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THE INFLUENCE OF WEBSITE DESIGN QUALITY, PERCEIVED VALUE AND E-TRUST ON REPURCHASE INTENTION ON E-COMMERCE BEAUTY HAUL

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Abstract: *This study aims to analyze the positive influence of website design quality, perceived value, e-trust on repurchase intention in e-commerce Beauty Haul. The sampling technique in this research is convenience sampling. The number of samples collected using a questionnaire instrument in the form of google forms is 191 Beauty Haul consumers who have made transactions on the Beauty Haul website more than 2 (two) times. The data were analyzed using the Partial Least Square-Structural Equation Model (PLS-SEM) approach. The results showed that there was a positive influence between all independent variables, namely website design quality, perceived value, e-trust on the dependent variable of repurchase intention.*

Keywords: *Website design quality, perceived value, e-trust, repurchase intention, e-commerce.*

1. Introduction

The use of Internet in the world and in Indonesia is increasing from time to time. This affects many sectors of life, one of which is the economic and business sectors. There is a shift in shopping trends from conventional (offline) to digital (online), or now better known as e-commerce. Beauty Haul is an example of e-commerce in the beauty sector that has been established since 2013 and still remains an option for cosmetic lovers. However, the number of visitors to the Beauty Haul website in February 2021 is still far behind its main competitor, Sociolla. Comparative data between beauty website competitors in Indonesia in February 2021 shows that Sociolla managed to excel and get more than 10 times more visitors to the Beauty Haul website (SimilarWeb, 2021). Besides that, The number of visitors to the Beauty Haul website between September 2020 to February 2021 tends to decrease, from 410 thousand website visitors to 293,000 website visitors (Semrush, 2021). According to Benny, Rachbini and Rekarti (2017), one of the factors for this phenomenon is the character of consumers in Indonesia who are known to be disloyal, so Beauty Haul has difficulty facing new players in the market.

Therefore, this study will analyze the factors that can affect the *repurchase intention of e-commerce* Beauty Haul on buyers who have made transactions at least 2 (two) times on the Beauty Haul website. Benny et al., (2017) added that the quality of a good e-commerce website design can increase website visitor satisfaction when making transactions in e-commerce and this phenomenon can cause large repurchase intentions. Apart from the quality of the website display, according to research from Pardede, Lapian and Pandowo (2018), there are two factors that can cause *repurchase intention* in online shopping, namely *perceived value* and *e-trust*. Taking into account the facts mentioned above, this study aims to increase *repurchase intention*

on the Beauty Haul website and analyze how *website design quality*, *perceived value* and *e-trust* affect the potential for *repurchase intention* through the Beauty Haul website. Therefore, this study aims to analyze: Does *website design quality* have a positive effect on *repurchase intention* in e-commerce?; Does *perceived value* have a positive effect on *repurchase intention* in e-commerce?; Does *e-trust* have a positive effect on *repurchase intention* in e-commerce?

Theoretical Framework

Repurchase Intention

Repurchase intention occurs when a customer intends to purchase a similar product or service from the same seller or marketplace. Chairunnisa and Priyono (2018) say that it is better to retain current customers which can encourage repurchase intention compared to concentrating on new customers. This is because customers who have repurchased have great potential to recommend the product or service to others. Moreover, customers who have repurchased tend to be price sensitive. So it can be concluded that *repurchase intention* is a reflection of customer loyalty and a strong commitment to the product or service provided by the company or e-commerce. Ahmadi, Karimialavije, Malekifar and Mohammadi (2015) used 4 (four) indicators of *repurchase intention* in their research on cosmetic websites, including; reuse the same website, recommend to other parties in the future, not choosing another website, there is no change in the stability of the quality of the website.

The Relationship Between Websites Design Quality and Repurchase Intention

Website design quality has an important role in determining the success of an e-commerce because this factor distinguishes a website from other competitors so that it can attract consumer interest on a website. Al-debei, Akroush and Ashouri (2015) define website design quality as the overall quality and performance of a website and is measured by website design and its simple, smooth, reliable, and effective process. In 2016, research by Nilashi, Jannach, Ibrahim, Estafi and Ahmadi found that website design quality has a positive influence on repurchase intention so that the better the technical quality, function, and design of a website, the higher the possibility that customers will return to buy products from the company. it in the future. Besides that, Wilson and Keni (2018) in their research state that website design quality is proven to positively affect repurchase intention. Another study in 2020 by Wuisan, Candra, Tanata, Natalia and Bernardo showed that the quality design on the website has a significant influence on purchase intention and proves that the factors contained in the criteria for good quality design in e-commerce such as security, design visuals and completeness of information can increase online repurchase interest on the Sociolla website.

