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**Does the Quality of Beauty E-commerce Impact Online Purchase Intention?  
The Role of Perceived Enjoyment and Perceived Trust**

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**Abstract**

The purpose of this paper is to examine the relationship between Website Quality, Perceived Enjoyment, Perceived Trust that can involve Purchase Intention of Skincare Products. This study will employ a theoretical lens of S-O-R (stimulus-organism-response). The proposed model is tested to 476 participant users of beauty e-commerce sites using survey approach by Lime Survey. Partial least square structural equation modelling was used for the analysis (PLS-SEM). The findings revealed that Quality of a website, Perceived Enjoyment, and Perceived Trust has a positive significant effect on Online Purchase Intention, Website Quality has a positive significant effect on Perceived Enjoyment and Perceived Trust, and Perceived Enjoyment and Perceived Trust can mediate perfectly between Website Quality and Online Purchase Intention. This paper show implication that e-retailer should improve the quality of beauty e-commerce especially on visual and display appeal quality, to facilitate and comfort consumers about their purchasing decisions, also beauty e-commerce sites should give more attention to delivery and transaction security.

**Keywords:** Beauty E-Commerce, Website Quality, Perceived Trust, Perceived Risk, Perceived Enjoyment, S-O-R Theory

**1. Introduction**

The COVID-19 pandemic has had an indirect impact on consumer patterns in Indonesia, particularly among beauty and cosmetics customers, sometimes known as "beauty enthusiast." As evidenced by the release of the trend report, the trend of searching for the keyword "skincare" in google shopping has grown since the outbreak of the COVID-19 pandemic in Indonesia, in fact, the trend of searching for the word "skincare" has doubled from the time before the COVID-19 pandemic. According to Google searches, skin care products have surged by 70 percent (Trihendrawan, 2020). The Covid-19 pandemic also appears to be forcing society to move into the digital age. People may utilize the internet to interact, thus technology plays a vital part here. People can purchase items online, sometimes known as internet shopping, to suit their everyday necessities. According to Dinisari (2020), several examples of activities that are

traditionally done outside the home that must be done at home have been the driving force behind these shifts.

The use of smartphones, as well as the trend of online purchasing, cannot be ignored at this time. Many individuals throughout the world already own smartphones and purchase using them, which estimates that 83.89 percent of the world's population owns a smartphone (Statista, 2021). Smartphones have become a popular device for online shopping in recent years, and e-commerce enterprises have begun to capitalize on this trend (BigCommerce, 2022). Online shopping, according to Marriott et al., (2017), is the online search, comparison, and purchase of goods and services by customers using handheld devices, particularly smartphones and tablets. In recent years, 96 percent of Indonesians used their smartphones to seek for things to buy online, visiting online retail stores (DataReportal, 2019). According to the report "Decoding the Connected Southeast Asian Festive Shopper in 2021," 69 percent of Indonesians prefer to shop on their mobile devices, while 20% choose to shop on e-commerce websites. Meanwhile, half of all Indonesians polled stated they intend to cut back on their offline spending (JakartaPost, 2021). Because of the growing number of people who prefer to purchase online rather than in stores, many businesses are attempting to modernize their operations, such as by creating websites for retail stores (Laoli, 2021).

The presence of beauty e-commerce has also become a new solution for consumers who are looking for their skin care products. Sociolla and Beauty Haul are two prominent beauty e-commerce websites in Indonesia right now. Then, according to the official website (BeautyHaul, 2022), there are over 200 well-known businesses on one single beauty e-commerce platform. In comparison to similar platforms, Sociolla is one of the only that has seen healthy growth during a pandemic. Furthermore, Sociolla has offered more than 400 beauty brands from local and international sources, according to its official website (Sociolla, 2022).

For people who work in the skincare and beauty industry. To retain users or customers from visiting e-commerce websites and purchasing skincare through their e-commerce websites and mobile shopping applications, it's critical to keep the e-commerce website's quality and aesthetics up to date. According to Tsao et al., (2016), the quality of shopping websites and the operation of a good and easy-to-use interface allows for faster content loading, which gives customers more confidence in using the website and increases their desire to shop online. Trust is another aspect that influences consumers' purchase intentions when purchasing things via online media. Consumer trust in e-commerce is one of the criteria for online purchasing and selling (Marriott & Williams, 2018a). Ha & Nguyen (2019) said, trust is a crucial component in customers' online purchase intentions. As a result, firms must create trust with their customers to increase these intentions. Other consumer reviews are an essential aspect in influencing buy intention when purchasing cosmetics online through e-commerce websites, Schivinski & Dabrowski (2016) said, the amount and quality of reviews on a company's e-commerce website has a large and favorable impact on purchase intention.

