Great Performance Consulting. This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License. (<https://creativecommons.org/licenses/by-nc/4.0/>)

INTRODUCTION

As a country that is ranked 4th in the most densely populated category in the world with 278 696.2 residents as of mid-2023, of course there are no less internet users in Indonesia. Quoting from APJII (Association of Indonesian Internet Service Providers). From the survey we conducted during the period 10 January - 27 January 2023 which covered 38 provinces in Indonesia with a total of 8,510 respondents, it was recorded that internet penetration in Indonesia had reached 78.19 percent in 2023 or reached 215,626,156 people from the total population. amounting to 275,773,901 people. From these results, it can be seen that there is great potential for Indonesian people to choose to shop online via e-commerce which is available on the software of each internet user.

Akbar and Alam (2020) define e-commerce as the buying, selling, and promotion of products and services via electronic platforms, including television, radio, computers, or internet networks. It encompasses business transactions conducted over electronic networks like the internet, allowing anyone with internet access to engage in e-commerce activities. Quoting from CNBC Indonesia, As many as 54.9% said they were interested in the benefits of free shipping (postage) which is often used as promotional material in various e-commerce sites. Furthermore, coupons and discounts were the second reason for 52.3%. The third reason Indonesian citizens choose online shopping is reviews from customers as much as 52%. The next reasons are the ease of the checkout process (45%), a good reputation on social media (40.1%), an easy return policy (28.8%), and the ability to pay on the spot or 'COD' (28.1%). Next, next-day delivery (23.1%), loyalty points (17.5%), live-chat capabilities (16.2%), payment without additional fees (15.9%), content or exclusive services (14.8%), as well as convenience with 'buy' buttons on social media (12.4%).

Judging from the data above, it can be analyzed that people's patterns of online shopping in e-commerce are currently very focused on digital marketing which is carried out by most e-commerce. When talking about digital marketing, it seems impossible that we can leave out electronic word of mouth (e-WOM), a technique in digital marketing that is very well known and widely used on various

platforms, both social media, e-commerce comment columns, and through testimonials which are usually distributed via e-mail or WhatsApp blast.

According to Donni Juni Priansa (2016) research on digital marketing titled "The Influence of E-WOM and Value Perceptions on Consumer Decisions to Shop Online at Lazada," electronic word of mouth significantly impacts purchasing decisions. Beyond marketing, various factors influence a person's decision to buy, with the quality of the e-commerce website being a key factor. As stated by Lalamove.com, one of Indonesia's largest logistics companies, elements such as the shop's design and homepage, product availability, ease of access, customer service, and reliable delivery all significantly influence whether a person chooses to shop on an e-commerce platform. Additionally, research by Tirtayani and Sukaatmadja (2018) indicates that the perceived quality of a website greatly affects consumer trust in online shopping (e-trust). The higher the perceived quality of an e-commerce site, the more likely consumers are to trust and use it for their shopping needs. Website quality is crucial in online shopping since consumers rely entirely on the information provided by the site to build trust.

Research by Mirwanto (2019) reveals that lifestyle significantly and positively impacts consumer purchasing decisions, meaning that an enhancement in lifestyle correlates with an increase in purchasing decisions. The study aims to empirically investigate how website quality, electronic word of mouth (e-WOM), and lifestyle affect purchasing decisions within e-commerce companies. The findings are intended to aid e-commerce companies in Indonesia by providing insights into optimizing website quality, leveraging e-WOM, and tailoring marketing strategies to align with Indonesian lifestyles, thereby influencing future purchasing decisions. The research focuses on Zalora Indonesia, examining both its website and application, and involves 100 participants (both men and women) aged 16 to 55 who have used Zalora for their lifestyle purchases.

LITERATURE REVIEW

Purchase Decision

Tjiptono (2016:22) defines consumer behavior as the actions taken by individuals to acquire and select products and services, encompassing the entire decision-making process before and after these actions. According to Agusta (2020:12), the decision-making process involves consumers evaluating various product alternatives to choose the one they consider most beneficial based on their specific interests.