H1: *Website design quality* has a positive effect on *repurchase intention* in e-commerce

The Relationship Between Perceived Value and Repurchase Intention

Maulani and Trenggana (2020) explain that *perceived value* is a tool commonly used by consumers to compare the benefits received with the sacrifices made in obtaining a product or service. Online shoppers usually study the main functions, specifications and benefits of an online store to compare it with other online stores so that the higher the value that buyers get when making online transactions will have an influence on online purchase intentions (Chairunnisa & Priyono, 2018). Tan and Brahmana's research (2019) hypothesis states that

perceived value has a significant effect on repurchase intention because buyers who feel the beneficial benefits of perceived value decide to repurchase in e-commerce (Shoppe).

Other research by Lagita and Briliana (2018) also proves that perceived value or the value received by buyers is an important indicator of repurchase intention. In this study, the form of perceived value provided by e-commerce (Lazada) is in the form of various discounts that can provide satisfaction in the shopping experience for buyers and have great opportunities to shop online again on the same website in the future. Similar to previous research, Maulani and Trenggana (2020) conducted tests on e-commerce (Tokopedia) which showed that perceived value has a positive and significant effect on repurchase intention so that the e-commerce party must try to maintain and increase the values that become aspects in the perceived value in order to create satisfaction from buyers that can impact on repurchase interest in the same e-commerce

H2: *Perceived value* has a positive effect on *repurchase intention* in e-commerce

The Relationship Between E-trust and Repurchase Intention

Electronic trust or better known as *e-trust* is a term used to describe consumer trust in a website to conduct an online transaction (Susanto, 2018). In online transactions, e-commerce or online sellers must be able to provide complete, clear and accurate information so that website visitors feel that e-commerce prioritizes quality online services so that customer trust on the website increases (Pradnyaswari & Aksari, 2020). Buyer of *e-commerce* rely completely on the information submitted by the seller on the website. So that e-commerce players must provide the best quality and service in order to convince and gain the trust of website visitors which can lead to purchase intentions and repurchase intentions.The study conducted by Pardede et al. (2018) on the Shopee site shows that e-trust on service performance can satisfy buyers so that it has a good influence and a positive effect on *repurchase intention* of an e-commerce. The results of another study from Maulani and Trenggana (2020) show that e-trust has a positive and significant influence on repurchase intention so that Tokopedia e-commerce must build a good image in the eyes of buyers in order to create buyer trust and can lead to *repurchase intention*.

H3: *E-trust* has a positive effect on *repurchase intention* in e-commerce

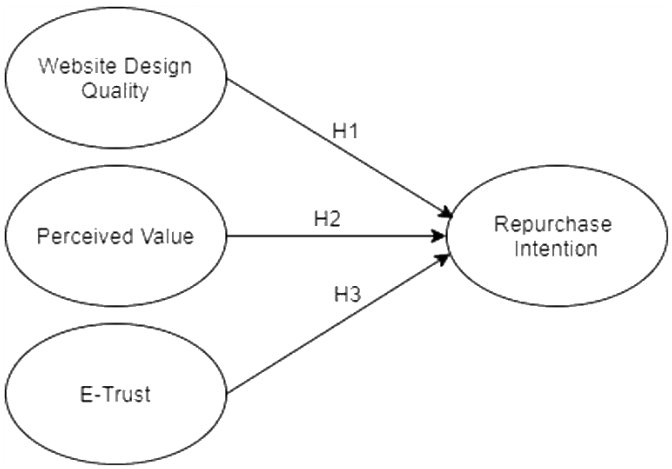

Figure 1. Research Model

2. Research Method

This study aims to analyze the positive influence of website design quality, perceived value and e-trust on repurchase intention in e-commerce Beauty Haul. The independent variables in this study are *website design quality, perceived value* and *e-trust*, while *repurchase intention* on the Beauty Haul website is the dependent variable. The population in this study are users of the Beauty Haul website in Indonesia. While the sample was taken using a convenience sampling technique considering that the questionnaire was distributed on social media and anyone who saw the social media could participate in filling out the questionnaire, but the questionnaire could only be continued if the respondent had made transactions more than 2 (two) times. Determination of the minimum estimated sample number in this study will use the inverse square root method on PLS-SEM, which is 160 samples (Knock & Hadaya, 2018). This study succeeded in establishing 191 samples for further research.