Based on review literature before Liu et al., (2017) used theoretical foundation of Signaling Theory in their research and made suggestions for further research to explore through various theoretical lenses to provide a more comprehensive and holistic appreciation and find other phenomena. So, in this study, researchers will employ a theoretical lens of S-O-R (stimulus-

organism-response) and include other variables that can affect online purchases, such as Perceived Enjoyment and Perceived Trust which will be explored and evaluated to see whether there is a relationship between Perceived Enjoyment and Perceived Trust and intention purchasing on the internet.

## **2. Theoretical Foundation and Hypothesis**

### *2.1 S-O-R Theory*

In the S-O-R theory proposed by environmental Mehrabian & Russell, (1974), stimuli (S) represents the user to the external stimulus information content of the relevant response behavior, while organism (O) is an emotional transformation process by which the user understands the stimulus into information, and response (R) represents the user to the external stimulus information content of the relevant response behavior. The S-O-R theory, has three essential components: a stimulus, an organism, and a reaction (Hewei & Youngsook, 2022). Wang et al., (2021) said the S-O-R theory is most employed to explain how environmental factors influence users' emotions and behavior. Its premise is that customers have different feelings for products/services because of contextual circumstances, which leads to different user behaviors. The stimulus manifests the factors that determine the performance of online stores (e.g., Website Quality, Website Security, and Online Promotion) within the e-commerce sites, the organism reflects consumers' affective and cognitive states (e.g., Feeling Trustworthy/Perceived Trust) and serves as an intermediary platform that leads to specific behavioral outcomes (e.g., Purchase Intention) within the e-commerce sites (Zhu et al., 2020).

Patel et al., (2020), Zhu et al., (2020), Wang et al., (2021), Mostafa & Kasamani, (2021), Alsaggaf & Althonayan, (2018) among others, have used the S-O-R framework to identify customer online behavior. Understanding online consumer behavior, consumers' emotional and behavioral reactions to web retailers, consumers' trust and online purchase intentions, the impact of the online environment on consumer behavior, and consumers' interaction and communication with online retail stores were all investigated. This new research back up the interdependence of the Stimuli-Organism-Response concept.

### *2.2 Website Quality Dimension*

Retailers will need to develop high-quality websites that attract and retain customers to be successful in the e-commerce sector (Loiacono et al., 2007). According to Sun et al., (2021) website's system quality, information quality, service quality, and interaction quality would lead to positive economic and social satisfaction among customer and improve their intention to purchase. Consumers will have an easier time navigating a well-designed website, which will improve their online purchase experiences and ratings (Zhang et al., 2011). Study from Hsu et al., (2012) The findings show that website quality influences customers' perceptions of enjoyment and flow, which in turn affects their satisfaction and purchase intention. Website quality has been seen as a multidimensional concept in previous studies (Patel et al., 2020). Using this as a foundation, and based on research by S. Kim & Lee (2006) the website quality of a beauty e-commerce site may be defined as having numerous aspects (Informational fit-to-task, Interactivity, Response Time, Design Appeal, Visual Appeal, Innovativeness).

### *2.2.1 Informational fit-to-task*

Kim & Lee, (2006) defined informational fit-to-task as the ability of a website to give information that improves and supports the customer's task. A shopping website's (or app's) main purpose is to deliver high-quality information, including both general and specific qualities, that influences online transactions (Al-Qeisi et al., 2014). According to Chang & Chen (2009), the majority of online buying interactions fail owing to a lack of complete information needed to make a purchase. The amount, type, and structure of information regarding the items and services offered on a website is referred to as product information. The information on a website is said to have a high information-task-fit when it meets all of the needs of a potential consumer, otherwise, it is said to have a low information-task-fit. The concept of website informativeness is linked to this information-task-fit construct (Pavlou et al., 2007).

### *2.2.2 Interactivity*

Kim & Lee, (2006) the capability for a customer and a retailer to connect directly with each other regardless of distance or time. the extent to which an e-commerce website allows for two-way connection with its clients. Chang & Chen, (2009) said when communicating with customers in an online store, the interactivity of website takes the place of the salesperson. Consumer response, including a willingness to return to the website, has been attributed to the interactive character of websites. Interactivity in website design has been identified as a key feature for establishing a brand (Voorveld et al., 2013). Although the presence of moderating variables can modify its impact (Ku & Chen, 2015), website interactivity is widely regarded as a crucial dimension of customer perceptions and behaviors. Interactivity serves as a vital capability in this regard, as it contributes to the creation of strong consumer relationships through reciprocal communication between site platform and customers (Barreda et al., 2016).

