

# **The Determinant Factors Influencing Online Purchase Intention among Citizen at Politeknik Tuanku Sultanah Bahiyah**

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## **Abstract**

The purpose of this study is to investigate the determinant factors influencing online purchase intention of an e-commerce platform. This study has selected Shopee Malaysia as the target e-commerce platform and Theory of Planned Behaviour (TPB) was underpinned to determine the relationship between trust, promotion, website quality and online purchase intention at Shopee Malaysia. Online purchase intention can be defined as consumers' willingness to buy a product or service from a particular website. Hence, it is important to analyse how the three dimensions tend to influence the overall online purchase intention in the e-commerce industry. Data for this study was collected from a sample of 361 respondents from Politeknik Tuanku Sultanah Bahiyah (PTSB), Kulim, Kedah who experienced purchasing products via Shopee Malaysia and the collected data was analysed by using Smart PLS version 4. The findings revealed that three dimensions which are trust, promotion and website quality have significant influence on online purchase intention. As a result, it is suggested for Shopee Malaysia to appropriately apply relevant specific tactics to enhance those components as well as online purchase intention. Future research is suggested to replicate this study to consumer in other states in Malaysia. Next, it is suggested to test other variables such as perceived trust, perceived ease of use and perceived usefulness to deeply evaluate respondent perception and intention to use Shopee. In addition, future researcher can emphasize on other e-commerce platform in Malaysia other than Shopee.

**Keywords:** Online Purchase Intention; Trust; Promotion; Website Quality; Theory of Planned Behaviour

## **1.0 Introduction**

According to data from Statistic Research Department (2023), the number of internet users in Malaysia has increased from 30.62 million in 2021 to 32.07 million in 2022 and is forecast to increase up to 33.47 million in 2023 thereby creating an opportunity for online purchasing. Shopee is a popular online purchasing platform among Malaysian consumers (Ching et al., 2021). Similarweb (2023) ranks Shopee first among the top 50 e-commerce firms in Malaysia based on average quarterly traffic, social media followers, mobile application rankings, and number of employees. Shopee offers numerous services, including logistic and customer support, safe payment

methods, purchasing, and chatting with sellers. E-commerce described as a place for buyer and seller exchanging the product, service, information and money (Nursyirwan & Ardaninggar, 2020). Over the years, the Malaysian e-commerce website has evolved significantly. In general, consumers in Singapore, Thailand, and Vietnam are more delighted with their e-commerce experiences than those in Malaysia (The Asean Post, 2023).

Common issues on Shopee reportedly include a lack of responsiveness, inconsistency, and failure to deter and implement a repeat infringer policy (Editor, 2021) which reflect the consumer's trust and influence the consumer's intention to make an online purchase. Although Malaysia has 4-year growth, but half of Malaysian population not yet shop online (Vasudevan & Arokiasamy, 2021). This is supported by Basyir (2021) and Lazarou et al. (2020) which indicated that Malaysian consumers are still not confident with online shopping as they are frightened of information leaks when dealing with online retailers.

Shopee is ranked 1<sup>st</sup> in Malaysia, nevertheless, it has struggled to compete with Lazada in terms of monthly traffic rate to attain operational excellence (Lim, 2017). According to the data from Similarweb (2023), the total number of visit showed a decrease trend for instance in April was 42.3 million, May 41.4 million and June it was only 39.6 million. Furthermore, Shopee has discontinued the promotion that allowed consumers to earn 1% Shopee coins on non-voucher purchases. According to Lim, Fern & Singh (2021), this has impacted the consumers' intent to purchase online.

Shopee Malaysia Complaints Board (2019) data has confirmed that one of the common issues arise in Shopee Malaysia is inadequate customer service (Ching et al., 2021). In addition, unclear product information, poor search engines, and monotonous interfaces are all factors that discourage online purchasing (Tram, 2021). In addition, according to the survey conducted in 2019 by Parcel Perform and iPrice Group in Shopee Malaysia, 90% of customer complaints and negative feedback are related to late delivery or a lack of communication regarding delivery statuses (Chew, 2019). These are all related to the functionality of the Shopee website.

