

Website Quality: The Effect with Perceived Flow and Purchase Intention in Travel Customers in Malang City

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**Website Quality: The Effect with Perceived
Flow and Purchase Intention in Travel
Customers in Malang City**

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Abstract:- To gain consumer buying interest, can not be separated from the presentation of a quality website, website quality is an important factor in e-commerce if you want to evaluate the performance of e-commerce itself, website quality not only affects consumer emotions (positively) but also can minimize the risks that exist for consumers. In addition, the perceived flow obtained by the users of e-commerce via their own website can affect the customer's purchase intention online. Research to examine the extent of Purchase Intention and website quality influence on purchase intention through perceived flow. This research is an explanatory research, the location of this research was conducted in Malang, East Java. The population in this study were all people who ordered vehicles using online travel services (using the web) with a sample of 190 respondents. Data analysis techniques using Descriptive Statistical Analysis, Path Analysis and Testing Hypotheses. The results of website quality analysis have a positive and significant effect on Perceived Flow, website quality has a positive and significant effect on purchase intention, Perceived Flow has a positive and significant effect on Purchase Intention and website quality has a positive and significant effect on purchase intention through perceived flow.

Keywords:- Website Quality, Perceived Flow, Purchase Intention, E Commerce.

I. INTRODUCTION

The development of the Internet in this millennial era is growing rapidly, some business people are starting to aggressively expand their market share through a website with the aim to facilitate access for prospective customers and customers who have been loyal to them. The internet is a powerful marketing and operational tool and has revolutionized business operations that provide exceptional opportunities for business operators and consumers as mentioned by [1]. It also has an impact on people's patterns and behavior in making purchases of goods and services. Therefore, businesses must pay attention to how to create a strong interaction or relationship with customers in the form of an online platform and know what factors influence their buying interest in a product or service online. According to [2] buying interest arises after an alternative evaluation process and in the evaluation process, someone will make a series of choices regarding the product to be purchased on the basis of the brand or interest.

Consumer buying interest, can not be separated from a quality website, website quality is an important factor in e-commerce if you want to evaluate the performance of e-commerce, website quality not only affects consumer emotions but can also minimize the risks that exist for consumers. In addition, the perceived flow obtained by the users of e-commerce via their own website can affect the customer's purchase intention online, as stated by [3] that a flow / experience gained during website access, positively influences consumer behavior and purchase intention. [4] previously had conducted similar research in the context of hotel websites that could affect customer perceived flow so that in the end it could affect consumer satisfaction and buying interest on hotel website. This research is needed to find out

what influences the buying interest of consumers when accessing car rental websites in Malang. Based on this background, the researchers are interested in taking the theme of this study to find out what factors are more dominant in order to determine consumer buying interest between website quality or through perceived flow in a web-based e-commerce in rental in Malang.

II. LITERATURE REVIEW

A. Website Quality

A high-quality website with good design, good customer service, easy to read, and transaction security will minimize risk and be able to provide a positive experience that will encourage customer buying interest when exploring online sites [5]. Other Opinions Website Quality is described as a dominant factor in an e-commerce site. Based on studies, a website defines that bad web design, will result in a loss of potential site visitors due to their poor experience in exploring the site [6].

B. Perceived Flow

Perceived Flow can be interpreted as something that is accepted by individuals as a form of an existing stimulus. [7] states that flow is a kind of interactive experience between

humans and machines, in this case it can be interpreted as the interaction between a website as a stimulus and the response of human organisms that access a website.

C. Purchase Intention

Purchase Intention is a form of behavior in a consuming attitude. [8] [9] defines buying interest as a possibility if the buyer intends to buy the product (A product is said to have been consumed by consumers if the product has been decided by consumers to buy. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefits outweigh the sacrifice to obtain it, then the motivation to buy it is higher, on the contrary if the benefits are smaller than the sacrifice, the buyer will usually refuse to buy and generally move to evaluate other similar products.