### *2.2.3 Response Time*

Response time defined as length of time it takes a customer to access a page on a website (S. Kim & Lee, 2006). Response time also described by Rose & Straub, (2001) as the time it takes for a web client to properly receive, process, and display files, and it was ranked as one of the most significant hurdles to electronic commerce in their study. Purchase Intention on E-commerce can be affected by slow response times, which are directly linked to website success (Galletta et al., 2004).

### *2.2.4 Design Appeal*

Design Appeal defined as the graphical and textual elements that influence a user's perception of ease or comfort when using a website (S. Kim & Lee, 2006). According to Moss et al., (2006) websites' design appeal can be the crucial factor for e-commerce when they represent the requirements and interests of their target audiences, design appeal of websites aimed at male or female-dominated markets should reflect the aesthetic diversity in websites. Karimov et al., (2011) proposed a three-part classification system for website design: visual design, which includes layout and color, and gives customers their first impressions; content design, which includes information on the website; and social cue design, which is embedded in the web interface and allows people to communicate using various media. Several studies have also

demonstrated that incorporating marketing components into web design is an excellent way to acquire a competitive advantage (El Gazzar & Mourad, 2012).

### *2.2.5 Visual Appeal*

Kim & Lee, (2006) defined visual appeal as the aesthetic shown in e-commerce website. The design and presentation of graphics on the website are similar to those found in a real store and have a significant impact on consumer views. Web page design and aesthetics, in particular, have been demonstrated to influence an e-company's appeal (Ling & Van Schaik, 2006). Visual appeal was identified by Campbell et al., (2013) as a critical determinant of the aesthetics and relational rewards related with e-commerce platforms, website appeal also an e-commerce site's ability to generate good sensations and stimulate consumers' cognition or emotions in regards to its website quality.

### *2.2.6 Innovativeness*

Innovativeness can be defined as the uniqueness and creativity exhibited by a website (S. Kim & Lee, 2006). Loiacono et al., (2007) said innovativeness is the originality and ingenuity of a website's design. This might include ideas like a website that uses a new approach to present its products (e.g. Apple.com) or a website that tries to personalize information to the preferences of its users (e.g. Shein.com). Latest study by O'Cass & Carlson, (2012) show that when an e-commerce website is thought to provide an innovative experience, this view affects more positive overall e-commerce website quality perceptions.

As we mentioned before, the website quality of a beauty e-commerce site may be defined as having numerous aspects (Informational fit-to-task, Interactivity, Response time, Design Appeal, Visual Appeal, Innovativeness), and study by (Liang & Lai, 2002) found the quality of an e-commerce site influences a customer's purchasing intention. we proposed:

**H<sub>1</sub>: Website Quality has positive influence in Online Purchase Intention.**

### *2.3 Perceived Enjoyment*

In a nutshell, perceived enjoyment is related to how interesting and thrilling online purchasing is for customers. It has to do with the hedonic component of online buying, which assists a customer in escaping boredom, finding entertainment, and seeking pleasure and satisfaction (Wolfenbarger & Gilly, 2001). Previous research used a utilitarian-hedonic method, which highlighted the importance of perceived enjoyment in explaining continued intention to use an e-commerce site (Akdin et al., 2022). Study from Chen et al., (2018) found that in order to help consumers enter into a flow state, provide e- shopping contents that are fascinating, exciting, or joyful. Because consumers spend less time completing transactions when buying online, simpler purchase procedures can be offered. Consumer emotional responses, such as shopping enjoyment, are influenced by website elements, according to (Koufaris & Hampton-Sosa, 2004). The previous study also confirms that when customers have an enjoyment, they are more inclined to make purchases, allowing people to believe that using online purchasing services is enjoyable and exciting. As a result, happy feelings can encourage people to use online purchasing services (Y.-M. Chen et al., 2018). We believe that the Website quality technologies,

such as an e-commerce website, with service contents (e.g., customer service and privacy contents), can favorably influence a consumer's sense of system enjoyment and shopping behavior (Saeed et al., 2002). The findings from study by Hsu et al., (2012) show that website quality influences customers' perceptions of enjoyment and flow, which in turn affects their purchase intention. Patel et al., (2020) demonstrate that while the quality of an e-commerce site design has no direct impact on purchase intention, it does boost perceived enjoyment, which has a direct impact on purchase intention. This research found that perceived enjoyment plays a crucial role in mediating the relationship between website quality and purchase intention. Therefore, we propose:

**H<sub>2</sub>: Website Quality has positive influence in Perceived Enjoyment.**

**H<sub>3</sub>: Perceived Enjoyment influence Online Purchase Intention positively.**

**H<sub>4</sub>: Perceived Enjoyment has a mediated role between Website Quality and Online Purchase Intention.**

#### *2.4 Perceived Trust*

Positive or negative emotions toward internet shopping can be described as the concept of trust as an attitude (J. B. Kim, 2012). Consumers' willingness to rely and depending on an e-commerce marketplace is defined as online trusting intentions toward the website (Eastlick & Lotz, 2011). One of the most fundamental parameters for e-commerce success is trust. Online transactions and exchange relationships are marked by not only uncertainty, but also anonymity, a lack of control, and the potential for opportunism, making risk and trust critical parts of e-commerce (Grabner-Kräuter & Kaluscha, 2003). The qualities of a website are major predictors of perceived trust on website, McKnight et al., (2002) said that consumers browse a website before committing to transactions as a first step. Website qualities such as reviews and content quality are critical at this point. As a result, retail customers form trust perceptions based on their website experiences, such as the website's capacity to supply creative and relevant information, security features, and efficient purchase facilitation (J. Chen & Dibb, 2010). Previous study from O'Cass & Carlson (2012) found that Consumer judgments of overall e-commerce site quality play a significant impact in trust. Before making an online purchase, a consumer must decide whether they (1) trusts the mechanism that facilitates the transaction (the Internet), (2) trusts a specific vendor, and (3) trusts additional third parties to protect the transaction (McCole et al., 2010). Several studies have found that trust has a positive impact on e-commerce site purchasing intentions (S. H. Chang et al., 2016; Marriott & Williams, 2018; Patel et al., 2020). Perceived trust in online purchasing, according to Chiu et al., (2009), requires trusting that the merchant (a) has the ability to fulfill its responsibilities, (b) will maintain its promises, and (c) will not act in an opportunistic manner that harms consumers. Patel et al., (2020) demonstrate that while the quality of an e-commerce site design has no direct impact on purchase intention, it does boost perceived trust, which has a direct impact on purchase intention. This research found that perceived trust also plays a crucial role in mediating the relationship between website quality and purchase intention. Therefore, we propose:

**H<sub>5</sub>: Website Quality has positive influence in Perceived Trust.**

**H<sub>6</sub>: Perceived Trust influence Online Purchase Intention positively.**

**H7: Perceived Trust has a mediated role between Website Quality and Online Purchase Intention.**

*2.6 Purchase Intention*

The phrase "purchase intention" is used to describe a factor that predicts whether or not a person will make a purchase. "Purchase intention refers to the possibility that a buyer will buy a product based on the interaction of the customer's demands, attitude, and perception of the product or brand." (Beneke et al., 2016). Consumers' willingness to purchase items and/or services in online environments is referred to as Online Purchase Intention. Intention has been found to be a reliable predictor of behavioral outcomes (Venkatesh & Davis, 2003). According to Meskaran et al., (2013), online purchase intention refers to a customer's willingness to make a purchase over the internet. Consumer purchase intention is critical in anticipating consumer behavior, which is obviously influenced by a variety of factors that make measuring problematic in various situations. Numerous studies explored into a variety of factors related to Online Purchase Intention in e-commerce, including website quality, perceived trust, perceived enjoyment, social support, and perceived value (Akram et al., 2021; Liang et al., 2011; Patel et al., 2020). For this study, online purchase intentions are considered as an important outcome variable and is defined as consumers' willingness and intention to buy a skincare products in an online environment through e-commerce platform based on their opinion of website quality and information that provided by beauty e-commerce Sociolla and Beauty Haul Indo.

**3. Methods**

This research focused on how the quality of beauty e-commerce sites influences perceived shopping enjoyment and trust, as well as purchase intention. In the next section, we would go over the study's methodology.