Therefore, this study identifies several gaps in the field of online purchase intent through the Shopee Malaysia platform. Firstly, according to Kouser, Niazi, and Bakari (2018), very few studies have focused on developing countries, and Malaysia is categorized as a developing nation by The World Bank in Malaysia. Secondly, there is inconsistency in the findings regarding the determinants of online purchasing intent (trust, promotion and website quality). This is proved by the research conducted by Sari, Lusiah and Sipur (2022), Ching et al. (2021) and Athapaththu and Kulathunga (2018) stated that there is a positive and statistically significant relationship between trust and online purchase intent. However, Ru et al. (2021) and Nursyirwan and Ardaninggar (2020) found no correlation between trust and online

purchase intent. Furthermore, promotion indicated a significant relationship with online purchase intention (Nursyirwan & Ardaninggar, 2020; Rahayu, 2021; Sari, Lusiah & Sipur, 2022; Widjanarko, Saputra & Hadita, 2023). However, study conducted by Ahsanti, Suhud and Rahmi, (2022) indicated that the sales promotion variable has no effect on purchase intention. In addition, Esho and Verhoef (2021) and Nursyirwan and Ardaninggar (2020) discovered a positive and statistically significant relationship between website quality and online purchase intent. In contrast, Hasanov and Khalid (2015) and Kouser, Niazi, and Bakari (2018) found no significant correlation between website quality and online purchase intent.

Thirdly, since the internet nowadays is easy to access, online consumer can be the working adult as suggested by Lim et al. (2016) and youths (Hasbullah et al., 2016). Therefore, this study includes both staff and student as the target population as earlier study conducted by Tobias-Mamina and Maziriri (2019). In addition, Ching et al. (2021) also recommended to applied the study to consumer in other states in Malaysia and extended by studying on the Theory of Planned Behavior (TPB). Therefore, it is important to examine the relationship between trust, promotion and website quality towards online purchase intention of Shopee Malaysia by adapting the Theory of Planned Behaviour (TPB).

## **2.0 Literature Review and Hypotheses Development**

### **2.1 Online Purchase Intention**

Online purchase intention refers to the likelihood that consumers to acquire a product or service via an online platform (Chen et al., 2020). Understanding consumers' purchase intentions is very vital as it can assist businesses in analyzing the market and altering their products or services to maximize their sales and boost profits (Anastasiei & Dospinescu, 2019). Buying interest occurs after receiving a stimulus from the product that the consumer sees. From there arises an interest in buying in order to own it. Buying interest will occur spontaneously if consumers are interested in or respond positively to what the business offers (Ananda et al., 2016).

The intention also occurs when the consumers execute the assessment information they have received (Resmawa, 2017). Individuals use their present knowledge, experience, and external information to conduct the evaluation (Bukhari et al., 2013). According to Raza et al. (2014) purchase intent is a condition between the customer and the business in which the customer is prepared to enter into a transaction. However, once a consumer has selected a product, their ultimate purchase decision will depend on their intent. In summary, from the intention that the consumers have will sparks and stimulate their buying behaviour, hence, the transaction occurs.

## **2.2 Contributing Factors of Online Purchase Intention**

### **2.2.1 Trust**

Trust holds immense significance in the realm of online purchasing. In the absence of trust, consumers are more reluctantly to shop online as there is a minimal face-to-face interaction between online retailers and consumers. This is supported by Tingchi Liu et al. (2013), trust is of the utmost importance in online purchasing, which differs from traditional shopping due to unique characteristics such as insecurity, anonymity and weak control. In Shopee context, consumers usually will refer to the number of items sold, rating and feedback of the consumers before making a purchase intention so that they will feel more secure and the sellers are perceived as more credible and dependable. This is supported by Cheng and Yee (2014) who found that the primary components of online trust are safety, dependability, and privacy. In addition, factors that reduce consumers' trust in online purchases are unfair pricing, inaccurate information, violations of privacy, unauthorized surveillance of transactions, and unauthorized use of consumers' credit card information (Gefen, Karahanna & Straub, 2003).