The data collection technique used in this study was the distribution of online questionnaires using google forms by distributing the questionnaire links through social media accounts to respondents who matched the criteria of the research sample. The data were then analyzed using the statistical tool *partial least square structural equation modeling* (PLS-SEM) with the help of the smart PLS program. Questionnaire items for website design quality were adapted from Danthya and Nurcaya (2017), perceived value from Lin and Wang (in Azizi, Aknuranda & Tolle, 2020), e-trust from Wuisan et al. (2020) and repurchase intention from Ahmadi et al. (2015) and combined with scale development. Measurement of items using a Likert scale consisting of 7 (seven) point scales ranging from 1 = Strongly Disagree, 2 = Strongly Agree, 3= Agree, 4= Neutral, 5= Disagree, 6= Strongly Disagree to 7= Strongly Disagree. Furthermore, at the measurement model stage (outer model), the instrument will be tested for validity and reliability using PLS-SEM statistical analysis. The validity test was carried out by measuring the loading factor, average variance extraction (AVE) and discriminant validity. The instrument will be declared to have passed the validity requirements if the loading factor > 0.7, AVE > 0.5 and meets the Fornell-Larcker criteria, namely the value of loading the intended construct must be greater than the value of loading with other constructs (Ghozali, 2012; Ab Hamid et al. , 2017). Next, a reliability test will be carried out by calculating the *composite reliability* (CR) value whose value must be greater than 0.7 (Sarwono & Nariwati, 2015). After that, at the structural model stage (inner model) will calculate the results of coefficient of determination (R2), collinearity test (VIF), and size and significance of path coefficient.

3. Results and Discussion

3.1. Results

The respondent's profile shows that the majority are female with a percentage of 89.5%, while the male respondents are 10.5%. Meanwhile, the age of the respondents was divided into 5 categories, namely <17, 17-25, 26-45, >45 and kept confidential for respondents who chose not to mention their age. Most respondents were from the age category, namely 17-25 years (66.5%), 26-45 years (27.2%), <18 years (4.2%), >45 years (1.05%), and concealed (1.05%). Based on the number of transactions on the Beauty Haul website, 59% have shopped 3-5 times, 37% have shopped 6-10 times and 4% have shopped more than 10 times.

Measurement Model (Outer Model)

The measurement model or outer model has the aim of ensuring that the measurement used is feasible to be used as a benchmark by fulfilling the main requirements, namely valid and reliable (Husein, 2015). The outer model uses convergent validity, discriminant validity and composite reliability tests. Research is said to meet the convergent validity test if it has a loading factor above 0.7 and an AVE value greater than 0.5 (Ghozali, 2012). The discriminant validity test is calculated using the Fornell-Lacker method which aims to determine whether the construct has an adequate discriminant, namely the criteria for the loading value of the intended construct must be greater than the loading value with other constructs (Ab Hamid et al., 2017). Meanwhile, a variable can be considered to have good reliability if its *composite reliability* value is greater than 0.7 (Sarwono & Nariwati, 2015).

Table 1. Test Results of the Measurement Model (Outer Model)

Constructs and Items		***Outer Loading***
Website Design Quality **(WDQ) (AVE = 0.604; CR = 0.859)**		
W1	I feel that the Beauty Haul website is easy to use to access product information for sale (user-friendly)	0.797
W2	I think the Beauty Haul website has an attractive design in terms of color, style and layout	0.792
W3	I feel the Beauty Haul website provides accurate information (such as ingredients, how to use)	0.724
W4	I feel that the Beauty Haul website is always updated in providing new information (such as product launches, sales)	0.793
Perceived Value **(PV) (AVE = 0.646; CR = 0.844)**		
P1	I feel Beauty Haul provides products with superior quality and needed by its users.	0.882
P2	I feel Beauty Haul has a reasonable/reasonable price and worth the price I paid	0.709
P3	Beauty Haul sets prices that are commensurate with the products offered compared to other beauty online stores	0.810
E-Trust **(E) (AVE = 0.585; CR = 0.849)**		
E1	I believe there is no misrepresentation on the Beauty Haul site	0.807
E2	I believe that the Beauty Haul site does not take any actions that harm its consumers	0.741
E3	I believe that the Beauty Haul site has a good ability to secure transactions	0.778
E4	I trust when providing personal information on the Beauty Haul site (such as address, credit card)	0.731
Repurchase Intention **(RI) (AVE = 0.626; CR = 0.834)**		
R1	I intend to repurchase on the Beauty Haul website because there are many beauty products that I am looking for	0.824
R2	I am willing to recommend the Beauty Haul website to others	0.781
R3	I chose the Beauty Haul website to fulfill my need for purchasing beauty products compared to other beauty marketplaces	0.767