*3.1 Data Collection*

This study was planned as a quantitative study with a survey method to test the proposed model. The population is a user of skincare products and has visits the beauty e-commerce sites (Sociolla or Beauty Haul Indo) we choose two of this e-commerce sites because they were prominent beauty e-commerce websites in Indonesia right now. The primary data in this study were collected in Java Island for 1 month and 10 days (8 January 2022 - 16 February 2022) through an online survey distribution by Lime Survey. The research sampling method is non-probability with purposive sampling technique. For analyses we using Structural Equation Modelling (SEM) methodologies with the help of analysis software SmartPLS 3.3.6, a sample size of 200 is recommended (HOELTER, 1983). As a result, a minimum of 200 respondents were chosen at random from a pool of existing internet buyers, mobile device users, and users of skin care products. To acquire a more precise picture of the intention deterrents of e-commerce shopping that are not experienced in the online shopping realm, it was required to approach existing online buyers. To promote participation, respondents were given the chance to win a monetary raffle prize after completing the survey, with ten winners chosen random.

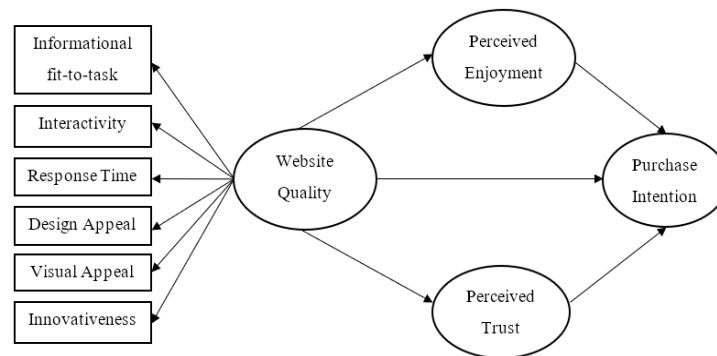


Figure 1 Theoretical Framework: Website Quality of Beauty e-commerce

### 3.2 Measurement and Instrument Design

The scale used to measure the quality of a beauty e-commerce website was adapted from a previous study on website quality using the WebQual instrument by (S. Kim & Lee, 2006; Loiacono et al., 2007). The seven items to construct perceived enjoyment was adapted from previous study from (Moon & Kim, 2001). The five items scale to measure the perceived trust of shopping in e-commerce site was adapted from (Cyr et al., 2009; Hassanein & Head, 2005). Three items for measuring purchase intention because the context is for e-commerce this study use online purchase intention from the previous study from (Adelaar et al., 2003; Bart et al., 2005). The scale marker applied in this research is the same as a five-point Likert-type scale, with 1 representing "strongly disagree" and 5 representing "strongly agree." Finally, questions on the respondents' demographics are included at the start of the questionnaire. The final scale this research use is shown on Appendix.

## 4. Data Analysis and Result

### 4.1 Respondent Profile

Gender of the respondent was dominated by female counted 87.61% and male 12.39%, most of the respondent were age 21 – 25 years old approximately 268 people or 56.30% and 26 – 30 years old 116 people or 24.37% and followed by >30 years old and 17 – 20 years old on 10.08% and 9.24%. The education of respondent was dominated by Bachelor's Degree as much 325 people and Senior High School 140 people while the respondents with last education in Junior High School and Master's Degree only amounted to 3 people and 9 people. Respondent also showing the time they spent in exploring beauty e-commerce in a day, that show most of them browse 41 – 60 minutes in a day as much 265 people or 55.67%. Table 1 summarizes the demographics respondents.



Table 1 Respondent Demographics

Demography	Category	Frequency	(%)
Gender	Female	417	87.61%
	Male	59	12.39%
Age	17 – 20 years old	44	9.24%
	21 – 25 years old	268	56.30%
	26 – 30 years old	116	24.37%
	> 30 years old	48	10.08%
Education	Junior High School	3	0.63%
	Senior High School	140	29.35%
	Bachelor’s degree	325	68.13%
	Master’s degree	9	1.89%
Time spent browsing beauty e-commerce sites	Under 30 minutes	37	7.77%
	30 - 40 minutes	159	33.40%
	41- 60 minutes	265	55.67%
	Above 60 minutes	15	3.15%

4.2 Construct Validity and Reliability

There were two stages of analysis in this study. First, confirmatory factor analysis (CFA) was used to test the reliabilities and validity of the research constructs' measurement model. The structural model was then used to assess the strength and direction of the proposed links between research constructs. This study is using two types of construct validity, convergent validity, and discriminant validity. Convergent validity is a test that compares the outer loadings value to the minimal cutoff value (Joe F Hair et al., 2011). Bagozzi et al., (1998) have proposed four requirements to assure convergent validity: standardized factor loadings more than 0.6, values of averaged variances extracted (AVE), and reliability measure, called composite reliability, must both be greater than 0.5 and 0.7. The results of the calculation of convergent validity for each construct included in this study are shown in the Table 2. The table shown that this research has meet the minimum requirements for the convergent validity test based on outer loadings, composite reliability, Cronbach’s alpha, and Average Variance Extracted (AVE) that exceeds the recommended threshold (Hair Jr et al., 2021).