According to research conducted by Ru et al. (2021); Nursyirwan and Ardaninggar (2020) and Rehman (2018), there is no correlation between online purchase intent and trust. This demonstrates that customers shop on Shopee for other reasons besides trust (Ru et al., 2021). In contrast, Sari, Lusiah and Sipur (2022); Ching et al. (2021) and Athapaththu and Kulathunga (2018) discovered that trust has a positive and statistically significant relationship with online purchase intent. Due to inconsistency of findings between the relationship of trust and online purchase intention, these has prompted the researcher to determine whether trust has a significant relationship with online purchase intent on Shopee Malaysia. Thus, the researcher derived the first hypothesis as below.

H1: There is a significant relationship between trust and online purchase intention.

### **2.2.2 Promotion**

Limited promotion is the most common way of promotion because the scarcity of preferential products increases consumers' perceived value of products and gives them a sense of urgency, thus leading to impulsive buying (Wu et al., 2021). In practice, quantity-limited and time-limited promotions are widely used (Luo et al., 2021). Promotion is usually considered as an important marketing technique in attracting customers (Luo et al., 2021) and it has a significant impact on online purchase intent (Nursyirwan & Ardaninggar, 2020; Rahayu, 2021; Sari, Lusiah & Sipur, 2022; Widjanarko, Saputra & Hadita, 2023). Based on the findings of Kashef Majid and Michel Laroche (2019), it was demonstrated that Shopee sales promotions influence consumers' willingness to make additional purchases.

In contrast, the sales promotion variable has no effect on purchase intention (Yuvita, Wahab & Sulastri, 2019; Ahsanti, Suhud & Rahmi, 2022). This is due to few factors for instance, the offers used by the seller does not attract consumers' interest and typically, these offers are made during off-peak hours, or the promoted goods does not come with a discount or a free shipping coupon (Ahsanti, Suhud & Rahmi (2022). This is supported by Chen and Li (2020) which indicated that the customer-weighted promotional tools, such as price discount, coupons, lucky money, free freight and gifts influenced their intention to purchase online.

Therefore, due to inconsistency in findings, the researcher aims to determine whether promotion has a significant effect on online purchase intent at Shopee Malaysia among PTSB citizen. Thus, the researcher derived the second hypothesis as below.

H2: There is a significant relationship between promotion and online purchase intention.

### **2.2.3 Website quality**

Website quality can be defined as the ability of a website to meet the expectations of its users and owners, as determined by a set of measurable attributes (Morales-Vargas et al. (2020). The inability to touch or smell a product before making a purchase decision is a distinguishing feature of online purchasing. Consequently, consumers must base their decisions on the information displayed on the website. There are numerous dimensions of website quality such as content, information architecture and visual design (Leung, Law & Lee, 2016), user experience, usability, accessibility satisfaction and interaction (Maia & Frutado, 2016).

According to the findings by Kouser, Niazi, and Bakari (2018) and Hasanov and Khalid (2015), found that there is no correlation between website quality and online purchase intent. Nonetheless, Esho and Verhoef (2021) and Nursyirwan and Ardaninggar (2020) discovered a positive and statistically significant relationship between website quality and online purchase intent. Factors such as types of product, varying of industries and different target consumers may contribute to the varying result highlighting the need for further exploration of the variable. Thus, the researcher derived the third hypothesis as below.

H3: There is a significant relationship between website quality and online purchase intention.