III. RESEARCH METHODS

A. Research Design

Research to test the extent of website quality, perceived flow This study was conducted in all car rental services that use the website as one of the information and ordering media in the city of Malang, East Java. As for Table 1 Names that use the web and online bookings in Malang can be seen in the following table:

Table 1: The number and name of travel on the website based on the City of Malang

No	Name	Address
1.	Summit Trans Malang	Jl. Candi VI, Karangbesuki, Kec. Sukun, Kota Malang, Jawa Timur 65149
2.	Nahwa Travelindo	Jl. Letjen Sutoyo V No.36, Lowokwaru, Kec. Lowokwaru, Kota Malang, Jawa Timur 65141
3.	G-Trans	Perumahan bukit cemara tidar Blok G1 No. 01, Karangbesuki, Kec. Sukun, Kota Malang, Jawa Timur 65146
4.	Erc Trans	Jl.Untung Suropati Selatan No.6, Kesatrian, Kec. Blimbing, Kota Malang, Jawa Timur 65126
5.	Grand Trans	Jl. Villa Tidar Estate, Karang Tengah, Karangwidoro, Kec. Dau, Malang, Jawa Timur 65151
6.	Hiace Rent	Jl. J.A. Suprpto II No.92, Rampal Celaket, Kec. Klojen, Kota Malang, Jawa Timur 65112
7.	Nayla Rent Car	Jl. Jenderal Basuki Rahmat Gang 2 No. 942, Kiduldalem. Klojen, Kauman, Kec. Klojen, Kota Malang, Jawa Timur 65119
8.	Malang Transport	Jl. Bunga Kumis Kucing No.46, Jatimulyo, Lowokwaru
9.	Cipto Transport	Jl. Panglima Sudirman Utara, Rampal Celaket, Kec. Klojen, Kota Malang, Jawa Timur 65111
10.	Car Rental	Jl. Kaliurang Bar., Samaan, Kec. Klojen, Kota Malang, Jawa Timur 65112
11.	Smart Trans	Jalan Joyo Tamansari 1, Gang 2 No. 58, Merjosari, Kec. Lowokwaru, Kota Malang, Jawa Timur
12.	Cheap Car Rent	Jl. Setia Budi Utara No.65, Klojen, Kec. Klojen, Kota Malang, Jawa Timur 65111
13.	Wishtrans	Jl. Terusan Surabaya, Sumbersari, Kec. Lowokwaru, Kota Malang, Jawa Timur 65115
14.	Raditya Rent Car	Jl. Polo wijen Gg.2 RT. 02/RW.03, Blimbing, Purwantoro, Kec. Blimbing, Kota Malang, Jawa Timur
15.	Rent Car Malang	Jl. Kertosentono No.105A, Ketawanggede, Kec. Lowokwaru, Kota Malang, Jawa Timur 65145
16.	Sewa Mobil Malang-Batu	Jl. Kendalisodo No.6, Polehan, Kec. Blimbing, Kota Malang, Jawa Timur 65121

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B. Population and Sampling Technique

The population in this study are all people / people of Malang City who have used travel bookings by using a website on a travel agent in Malang. The research sample because the population is known, the researchers use opinions [10] recommend a minimum number of samples is 5-10 times the number of question items contained in the questionnaire. As for the researchers determined by using the maximum size of the sample the study was $10 \times 19 = 190$

respondents. Data distribution by questionnaire using online questionnaire.

C. Definition of Variable Operations

The operational definition of this research variable is used as the basis for making a questionnaire in the form of a statement. as for the indicators of each of the variables studied are as follows:

Table 2: Indicators and list of research questions

No	Variabel	No	Indikator and Statement Item
1a	Website Quality Variable (X) : Website Usability	X1	Does the website use clear language?
		X2	Is the information on the website easy to understand?
		X3	Is the layout on the website easy to use?
1b	Website Quality Variable (X) : Website Functionality	X4	Is the information on the website well organized?
		X5	Do the graphics on the website match the text?
		X6	Is website navigation simple?
		X7	Is ordering product service information on the website easy?
		X8	Does the product service facility information on the website help?
		X9	Is there promotional information / special offers on the website?
		X10	Is the price feature information on the website clear enough?
1c	Website Quality Variable (X) : Website Security and Privacy	X11	Does the privacy policy on the website guarantee the security of your personal data?
		X12	Do you feel safe with the online payment system on the website?
		X13	Does third party recognition of the website affect you?
2	Perceived flow variable (Z)	Z1	Are you captivated when browsing websites?
		Z2	Do you feel time passes quickly while browsing websites?
		Z3	Did you encounter any problems while browsing the website?
3	Variable Purchase Intention (Y)	Y1	Is there a possibility to trade with a website in the future?
		Y2	Is there an interest in using the website to find the desired service product?
		Y3	Do you have to use the website on another occasion to look for future service product needs?

D. Data analysis Technique

The data analysis technique used in this research is to use descriptive statistical analysis, regression analysis with 2 models and to use hypothesis testing to answer the proposed hypothesis.