Table 2 Reliability statistics and validity of scales items

Variables	Items	Outer Loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Information fit-to-task	IFT01	0.887	0.844	0.845	0.906	0.762
	IFT02	0.865				
	IFT03	0.867				
Interactivity	INTR01	0.925	0.833	0.833	0.923	0.857
	INTR02	0.927				
Response Time	RSPSV01	0.919	0.818	0.818	0.916	0.846
	RSPSV02	0.921				
Display Appeal	DA01	0.951	0.899	0.899	0.952	0.908
	DA02	0.954				
Visual Appeal	VA01	0.952	0.941	0.941	0.962	0.895
	VA02	0.960				
	VA03	0.925				
Innovativeness	INNV01	0.920	0.832	0.835	0.922	0.856
	INNV02	0.931				
Online Purchase Intention	OPI01	0.933	0.944	0.944	0.960	0.857
	OPI02	0.937				
	OPI03	0.938				
	OPI04	0.894				
Perceived Enjoyment	PE01	0.769	0.871	0.888	0.902	0.607
	PE02	0.714				
	PE03	0.706				
	PE04	0.859				
	PE05	0.809				
	PE06	0.808				
Perceived Trust	PT01	0.892	0.952	0.953	0.962	0.807
	PT02	0.900				
	PT03	0.898				
	PT04	0.869				
	PT05	0.922				
	PT06	0.910				

Note: IFT= Information fit-to-task, INTR= Interactivity, RSPSV= Response Time, DA= Display Appeal, VA= Visual Appeal, INNV= Innovativeness, OPI= Online Purchase Intention, PE= Perceived Enjoyment, PT= Perceived Trust.

From table 3, we examined the discriminant validity it can be seen that value of the two items surpasses the square of their correlation, indicating that the constructs have strata-deviant discriminant validity (Fornell & Larcker, 1981; Joseph F Hair, 2009), and that they are

fundamentally different. Because the discriminant validity has been met (as indicated by the value in the discriminant table), it may be concluded that each variable can explain something unique and distinct from the others and indicating good discriminant validity.

Table 3 Discriminant Validity Result

	IFT	INTR	RSPSV	DA	VA	INNV	OPI	PE	PT
IFT	0.873								
INTR	0.742	0.926							
RSPSV	0.675	0.685	0.920						
DA	0.777	0.653	0.734	0.953					
VA	0.746	0.704	0.649	0.760	0.946				
INNV	0.658	0.633	0.686	0.732	0.782	0.925			
OPI	0.699	0.705	0.626	0.630	0.772	0.644	0.926		
PE	0.706	0.635	0.634	0.683	0.734	0.672	0.767	0.779	
PT	0.792	0.706	0.687	0.792	0.788	0.739	0.783	0.757	0.898

Note: IFT= Information fit-to-task, INTR= Interactivity, RSPSV= Response Time, DA= Display Appeal, VA= Visual Appeal, INNV= Innovativeness, OPI= Online Purchase Intention, PE= Perceived Enjoyment, PT= Perceived Trust.

4.3 Structural Model and Hypothesis Testing

Website Quality are second order construct, before using the reflective–reflective type to approach second-order issues, we reviewed the literature by (Ringle et al., 2018). The causal path in the conceptual framework and structural model is examined using Structural Equation Modelling (SEM). The coefficient of determination, or R-square, can be used to evaluate the structural model. The greater the R square value, the better the proposed research model's prediction model. The table below shows the R-square value results in this investigation.

Table 4 R-Square Output

	R Square	R Square Adjusted
Display Appeal	0.792	0.792
Information fit-to-task	0.792	0.792
Innovativeness	0.730	0.730
Interactivity	0.702	0.701
Online Purchase Intention	0.700	0.698
Perceived Enjoyment	0.614	0.613
Perceived Trust	0.751	0.751
Response Time	0.688	0.687
Visual Appeal	0.825	0.825

Based on research by (Joe F. Hair et al., 2014)  $R^2$  is used in a variety of areas, and there is a rule of thumb for what is considered acceptable  $R^2$ , with 0.75 defining substantial, 0.50 means

moderate, and 0.25 are weak levels of predictive accuracy, respectively. Table 4 shown that most of variable has value of  $R^2$  more than 0.5 and close to 0.75 which mean each variable have a moderate to substantial effect.