## 2.3 Underpinning Theory

### 2.3.1 Theory of Planned Behaviour

Ajzen proposed the Theory of Planned Behaviour (TPB) in 1985, adding the perceived behavioral control variable to the original Theory of Reasoned Action (TRA). Ajzen & Madden conducted an empirical study in 1985 and found that TPB is more closely reflected actual behavior than TRA. The primary purpose of TPB is to forecast and clarify individual behavior. It assumes that individual behavior is the result of an individual's behavioral intention. In contrast, the Individual's Attitude (AT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) will affect an individual's behavioral intention. TPB is used to explain and predict the behavior patterns of consumers in specific circumstances (Chen et al., 2020). Since its development, TPB has been widely used to explore personal behavior in different research domains, such as health, environmental protection, and consumer behavior (Chen et al., 2020). For instance, Quevedo-Silva et al. (2016) has applied it to explore consumers' intentions to purchase food through the internet.

## 3.0 Research Framework

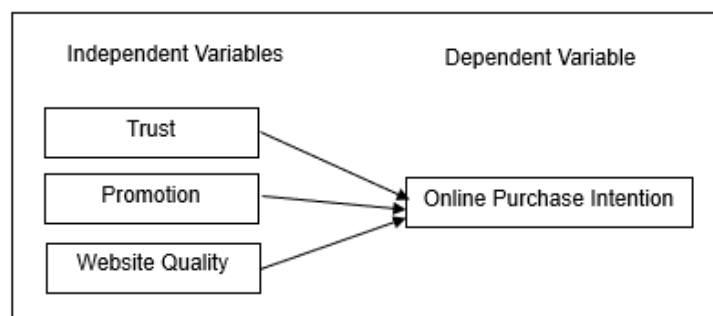


Figure 3.1 Research Framework

## 4.0 Research Methodology

### 4.1 Population and Sample

Since the internet nowadays is easy to access, online consumer can be the working adult as suggested by Lim et al. (2016) and youths (Hasbullah et al., 2016). According to the data from Jabatan Pendidikan Politeknik dan Kolej Komuniti (2023), the population of all staff and undergraduates in Politeknik Tuanku Sultanah Bahiyah consist of 3459. The sample of this study is 361 more than the minimum sample required by Krejcie and Morgan (1970). Therefore, this study includes both staff and students as the target population as conducted by previous study, Tobias-Mamina and Maziriri (2019) which their study was limited to the Higher Education Institution in Gauteng, South Africa. So, this study wants to expand the body of knowledge regarding the online purchase intention in one of Higher Education Institution in Malaysia, which is PTSB.

## **4.2 Instrument**

To meet the purpose of the research, the questionnaire is divided into two sections. Part A of the questionnaire relates to demographic information. It dealt with gender, age, race, occupation and frequency of online purchase through Shopee. Part B includes a total of 19 questions which consist of online purchase intention adopted from Demangeot (2016) and Pavlou (2003), trust adapted from Ha and Janda (2014) and Hassanein (2007), promotion adopted from Yogi and Darlene (2020) and website quality (Yoo, Boonghee & Donthu, 2001). Every dimension raises to 5 questions except for website quality only consist of 4 questions. These sections are based on a self-evaluation ratio on a 5-point Likert scale.

## **4.3 Data Collection Procedure**

The researcher applied the Stratified Random Sampling Technique, which involves a process of stratification of the population according to their occupation (student and staff). This technique is adequate because relevant segments of the population are better represented, and more valuable and different information for each group can be obtained (Sekaran & Bougie, 2016). Then, the researcher applied the Simple Random Sampling Technique, which the sample will be randomly selected from each group (student and staff) as it has the least bias and offers the most generalizability (Sekaran & Bougie, 2016). The question was built using Google Form and sent to the respondents via a specific URL link to expedite the data collection process. The data then analysed by Partial Least Squares structural equation modelling (PLS-SEM) using SmartPLS software because PLS-SEM approach works better in testing a theoretical framework from a prediction perspective (Hair et al., 2022).