Website Quality

Website Quality measures the quality of a website based on user perceptions. Lowry et al. (2008: 205) describe it as consumers' overall perception of a website's functionality and appearance. Lu and Yeung (1998: 8) define it as the quality and usefulness of a website, including its functionality and usability. Hsu, Chang, and Chen (2012: 551) state that website quality encompasses system quality, information quality, and service quality. This approach, derived from SERVQUAL, has evolved since its inception in 1998, refining its dimensions and questions over time. Website Quality, also known as WebQual, is grounded in research from three areas: information quality from information systems research, interaction and service quality from e-commerce and marketing, and usability from human-computer interaction (Sumarwan 2007).

Electronic Word Of Mouth

Kotler, Keller, and Lane (2016: 646-648) define viral marketing, also known as electronic word of mouth (e-WOM), as a strategy leveraging the internet to generate a word-of-mouth effect that supports marketing goals. This form of marketing spreads like a virus, akin to traditional word of mouth, where one click leads to another, prompting consumers to share the company's products and services through audio, video, or written content online. Kotler and Armstrong (2018: 515) describe e-WOM as the digital counterpart of traditional word-of-mouth advertising. It can take various forms, including websites, ads, mobile apps, online videos, emails, blogs, social media, and other compelling marketing events that encourage consumers to share them with others.

Lifestyle

Laksono and Iskandar (2018: 157) define lifestyle as an individual's approach to addressing real-life issues, reflecting psychological and emotional tendencies, interests, and thoughts about specific objects. Al Shabiyah (2019: 108) describes lifestyle as the way a person lives, including their purchasing habits,

product usage, and subsequent thoughts and feelings, essentially representing their reactions to their purchases. Kotler and Keller (2016: 172) view lifestyle as a person's way of life, expressed through their activities, interests, and opinions.

The relationship between Website Quality and Purchase Decision

Research by Jundrio and Keni (2020) demonstrates that both website quality and reputation positively impact purchase intention. Similarly, Prasetyo and Mursito (2020) found that website quality, product innovation, and electronic word of mouth collectively have a significant effect on purchasing decisions. Additionally, Ramialis and Besra (2021) concluded that website quality and brand positively and significantly influence purchasing interest. A secure website can entice consumers with its product offerings, thereby enhancing purchasing decisions. Based on these findings, we propose the following hypothesis:

H1: Website quality influences purchase decisions on the Zalora Indonesia marketplace

The relationship between Electronic Word of Mouth and Purchase Decision

Research by Efendi and Dewi (2022) shows that digital marketing, word of mouth, and lifestyle collectively have a positive and significant impact on purchasing decisions. Febriyanti and Dwijayanti (2022) also found that E-Service Quality and Electronic Word of Mouth positively and significantly affect purchasing decisions. Prasetyo and Mursito (2020) further reveal that website quality, product innovation, and electronic word of mouth together significantly influence purchasing decisions. The more information consumers receive about Zalora, the more confident they become in making purchase decisions on Zalora Indonesia. Based on these insights, we propose the following hypothesis:

H2: Electronic word of mouth influences purchase decisions on the Zalora Indonesia marketplace

The relationship between Lifestyle and Purchase Decision

Research by Cupian, Khairunisa, and Noven (2023) indicates that lifestyle, Islamic branding, and E-service quality positively and significantly impact purchasing decisions. In contrast, Huda, Karsudjono, and Darmawan (2021) found that content marketing does not significantly influence purchasing decisions, whereas lifestyle does. The greater the alignment between a consumer's lifestyle and the products offered by Zalora, the more likely they are to shop at Zalora Indonesia. Based on these findings, we propose the following hypothesis:

H3: People's lifestyle influences purchase decisions on the Zalora Indonesia marketplace

Given the outlined relationships between variables, the research model can be described as follows:

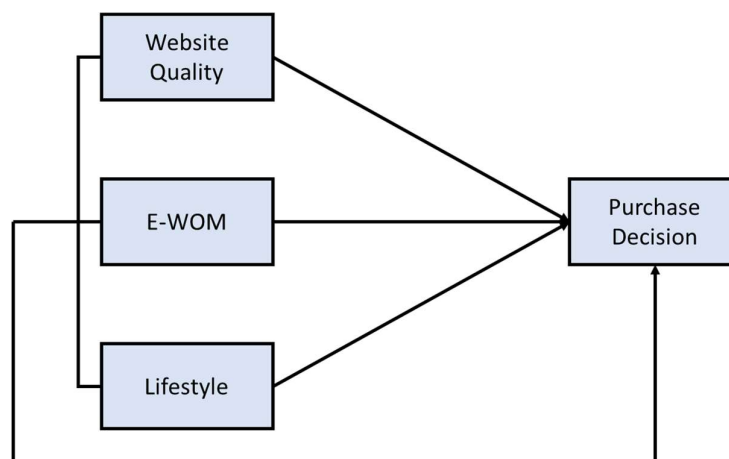


Figure 1. Research Model

RESEARCH METHODS

This type of research is a cross-sectional descriptive study carried out in the period September 2023 to January 2024. Questionnaires were distributed online using a Google form with the criteria of

having made transactions at Zalora Indonesia. The total number of questionnaires collected was 329 respondents, but 201 respondents could be used. There were 128 respondents who were not eligible because they had never made a transaction at Zalora Indonesia. The results of questionnaire data processing show that the characteristics of the majority of respondents are women (70.6%) with a birth year range between 1997-2012 (76.1%) domiciled in JABODETABEK (80.6%) with the last education being SMA/SMK/MA/ equivalent (53.2%) and have a job as a student (52.2%). The majority of respondents have incomes below IDR 3,000,000 per month (54.7%). Most of the respondents in this study shop online 2-5 times a month (57.7%) with an estimated shopping value of IDR 100 thousand to IDR 250 thousand (34.8%). The most frequently purchased product category on Zalora is clothing (73.6%).

Table 1. Number and Source of Research Variable Indicators

Variable	Item	Source
Purchase decision	6 item	Sutardjo et.al. 2020. The Influence of Lifestyle, Word of Mouth, and Endorsements on Purchasing Decisions at the Gloriusgloriuss Store Manado. Sam Ratulangi University.
Website quality	5 item	Haidir, Sadam. 2019. Analysis of the influence of online bookstore website quality on user satisfaction using the webqual 4.0 method and the system usability scale (SUS). Universitas Islam Negeri Syarif Hidayatullah Jakarta.
Electronic word of mouth	6 item	Immanuel & Maharia. 2020. Engaging Purchase Decision of Customers in Marketplace Channel: A Study of Fashion Online Retail. Universitas Ciputra
Lifestyle	4 item	Sunarto, Andi (2009). The Ins and Outs of E-Commerce. Graha Ilmu. Yogyakarta.

The indicators of this research variable are measured using a Likert scale of 1 to 5, where 1 is the lowest number (strongly disagree) and 5 is the highest number (strongly agree). The analysis of the measurement model (outer model analysis) revealed that all indicators used to assess the research variables are both valid and reliable, ensuring they accurately represent the research variables and can be trusted.

RESULTS AND DISCUSSION

The statistical analysis confirms that the second hypothesis is supported, indicating that electronic word of mouth significantly impacts purchase decisions. This finding aligns with the research by Nur Fitria Febriyanti and Renny Dwijayanti, which also found a positive and significant effect of electronic word of mouth on purchase decisions. Specifically, the results show that electronic word of mouth significantly influences purchasing decisions on the Zalora Indonesia marketplace, with a significance value of 0.000 (less than 0.05) and a t-value of 4.693 (exceeding the t-table value of 1.972).

Our analysis shows a strong link between electronic word of mouth and purchase decisions. Hence, Zalora should focus on sustaining electronic word of mouth by using online mobile apps to host engaging marketing events that encourage consumers to share them with others.