Table 5 Structural Model

	(O)	(M)	(STDEV)	T	P Values
WQ -> IFT	0.890	0.890	0.015	60.932	0.000**
WQ -> INTR	0.838	0.837	0.019	44.754	0.000**
WQ -> RSPSV	0.829	0.828	0.018	47.218	0.000**
WQ -> DA	0.890	0.889	0.012	73.509	0.000**
WQ -> VA	0.909	0.908	0.009	97.892	0.000**
WQ -> INNV	0.855	0.854	0.016	53.721	0.000**
WQ -> OPI	0.275	0.274	0.053	5.213	0.000**
WQ -> PE	0.783	0.783	0.022	36.002	0.000**
WQ -> PT	0.867	0.867	0.016	53.645	0.000**
PE -> OPI	0.326	0.327	0.047	6.971	0.000**
PT -> OPI	0.298	0.297	0.058	5.128	0.000**
WQ -> PT -> OPI	0.258	0.260	0.051	5.062	0.000**
WQ -> PE -> OPI	0.255	0.256	0.035	7.197	0.000**

Note: IFT= Information fit-to-task, INTR= Interactivity, RSPSV= Response Time, DA= Display Appeal, VA= Visual Appeal, INNV= Innovativeness, OPI= Online Purchase Intention, PE= Perceived Enjoyment, PT= Perceived Trust, WQ= Website Quality, \*\* (Significant), <sup>ns</sup> (Non-Sig), Original Sample (O), M= Sample Mean, STDEV= Standard Deviation, T= T-Statistics. sig 95%, std error 5% =  $t > 1,96$  dan  $p < 0,05$ .

Hypothesis testing is examined using significancy of path coefficient that showing the effect of independent variables of dependent variable. The path coefficient is examined using bootstrapping by PLS-SEM. Table 5 shows all the paths we hypothesized to be significant, indicated by the \*\* sign in the p values results. First, Website Quality and Online Purchase Intention ( $H_1$ ) is known to have a t-statistic value of 5.213 which means that Website Quality has positive significant effect on Online Purchase Intention with p-values of 0.000. Second, Website Quality and Perceived Enjoyment ( $H_2$ ) is known to have a t-statistic value of 36.002 which means that Website Quality has positive significant effect on Perceived Enjoyment with p-values of 0.000. Third, Website Quality and Perceived Trust ( $H_5$ ) is known to have a t-statistic value of 53.645 which means that Website Quality has positive significant effect on Perceived Trust with p-values of 0.000. Four, Perceived Enjoyment and Perceived Trust effect on Online Purchase Intention ( $H_3$ ) and ( $H_6$ ) is known to have a t-statistic value of Perceived Enjoyment 6.971 and Perceived Trust 5.128 which means that Perceived Enjoyment and Perceived Trust has positive significant effect on Perceived Enjoyment with p-values each of 0.000. To validate the specific effect on each variable, this study also analyses mediation effect between variables, relation between Website Quality and Online Purchase Intention also mediated by Perceived Enjoyment ( $H_4$ ) and Perceived Trust ( $H_7$ ) is known to have a t-statistic value of 7.197 (Perceived

Enjoyment) and 5.062 (Perceived Trust) which means that Website Quality has positive significant effect on Online Purchase Intention that mediated by Perceived Enjoyment and Trust with p-values of 0.000. The results above proved that all hypothesis on this study is supported.

## **5. Discussion**

This study focusing on the relationship between Website Quality, Perceived Enjoyment, Perceived Trust, and Online Purchase Intention. Furthermore, our findings show that while the quality of a website has no direct effect on purchase intention, it does increase Perceived Enjoyment and Perceived Trust, which influences Online Purchase Intention both directly and indirectly. Furthermore, using a structural equation model, our research identifies beauty e-commerce website quality as a high-level construct with six first-level dimensions. (1) Information fit-to-task, (2) Interactivity, (3) Response time, (4) Display appeal quality, (5) Visual appeal quality, and (6) Innovativeness order dimensions. We also determine the relative importance of each dimension, Visual appeal has found to be most important dimension followed by Display appeal quality, Information fit-to-task, Innovativeness, Interactivity, and Response time.