## **5.0 Findings, Discussion and Recommendations**

### **5.1 Respondent's profile**

There were 361 total respondents involved in this study. Table 1 shows that 66.20% of the respondents are female, and the other 33.80% are male. In detail, most of the respondents are 20-29 years old (64.27%), another 29.09% are 19 years old and below, 3.88% are 30-39 years old and the remaining 2.77% are 40 years old and above. Furthermore, most of them are Malay (59.28%), another 19.94% are Chinese, 18.56% are Indian, and the remaining 2.22% are other races. Additionally, 88.37% of the respondents are students, and the other 11.63% are employees of PTSB. This number is adequate in representing for both group as the total population of students is 3046 and staff is 413 with the ratio of 7:1. Finally, most of the respondents are sometimes (1-2 times) in online purchasing through Shopee each month (56.79%), another 29.64% are often (3-4 times), and the remaining 13.57% are always (5 times and above).

Table 5.1: Respondent's background and profile

Variables	Descriptions	Frequencies	Percentages (%)
Gender	Female	239	66.20
	Male	122	33.80
	Total	361	
Age	19 years old and below	105	29.09
	20 - 29 years old	232	64.27
	30 - 39 years old	14	3.88
	40 years old and above	10	2.77
	Total	361	
Race	Malay	214	59.28
	Chinese	72	19.94
	Indian	67	18.56
	Others	8	2.22
	Total	361	
Occupation	Student	319	88.37
	Staff	42	11.63
	Total	361	
Frequency of online purchases through Shopee each month.	Sometimes (1-2 times)	205	56.79
	Often (3-4 times)	107	29.64
	Always (5 times and above)	49	13.57
	Total	361	

## 5.2 Measurement Model

### 5.2.1 Reliability and Validity

In this study, all constructs were above 0.70, which met the rule of thumb for composite reliability (Hair et al., 2022). In addition, all constructs in Cronbach's alpha also met the rule of thumb of being larger than 0.60 (Hair et al., 2022) and the value of AVE is larger than 0.50, indicating that they have met the acceptable standard of convergent validity (Hair et al., 2022).

Table 5.2: Measurement model analysis

Variables	Items	Loadings	AVE	Cronbach's Alpha	Composite Reliability
Online purchasing	OP1	0.910	0.859	0.959	0.968
	OP2	0.931			
	OP3	0.932			
	OP4	0.935			
	OP5	0.927			
Promotion	PR1	0.892	0.847	0.955	0.965
	PR2	0.928			
	PR3	0.939			
	PR4	0.902			
	PR5	0.940			
Trust	TR1	0.904	0.803	0.939	0.953
	TR2	0.912			
	TR3	0.907			
	TR4	0.889			
	TR5	0.868			



Website quality	WQ1	0.899	0.822	0.928	0.949
	WQ2	0.924			
	WQ3	0.915			
	WQ4	0.888			

### 5.2.2 Discriminant Validity

Discriminant validity refers to the extent to which a group of items estimate only one construct and how this construct is distinctly estimated (Hair et al., 2022). Discriminant validity for this study was tested by applying the criteria suggested by Fornell and Larcker (1981). Table 5.3 show that the bold value of each construct in this study is higher than the correlation value among the constructs. Therefore, the discriminant validity in this study has been established as all AVE value was exceeded with any other construct as suggested by Fornell and Larcker (1981). Having such results confidently confirms that the model for this study has adequate reliability and validity.

Table 5.3: Fornell-Larcker criterion analysis

	OP	PR	TR	WQ
OP	0.927			
PR	0.883	0.920		
TR	0.885	0.862	0.896	
WQ	0.825	0.814	0.866	0.907

### 5.3 Structural Analysis

Firstly, all the Variance Inflation Factor (VIF) values for the inner model are below 5, which means that collinearity has no substantial effect on the structural model for this study. The results for the hypothesis testing in the structural model are shown in Table 5.4. Trust was found to have a positively significant relationship with online purchasing ( $\beta = 0.411$ ,  $p < 0.05$ ). Furthermore, in terms of the effect size, the  $f^2$  values show that this variable has a small effect on this model. Therefore, H1 is accepted. This finding implies that trust will encourage online purchasing. This result is in line with the study conducted by (Ching et al., 2021; Sari, Lusiah & Sipur, 2022). This occur as a result of customer trust that their information and privacy are protected and the information they obtained in Shopee is trusted. This finding is supported by Ching et al. (2021).