IV. RESULTS AND DISCUSSION

A total of 190 respondents filled out the research questionnaire online. The results of the hypothesis analysis of each path obtained from the path analyst results using SPSS software Ver. 22 are as follows :

A. Descriptive statistics

Respondent profiles in this study were seen from gender, occupation, income and ticket booking experience. The respondent's profile can be seen in the following table :

Table 3 : Profiles of Research Respondents

Item	Optional	Frequency	Percent
Gender	Male	103	54,21
	Female	87	45,79
Works	Private	45	23,67
	Government employees	52	27,37
	College student	31	16,32
	Entrepreneur	43	22,63
	Others	19	10,00
Income	0-1 million	17	8,95
	1-2 million	36	18,95
	2-3 million	44	23,16
	3 million and above	93	48,95
Ticket booking experience	0-5 months	15	7,89
	5 months - 1 year	14	7,37
	1 year - 2 years	72	37,89
	2 more years	89	46,84

Source: Primary Data, processed, 2020

B. Regression Analysis Model 1

Model Equation 1 → $Z = PZX + e$ (1)

Table 4: Regression Analysis Test Results Model I

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Website quality (X)	0,881	0,080	0,617	10,963	0,000
Dependent Variable	Perceived Flow (Z)				
R	0,624				
R ₂	0,390				
R _{2Adjusted}	0,387				
F _{hitung}	120,192				
Probability	0,000				
Line Equation	$Z = PZX + e$				
Result	$Z = 0.624 X + e$				

Source: Primary Data, processed, 2020

From Table 4, it is known that the results of the calculation of the regression model model I, which can be seen from the significant value of the existing Website Quality variable (X = 0.000) and the probability value is smaller than the alpha value (5%) or 0.05. These results can be concluded that the regression model I, the variable quality of the website, can be said to have a significant effect on perceived flow, while from the analysis it is also known that the value of R2 or R Square is 0.390, meaning that these

results indicate that the contribution of the variables studied, namely the influence of X on Y, is 39, 0% while the remaining 61% was contributed by other variables that were not examined in this study. While $e1 = e (1-0.390) = \sqrt{(0.610)} = 0.781$.

C. Regression Analysis Model 2

Model Equation 2 → $Y = PYX + PYZ + e$ (2)

Table 5 : Regression Analysis Path Test Results Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Website quality (X)	0,502	0,083	0,329	6,025	0,000
Perceived flow (Z)	0,612	0,059	0,565	10,354	0,000
Dependent Variable	Purchase Intention (Y)				
R	0,812				
R ₂	0,660				
R _{2Adjusted}	0,656				
F _{hitung}	181,483				
Probability	0,000				
Result	$Y2 = 329 X + 10,354 Z + e$				

Source: Primary Data, processed, 2020

Judging from the output of the existing Model II regression, it can be seen that the significance value of Website quality (X) = 0,000, and the significant value of Perceived flow (Z) = 0,000 is smaller than the value of 0.05. This means that Website Quality (X) and Perceived flow (Z) can be said to have a significant effect on Purchase Intention (Y). then seen from the R² or R^{square} value in the Model Summary table is 0.660, meaning that the contribution of variables X and Z to Y is 66%, while the remaining 34% is

influenced by other variables not included in this study. Meanwhile $e1 = \sqrt{1-0.660} = \sqrt{0.340} = 0.583$.

Model test is also conducted by researchers to determine whether the existing regression model has a joint effect or is simultaneously carried out with the F test. 0.000 < 0.05 this means that X and Z together affect the variable Y.

D. Hypothesis testing

Table 5: Calculation of Influence (Direct, Indirect and Total)

Hypothesis	Direct Effect	Prob	Indirect Effect	Total Effect	Sig or no
X → Z	0,624	0,000			Sig.
X → Y	0,329	0,000			Sig.
Z → Y	0,565	0,000			Sig.
X → Z → Y			0,352	1,189	Sig.

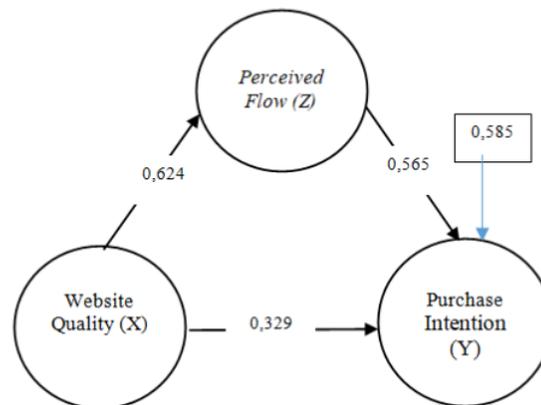


Figure 2: Results of the Research Pathway Model
Source: Primary research data, processed (2020)

Based on Table 5, it is known that the coefficient of influence indirectly affects the quality of the website on purchase intentions through perceived flow of 0.352, while the coefficient of direct influence of the variable website quality on the purchase intention variable is 0.329 meaning that the value of the indirect effect is greater than 13% value. This direct effect can be interpreted as a model of website quality on purchase intention through perceived flow which can be said to be significant. In addition, the total effect of website quality on purchase interest through perceived perceived flow is also very large, above 1, namely 1.189.