The statistical analysis confirms that the third hypothesis is supported, demonstrating that lifestyle significantly affects purchase decisions. This finding is consistent with the research by Titik Inayati, Mohammad Johan Efendi, and Ayu Safika Dewi, which also found a positive and significant impact of lifestyle on purchase decisions. Specifically, the results indicate that lifestyle variables have a substantial influence on purchasing decisions at Zalora Indonesia, with a significance value of 0.000 (less than 0.05) and a t-value of 8.770 (well above the t-table value of 1.972).

Our analysis reveals that lifestyle drives consumer purchasing decisions due to various factors, including life stage, occupation, economic status, personality, and self-concept.

The analysis of the fourth hypothesis reveals that website quality, electronic word of mouth, and lifestyle all significantly impact purchase decisions on the Zalora Indonesia marketplace. This aligns with the findings of Titik Inayati, Mohammad Johan Efendi, and Ayu Safika Dewi, who identified a positive and significant effect of electronic word of mouth and lifestyle on purchase

decisions. Additionally, research by Harry Jundrio and Keni demonstrates that website quality and reputation positively influence purchase intention. The results show a significance value of 0.000 (less than 0.05) and an F-value of 135.297, which exceeds the F-table value of 2.65.

Our analysis shows that website quality, electronic word of mouth, and lifestyle are all linked to purchase decisions. A user-friendly, secure, and comfortable website can encourage repeat visits to Zalora. Zalora should leverage electronic word of mouth through its mobile app by hosting engaging marketing events that prompt users to share with others. Additionally, lifestyle influences purchasing decisions through factors such as life stage, employment, economic status, personality, and self-concept.

CONCLUSION

The analysis reveals that website quality does not directly affect purchase decisions. This indicates that while a website may be visually appealing and user-friendly, it does not significantly impact purchasing choices on Zalora Indonesia. In contrast, electronic word of mouth has a direct influence on purchase decisions, demonstrating its effect on consumer behavior at Zalora Indonesia. Similarly, lifestyle also directly impacts purchase decisions, showing that the lifestyle of the target audience influences their buying choices on Zalora Indonesia. Ultimately, it can be concluded that website quality, electronic word of mouth, and lifestyle collectively impact purchase decisions at Zalora Indonesia.

The research findings indicate that the community lifestyle variable exerts the strongest influence on purchase decisions compared to website quality and electronic word of mouth. To leverage this, management should focus on enhancing the impact of lifestyle factors on purchase decisions. This can be achieved by improving website quality and boosting electronic word of mouth to match the significant influence of lifestyle. Strategies might include expanding the product range and attracting new brands to Zalora Indonesia, thereby targeting consumers whose lifestyles align with the products offered, potentially reaching new market segments.

To enhance the significance of electronic word of mouth, Zalora Indonesia should not only intensify marketing efforts but also encourage more positive reviews from users about its services. Although the research results do not indicate a direct effect on purchase decisions, maintaining or improving the quality of the Zalora Indonesia website remains crucial. Many respondents noted that the Zalora Indonesia website/application effectively meets their needs, which underscores the importance of continuing to ensure high-quality service.

Future researchers who will conduct the same study can examine more sources and references related to E-WOM, lifestyle, website quality, and purchasing decisions. Researchers must understand the focus of the study to be researched by reading more previous journals related to the focus of the study being researched. For better research, it is recommended to carry out a high level of accuracy in terms of the completeness of the data obtained. Researchers can then prepare themselves for sampling and conducting direct interviews with Zalora users so that the results can be maximized. To avoid difficulties in finding respondents, it is a good idea to look for respondents through surveys in advance because it takes more time to collect data and process it.