Description: AVE = average variance of extracted; CR = composite reliability

Source: Processed data

The results of data processing in Table 1 show that each instrument passed *convergent validity*. The results of the AVE values ranged from 0.585 to 0.646, while the outer loadings values obtained were from 0.709 to 0.882. Both managed to meet the requirements of the AVE value > 0.5 and *loading factors* > 0.7 (Ghozali, 2012). Furthermore, the results of the *composite reliability* (CR) calculation have a value of 0.834 to 0.859 so that they have met the minimum requirements of 0.7 to declare an instrument to be reliable (Sarwono & Nariwati, 2015).

Table 2. Discriminant Validation Test Results/*Fornell-Lacker*

	E-trust	*Perceived value*	*repurchase intention*	*Website* Design Quality
E-trust	**0.765**			
Perceived value	0.310	**0.804**		
repurchase intention	0.554	0.410	**0.791**	
Website Design Quality	0.357	0.377	0.412	**0.777**

*) the value listed in the diagonal direction is the root value of AVE
Source: Processed data

Furthermore, Table 2 shows that the discriminant validity test meets the requirements, namely the value of the loading of the intended construct must be greater than the value of loading with other constructs (Ab Hamid et al., 2017).

Structural Model (Inner Model)

After testing the measurement model or the outer model, the next step is to test the structural model or the inner model. Hair, Black, Babin and Anderson (2010) explained that the structural model test has the aim of proving the effect of latent variables on the dependent latent variables. The structural model test method can be measured through the coefficient of determination (R2), collinearity test (VIF), and size and significance of path coefficient.

Table 3. Determinant Coefficient Test Results (R2)

	R-Square
repurchase intention	0.396

Source: Processed data

Coefficient of determination or The determinant coefficient test (R^2) is used to assess how much influence the independent latent variable has on the dependent latent variable. According to Chin (in Setiaman, 2020), the value of R^2 which shows the strength of a strong structural model has a value of 0.67, moderate strength is 0.33, weak strength is 0.19 and a value less than 0.19 is considered to have no structural model strength. After processing the data, the R^2 value of the *repurchase intention* variable in Table 3 is 0.396, which means that the *repurchase intention* variable is influenced by *website design quality, perceived value, e-trust* variables by 39.6% while the remaining 61.4% is influenced by other factors. which was not found in this study. In addition, the results of R^2 in the table show the category of moderate structural model strength.

Table 4. Inner VIF Test Results

	E-trust	*Perceived value*	*repurchase intention*	*E-trust*
E-trust			1,195	
Perceived value			1,216	
repurchase intention				
E-trust			1,259	

Source: Processed data

In collinearity testing, the VIF value must be found to ensure the presence or absence of collinearity in the formative indicators. Setiaman (2020) explains that the indicator of the occurrence of inner model collinearity is when the VIF is greater than the value 5 (five) so that the construct variable must be removed from the structural model or referred to as the unfit model. Based on Table 4, it can be seen that there is not a single VIF value in the independent variable that produces a value of more than five. This indicates that there is no correlation between the variables so there is no need to remove any of these variables from the model.

Table 5. Path Coefficient Value Test Results and p-values

Hypothesis	***Standardized Path Coefficient***	***p-values***	**Conclusion**
H1: Website design quality has a positive effect on repurchase intention in e-commerce	0.181	0.004	Supported
H2: Perceived value has a positive effect on repurchase intention in e-commerce	0.211	0.001	Supported
H3: E-trust has a positive effect on repurchase intention in e-commerce	0.424	0.000	Supported

Source: Processed data

Path coefficient testing aims to find out how strong the effect or influence of the independent variable on the dependent variable is so that the more positive the original sample estimate value is, the more it shows that the variable has a positive influence (Alfa, Rachmatin & Fitriani, 2017). According to Field (2009) if the significance value (p) is more than 0.05 (p>0.05), the hypothesis is considered null or rejected. The results illustrated in Table 6 show that all hypotheses are supported. So it can be concluded that all the factors proposed in this study affect *repurchase intention*. E-trust has the strongest influence on *repurchase intention* with a path coefficient value of 0.424 and followed by a *perceived value* with a path coefficient of 0.211, while the *website design quality* gave the weakest influence of 0.181.

