

Evaluating Zalora Website Quality on Consumer Purchase Decisions in Malaysia

Yap Siaw Ling

Asia Pacific University of Technology and Innovation
TP061491@mail.apu.edu.my

Rohizan Binti Ahmad

Asia Pacific University of Technology and Innovation
rohizan@apu.edu.my

Morakinyo Dada

Asia Pacific University of Technology and Innovation
morakinyo@apu.edu.my

Abstract

This study evaluates the quality of Zalora's website and its impact on consumer purchase decisions in Malaysia. By focusing on key website quality attributes such as information quality, system quality, service quality, and design quality, this research aims to identify which factors most significantly influence consumer behaviour. Using a structured questionnaire, data was collected from 258 respondents, and multiple linear regression analysis was employed to assess the relationships between these variables. The findings indicate that information quality and system quality have a significant positive impact on consumer purchase decisions, highlighting the importance of accurate product information and a user-friendly interface. Conversely, service quality and design quality were found to have a less significant influence. These results provide valuable insights for e-commerce businesses seeking to enhance their online platforms to better meet consumer expectations and improve their competitiveness in the market.

Keywords: *Information Quality, System Quality, Service Quality, Design Quality, Consumer Purchase Decisions, Zalora*

1.0 Introduction

On the basis of the survey results of Rakuten Insight, 63% of Asian consumers think that the absence of product information is the largest obstacle they face when shopping online (Parcel Monitor Community, 2023). Missing product descriptions, missing product images, missing original selling prices, and missing promotional savings messages are all examples of a lack of product information on the website (Amsl, Watson, Teller, & Wood, 2023). When consumers feel there exists a gap between what they know and what they want to know, they feel indeterminacy and thereby alter their behaviour (Amsl, Watson, Teller, & Wood, 2023). Due to a good deal of products to choose from in the e-commerce market, the lack of

sufficient product information might be pernicious to consumers (Parcel Monitor Community, 2023). This may result in buying containing ingredients or materials of products that they are allergic to, or products that are in-conformity their needs (Parcel Monitor Community, 2023). Not only that, but the consumers also might pause their shopping trip if the product information is missing (Amsl, Watson, Teller, & Wood, 2023).

Moving on, new research revealed that numerous of the most visited e-commerce websites in Malaysia have serious checkout errors which cause consumers to feel depressed and also allow the enterprise to lose revenue (Pillai, 2022). Irish-American financial services and software company Stripe has expressed that these website's checkout is "riddled with errors" and "far cannot reach the criterion of shoppers' expectation" after conducting an evaluation of the e-commerce websites that ranked top 100 in Malaysia (Pillai, 2022). It discovered that 97% of checkouts had at least five fundamental errors, causing consumers to increase needless friction (Stripe, 2021). It is undeniable that in the Asia Pacific, 45% of websites let consumers try to pay using a card that has expired, which raises the possibility of payment errors (Stripe, 2022). Besides that, consumers wish the websites to provide their preferred pattern of payment (Stripe, 2022). Although a majority of websites provide manifold payment alternatives, nevertheless they tend erroneous (Stripe, 2022). The lack of payment options was cited by 23% of respondents as another pain point that cannot be disregarded (Parcel Monitor Community, 2023). For instance, less than half of enterprises provide FPX this sort of service in Malaysia, despite the fact that 56% of consumers more to prefer to use it (Stripe, 2022). In line with The Adyen Malaysia Retail Report 2023 shows that 55% of shoppers in Malaysia might give up on buying when they are unable to use the payment options that they like (Pocket News, 2023). In the light of a report titled "The State of Checkouts in 2022", online shoppers expect the checkout process quick, if the checkout process is slow, they will get away (Raj, 2022). In Malaysia, over half (53%) stated that if the checkout procedure took three minutes, they would forgo buying (Raj, 2022). This signifies that merchants are losing approximately half of the online consumers who are deliberately to buy (Raj, 2022). In addition, just 10% of consumers invariably accomplish their online buying which means that most (about 90%) do not conduct buying (Raj, 2022).