REFERENCES

- Akbar, M.A., & Alam, N.A. (2020). *E-commerce teori dalam bisnis digital*. Yayasan Kita Menulis. Medan.
- Ali, Hasan. (2010). *Word of Mouth Marketing*. Jakarta: Medpress.
- AMA. *What is Digital Marketing?* <https://www.ama.org/what-is-digital-marketing/> diakses pada 23 Oktober 2023.
- Asosiasi Penyelenggara Jasa Internet Indonesia. *Survei APJII Pengguna Internet di Indonesia Tembus 215 Juta Orang*. <https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>Wikipedia. (2023). ZALORA. <https://id.wikipedia.org/wiki/ZALORA> diakses pada 23 Oktober 2023

- Badan pusat statistik. Jumlah Penduduk Pertengahan Tahun, 1960-2023. <https://www.bps.go.id/indicator/12/1975/1/jumlah-penduduk-pertengahan-tahun.html>
- BeLive Technology. (2016). *Menarik pengguna baru aplikasi yang merupakan 16% dari pemirsa Z-Live* <https://belive.technology/stories/zalora/?lang=id> diakses pada 3 Januari 2024
- Chaffey, D., Smith, P. (2017). *Digital Marketing Excellence: Planning, optimizing and integrating online marketing*. United Kingdom: Taylor & Francis.
- Dedi. (2019). Transaksi OnLine (E-Commerce): Peluang Dan Tantangan Dalam Perspektif Ekonomi Islam. *Jurnal Econetica*. Vol.1 No.1
- Donni Juni Priansa. (2016). *Perencanaan & Pengembangan SDM*, Bandung: Cv. Alfabeta
- Faisal, Sanapiah. (2007). *Format-Format penelitian Sosial*. Jakarta: Raja Grafindo Persada.
- Haidir, Sadam. (2019). *Analisis Pengaruh Kualitas Website Toko Buku Online Terhadap Kepuasan Pengguna Menggunakan Metode Webqual 4.0 Dan System Usability Scale (SUS)*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- <https://www.lalamove.com/id/blog/faktor-yang-mempengaruhi-keputusan-konsumen/> diakses pada 5 November 2023
- Kotler dan Keller. (2012). *Manajemen Pemasaran*, Edisi 12. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition 17th Edition*. London: Pearson Education.
- Kotler, P., & Keller, Kevin L. (2016). *Marketing Management, 15th Edition*. New Jersey: Pearson Prentice Hall, Inc.
- Lalamove Indonesia. (2023). *9 Faktor yang Memengaruhi Keputusan Konsumen dalam Membeli Barang*.
- Mirwanto, S. (2019). Analisis Gaya Hidup Dan Informasi Terhadap Sikap Dan Minat Mengunjungi Museum. *KORELASI I* (Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi). <https://ocs.upnvj.ac.id/index.php/korelasi/2020/paper/viewFile/921/5>
- Priansa, D J. (2016). Pengaruh E-Wom Dan Persepsi Nilai Terhadap Keputusan Konsumen Untuk Berbelanja Online Di Lazada. Vol. IV No 1. *Universitas Telkom*: Bandung. <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/353/pdf>
- Rahmaini, N.S. (2018). *Analisis Kualitas Website Akademik Menggunakan Metode Webqual 4.0 Dan Importance- Performance Analysis (IPA)*. Universitas Islam Negeri Syarif Hidayatullah, Jakarta.
- Ramialis, A.F., & Besra, Eri. (2021). Pengaruh Website Quality dan Website Brand terhadap Minat Beli Online dengan Kepercayaan sebagai Variabel Mediasi (Survei pada Konsumen Shopee Kota Padang). *JRB-Jurnal Riset Bisnis*, 4(2), 209-221. <https://doi.org/10.35814/jrb.v4i2.1964>:
- Redaksi CNBC. (2023). *Bukan Harga, Ini Alasan Orang Indonesia Belanja di Ecommerce*. <https://www.cnbcindonesia.com/tech/20230216095033-37-414241/bukan-harga-ini-alasan-orang-indonesia-belanja-di-ecommerce> diakses pada 5 November 2023
- Solomon. 2009. *Consumer Behavior: Buying, Having, Being (7th ed)*. New Jersey:Prentice Hall.
- Sugiyono. (2003). *Metode Penelitian*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tirtayani, I. G. A., & Sukaatmadja, I.P.G. (2018). The Effect of Perceived Website Quality, E-Satisfaction, And E-Trust Towards Online Repurchase Intention. *Garuda*. <https://journal.univpancasila.ac.id/index.php/jrb/article/view/1964/1253>