3.2. Discussion

The results of the first hypothesis test (H_1), namely *website design quality* has a positive effect on *repurchase intention* in e-commerce. This is indicated by The path coefficient value obtained is 0.181 and the p-values are 0.006. So, it can be concluded that a good quality website design can attract visitors to make transactions again on the same website. This is in line with the results of research from Nilashi et al. (2016) and Wilson and Keni (2018) which show a significant influence of *website design quality* on repurchase intent on e-commerce. In addition, the research of Wuisan et al. (2020) on the beauty e-commerce Sociolla, which is a competitor of Beauty Haul, also proves that website quality design factors can have a positive effect on repurchase intentions in the future.

The second hypothesis (H_2) is that *perceived value* has a positive effect on *repurchase intention* in e-commerce. This hypothesis is supported by the path coefficient value of 0.211 and p-values of 0.002. So it can be concluded that many respondents agree that perceived value plays a role so that buyers are interested in making transactions again at Beauty Haul e-commerce. This is in line with the research of Tan and Brahmana (2019) which stated that the benefits of perceived value in e-commerce Shoppe can decide buyers to repurchase online. The research of Lagita and Brilianan (2018) also proves that perceived value in the form of discounts on Lazada e-commerce has a positive influence on buyers to re-transact in the future. Correspondingly, research by Maulani and Trenggana (2020) showed positive and significant results that perceived value variables have an impact on repurchase intention on Tokopedia e-commerce.

The results of the third hypothesis test (H_3), namely *e-trust* has a positive effect on *repurchase intention* in e-commerce. The e-trust variable gets a value of path coefficient with the highest coefficient compared to other variables is 0.424 and the p-values are 0.000 which is the lowest value compared to other variables. So that the higher the e-trust perceived by consumers in an e-commerce, the greater the chance of repurchase intention in the same e-commerce. This is in line with previous research conducted by Pardede et al. (2018) that e-trust, especially on service performance, can affect repurchase intention in Shopee e-commerce. Other research by Maulani and Trenggana (2020) also shows the positive influence of e-trust so that it can build a good image and cause repurchase intention in Tokopedia e-commerce.

4. Conclusion

In this study, it can be concluded that the results of the analysis of the influence of *website quality design, perceived value,* and *e-trust* on *repurchase intention* in e-commerce Beauty Haul is that *website design quality* has a positive effect on *repurchase intention* in e-commerce. This shows that when the website design quality of the Beauty Haul e-commerce is higher, it can increase the repurchase intention of the Beauty Haul e-commerce. Furthermore, *perceived value* has a positive effect on *repurchase intention* in e-commerce. This shows that when the perceived value of the Beauty Haul e-commerce is higher, it can increase the repurchase intention of the Beauty Haul e-commerce. The last variable, *e-trust* also has a positive effect on *repurchase intention* in e-commerce.

This study has several limitations, namely the scope used only covers the Beauty Haul company so that it cannot be generalized to a wider population. This study is also limited by the variables mentioned and only has moderate structural model strength. Therefore, future research is recommended to use the same model for use in other e-commerce. In addition, you can add or use other variables to increase the number of website users such as; website revisit intention as the dependent variable or independent variable that is often used in previous studies such as

customer satisfaction and loyalty. Furthermore, there are no location criteria and time limits on respondent requirements (such as: the minimum respondent made a transaction 1 year ago) so there is a possibility that the data obtained is too broad and not up-to-date. So it is advisable to conduct continuous research in order to be able to see and assess any changes in respondent behavior from time to time. In addition, further research can add location requirements or transaction duration to research respondents.

The data collection process was carried out by distributing questionnaires in the form of google forms through social media due to the COVID-19 pandemic situation which limited face-to-face meetings. So the results obtained may not show the true opinion of the respondents. This may be due to differences in understanding of each respondent. In addition, the honesty factor in filling out the questionnaire can also affect the results of the study. So further research is suggested to consider other approaches so that research respondents can describe the actual situation. This can be done by observation, interviews or oral questions to the respondents involved. In addition, further research can take more samples to get more accurate and better data in research.

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