V. DISCUSSION

A. The influence of website quality on perceived flow

From the results of tests that have been carried out using SPSS regression Model I, it is known that the influence of website quality on Perceived Flow. The result is that the X variable (website quality) has the value of t count = 10.963 with a significance level of 0.000. With a standard significant limit of 0.05 it can be interpreted that the significance value of X is smaller than the significant limit used so that it can be summarized for the first hypothesis which is said there is an influence between the quality of the website on perceived

flow can be accepted or statistically tested. [11] a website that has good quality will satisfy customers and will cause browsers on the website to become potential buyers. Another study conducted by [4] shows that website quality has a positive effect on perceived flow. In another study, it was also stated that positive customer perceptions of website quality in general (as a whole) can lead to customer involvement in the website [6].

B. The influence of website quality on purchase intention

The results of the SPSS regression Model I analysis show the influence of Social Influence on Behavioral Intention, the result is the X3 variable (Social Influence), the existing t value is 6.025 with a significance level of 0.000. By using a significant standard of 0.05, it is known that the significance value of X3 is smaller than the significant limit used so that it can be concluded that for the second hypothesis which says there is an influence between website quality on purchase intention can be accepted or tested statistically. This article is in line with the research conducted by [12]. The results of the study show that Website Quality has a significant effect on Purchase Intention. in shopping, because websites that are getting better and better quality can have a big effect on consumer buying interest [13] [14].

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C. Effect of Perceived Flow on Purchase Intention

The results of testing with SPSS in Table 2 regression Model 2 show the effect of perceived flow on purchase intention, the result is that the variable Z (Perceived Flow) obtained the value of t count = 10.354 with a significance level of 0.000. By using a significant limit of 0.05, it means that the Z significance value is smaller than the significant limit used so that it can be summarized for the third hypothesis which says there is an influence between perceived flow on purchasing intention can be accepted or statistically tested. The website provides a means of online environment through which flow is generated by involving consumers. [15] stated that perceived flow has a positive effect on consumer attitudes and interests (visiting and spending a lot of time) on websites. [16] Findings The findings confirm that the hotel website influences customers' perceived flow, which in turn, influences their satisfaction and purchase intention. Moreover, perceived flow also mediates the relationships between hotel website quality, customer satisfaction and purchase intentions

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D. The influence of website quality on purchase intention through perceived flow

The results of SPSS in Table 5 show that the regression equation for Model 2 is the influence of Perceived Flow on Purchase Intention, the result is the variable Z (Perceived Flow), the value of t count = 10.354 with a significance level of 0.000. By using a significant limit of 0.05, it means that the Z significance value is smaller than the significant limit used so that it can be summarized for the third hypothesis which says that there is an influence between perceived flow on purchasing intention can be accepted or tested statistically. The website provides a means of online environment through which flow is generated by engaging consumers [15] said that perceived flow has a positive effect on consumer attitudes and interests (revisit and spend a lot of time) on the website. [16] These findings confirm that the quality of the hotel website affects the perceived flow of customers, which in turn, affects customer satisfaction and purchase intention. In addition, perceived flow also mediates the relationship between the quality of the existing hotel website, customer satisfaction, and customer purchase intentions.

VI. CONCLUSION

From the results of the analysis and discussion obtained results: website quality has a positive and significant effect on Perceived Flow, website quality has a positive and significant effect on purchase intention, Perceived Flow has a positive and significant effect on Purchase Intention and website quality has a positive and significant effect on purchase intention through perceived flow This study examines only website quality on purchase intention through perceived flow but has not yet linked to broader usage outcomes and other effects. Sometimes it is assumed that a good website always produces positive results, this assumption needs further investigation. In addition to determining the behavior of using it should also be associated with existing competitive advantages [17], in addition to this it is also necessary to pay attention to the quality of the system and the quality of information from the website [14][18], and pay attention to

the behavior of the users of the system itself where at this time the millennial age is very dominant so that the display and information content should also adjust to the tastes of that age [19]. The existence and existence of a website must and must be maintained so that customers will feel comfortable and happy to use our website for a long time and in the end will do a brochure back through our website [20]

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