This study shows that Website Quality mostly by Visual and Display Appeal Quality can improve intention to purchase skin care products from beauty e-commerce sites. Website quality, information quality, visual and display quality would improve their intention to purchase (Campbell et al., 2013). Findings in this study show that the quality of beauty e-commerce can improve perceived enjoyment and perceived trust that perceived by customers through the website that is being explored. This finding also found similar with previous research by (Shin et al., 2013). This research is arguably the first to examine the quality of a beauty e-commerce website that examines details about its dimensions and influence on skincare purchase intentions through mediation of perceived enjoyment and perceived trust using the S-O-R theoretical lens.

This study also found that the quality of beauty e-commerce sites has an important role in the perceived trust by beauty consumers, because the process of purchasing online does not allow for buyers and sellers to meet person to person, so the quality of the website can make customers feel that the quality of the products to be delivered is good and the transaction process using a debit card and credit card is trusted can also make the online purchase intention of skincare products more influential. The qualities of a website are major predictors of perceived trust on website, McKnight et al., (2002) said that consumers browse a website before committing to transactions as a first step.

## **6. Conclusion**

During the pandemic, there were many changes that occurred in consumer behavior, especially from those who initially bought directly through offline stores, now turned into online stores. Beauty customers are no exception, now beauty e-commerce has become the answer for customers who don't want to leave the house to buy skin care. This study proves that the quality of beauty e-commerce sites can affect the intention to purchase skincare products online and can strongly affect perceived enjoyment in exploring beauty e-commerce sites, besides the trust felt by beauty customers is also a factor. Another important thing is because in its activities, e-commerce customers cannot feel whether the products purchased are good and whether the

transactions facilitated by beauty e-commerce are adequate and can guarantee the financial transactions carried out.

This study also provides several important implications. First, this research shows that beauty retailers must pay attention to and improve the quality of beauty e-commerce websites, especially in terms of attractive visuals and displays that can stimulate customers to be able to continue exploring all existing products. Second, retailers must also provide appropriate information regarding the products being sold, such as the ingredients contained in the skincare, whether they have active ingredients that can irritate the skin or other ingredients that are important for beauty customers to know. Third, beauty e-commerce is also required to innovate more regarding shopping convenience and the features used to help customers shop more comfortably. Fourth, because there is no direct meeting between buyers and customers, beauty e-commerce websites must also pay attention to interactions between customers and sellers that are facilitated on buying and selling sites, questions asked by customers regarding shipping, products, payment transactions must be quickly and effectively answered.

Although this study has some important implications for the quality of beauty e-commerce websites, it also has limitations. First, the sample in this study was limited to Java, differences in cultural background might influence the generalizability of findings in other areas. Second, this study collects data from respondents who use 2 beauty e-commerce sites in Indonesia, it could be that other e-commerce that are not specifically selling beauty products are also used and it could be that respondents fill out questionnaires referring to sites they are familiar with. Third, the variables used in this study are only limited, there are other variables that can be organism variables, so for further research it will be more interesting to add the perceived risk variable, and because this is online purchase intention, of course several studies have examined the influence of eWOM, both positive and negative to be investigated regarding its influence on online purchase intentions.

### **Appendix Scale Item**

Construct/Item

#### **Website Quality (Loiacono et al., 2007)**

##### *Informational fit-to-task*

1. The website adequately meets my information needs.
2. The information on the website is effective.

##### *Interactivity*

1. The website allows me to interact with it to receive tailored information.
2. The website has interactive features, which help me accomplish my task.

##### *Response time*

1. When I use the website there is very little waiting time between my actions and the website's response.
2. The website loads quickly.

*Design appeal*

1. The display pages within the website are easy to read.
2. The website labels are easy to understand.

*Visual appeal*

1. The website is visually appealing.
2. The website displays visually pleasing design.

*Innovativeness*

1. The website is innovative.
2. The website design is innovative.
3. The website is creative.

**Perceived Enjoyment (Moon & Kim, 2001)**

1. When interacting with this website, I do not realize the time elapsed.
2. When interacting with this website, I am not aware of any noise.
3. When interacting with this website, I often forget the work I must do.
4. Using this website gives enjoyment to me.
5. Using this website gives fun to me.
6. Using this website keeps me happy.
7. Using this website leads to my exploration.

**Perceived Trust (Cyr et al., 2009; Hassanein & Head, 2005)**

1. I trust the website
2. I trust the information presented on the website
3. I trust the transaction process on the website
4. I feel that the website is honest
5. I feel that the website is trustworthy

**Online Purchase Intention (Adelaar et al., 2003; Bart et al., 2005)**

1. I intend to make a purchase from the website.
2. I would make a purchase from the website.
3. I plan to make a purchase from the website.

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