Promotion was found to have a positively significant relationship with online purchasing ( $\beta = 0.436$ ,  $p < 0.05$ ). Furthermore, in terms of the effect size, the  $f^2$  values show that this variable has a moderate effect on this model. Therefore, H2 is accepted. This finding implies that the higher promotion will encourage online purchasing. This result is in line with the studies conducted by Nursyirwan and Ardaninggar (2020) and Widjanarko, Saputra and Hadita (2023). When the customers see the promotion or vouchers offered to them it will ultimately trigger their buying passion and impulse buying (Kotler & Amstrong, 2005).

The website quality was found to have a positively significant relationship with online purchasing ( $\beta = 0.114$ ,  $p < 0.05$ ). Furthermore, in terms of the

effect size, the  $f^2$  values show that this variable has a small effect on this model. Therefore, H3 is accepted. This finding implies that the higher website quality will increase the online purchasing. This result is in line with the studies conducted by Esho and Verhoef (2021); Nursyirwan and Ardaninggar (2020). This proved that a quick, convenient and easy to navigate and prompt customer service response influence the online purchase intention. This is supported by Kouser, Niazi, and Bakari (2018) and Hasanov and Khalid (2015).

Table 5.4: Structural model analysis and hypothesis testing

Variables	Path	p	$f^2$	Decision	$R^2$	$Q^2$
PR	0.436	0.000	0.288	Supported	0.843	0.838
TR	0.411	0.000	0.19	Supported		
WQ	0.114	0.016	0.019	Supported		

According to Hair et al. (2022), the most commonly used measure to evaluate the structural model's explanatory power is the coefficient of determination ( $R^2$ ) value, which represents a measure of in-sample predictive power. The  $R^2$  values for this study were 0.843, which indicates that the model's explanatory power is large (Cohen, 1988). This study employed the technique of predictive relevance of  $Q^2$  analysis and PLS predict which was suggested by Hair et al. (2022) to test the structural model. The  $Q^2$  value for this study was 0.838, which is greater than zero. Therefore, the predictive relevance of this model was established. The results of the PLS predict procedure show that all indicators in the PLS-SEM analysis have lower root mean square error (RMSE) or mean absolute error (MAE) values compared to the naive LM (Linear Regression Model) benchmark. Therefore, it can be concluded that this model has high predictive power (Hair et al., 2022).

## 6.0 Conclusion

In conclusion, this study found that all determinants (trust, promotion and website quality) have a positive significant relationship with online purchase intention. Therefore, it can be concluded that the antecedent factors of trust, promotion and website quality will drive the online purchase intention. Therefore, it is recommended to Shopee to consider these factors as one of their strategies to enhance their operation, process and improve their services to boost their website visit and revenue. On the other hand, this result will contribute to the body of knowledge regarding online purchase intention. The limitation of this study is the sample is concentrated on consumer in Politeknik Tuanku Sultanah Bahiyah, Kulim, Kedah. Hence, the present study should be replicated to consumer in other states in Malaysia as well. Next, future research is suggested to test other variables such as perceived trust, perceived ease of use and perceived of usefulness to deeply evaluate respondent perception and intention to use Shopee. In addition, future researcher can emphasize on other e-commerce platform in Malaysia other than Shopee.

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## Author Contributions

**Z. A. Zainudin:** Conceptualization, Abstract, Introduction, Data collection, Discussion, Conclusion; **N. H. Ab. Halim:** Methodology, Result and Editing; **M. Z. Zul:** Result, Discussion **M. S. Abdullah:** Writing-Reviewing. **A. Aziz:** Writing and reviewing.

## Conflicts of Interest

The manuscript has not been published anywhere else and is not being considered by any other journals. All authors have authorized the review, agree with the submission, and state that they have no conflicts of interest in the work.

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