On the other hand, when consumers purchase online, they need to be capable of communicating with the retailer if they have any doubts or worries (Parcel Monitor Community, 2023). Unfortunately, inadequate customer support is the other magnitude challenge that 39% of Asian consumers confront when purchasing online because numerous e-commerce businesses often slighting (Parcel Monitor Community, 2023). They are not aware that for their customers, it is a great crucial to be able to communicate with them in times of need (FlyBear, n.d.). Most of the time, customers are unable to contact sellers because the website does not have a "Contact Us" page, or just because the seller overlooked sent to their social media platform's direct messages (FlyBear, n.d.). Not only that, but the absence of robust customer support mechanisms poses a major challenge to consumers, impacting their confidence and trust in the online purchasing experience. Without timely assistance or effective resolution of queries and worries, consumers may additionally feel frustrated, unsure, or maybe abandoned, influencing their buying decisions in the end. This inadequate customer support not only endangers individual transactions but also damages the overall credibility and reputation of e-commerce platforms in Malaysia.

Lastly, the consumer's decision to make a purchase can be greatly influenced by outdated website design and aesthetics, especially in Malaysia's fast-evolving e-commerce

environment (Adedoja, Hussin, & Yee, 2022). Studies have shown that 72% of online shoppers are put off by websites with outdated or unattractive designs (Haan & Aditham, 2024). This is a significant issue because consumers associate outdated designs with poor quality and reliability (Adedoja, Hussin, & Yee, 2022). Furthermore, research suggests that consumers are more likely to leave a site if it lacks a modern and visually appealing interface (Adedoja, Hussin, & Yee, 2022). The repercussions of having an obsolete design go beyond just the way something looks; it also impacts user trust and involvement (Urmi, 2023). Research indicates that online buyers favor websites that showcase modern design trends and offer an easy-to-use user interface (Sagandira & Berg, 2020). The disparity between website appearance and consumer anticipations can result in increased bounce rates and reduced conversion rates.

2.0 Literature Review

2.1 Consumer Purchase Decisions

The term “customer purchase decision” delineates the procedure by which customers formulate an intention to allocate their resources towards purchasing goods or services. The likelihood of customers opting for online shopping through a website significantly rises in correlation with their satisfaction with the website’s quality (Nahdira & Rofiq). Moreover, (Burman & Iqbal, 2019) asserts that the process of making a purchase decision involves amalgamating information to assess multiple behaviours and ultimately selecting one. Furthermore, (Burman & Iqbal, 2019) categorizes the purchasing decision process into three primary stages respectively are pre-purchase, consumption, and post-purchase evaluation. Lastly, (Burman & Iqbal, 2019) describe the purchasing decision as the act of choosing between multiple alternatives, emphasizing the necessity of having options available. In essence, the purchase decision-making process necessitates seeking or acquiring diverse information.

2.2 Information Quality and Zalora website quality on consumer purchase decisions

The core of an e-commerce website is to offer online consumers precise information about all kinds of products. As a result, online consumers are far more interested in the product content of online retailers because this contributes to them distinguishing between online retailers of high-quality products and low-quality products (Amponsah & Antwi, 2021). The concept of information quality pertains to the degree of excellence in sharing knowledge or intelligence. For instance, in news production, it is crucial to ensure that the information conveyed possesses high quality, aiding readers in comprehending and receiving the news with precision and efficiency. Assessing information quality involves examining the accuracy of declarative and the consistency of information sources (Hidayatullah, Prasetya, Rakhmadani, & Rachmawati, 2020). As per (Dhingra, Gupta, & Bhatt, 2020), research indicates that assessing the quality of information can serve as a valuable method to predict an organization’s outcomes. Information, defined as the arrangement of facts and data with a specific purpose, plays a crucial role in organizational success. Therefore, ensuring information quality is essential for the success of a system. Criteria for assessing information quality encompass both objective and subjective elements, including precision, efficiency, honour, exhaustiveness, currency, standing, aptitude, conviction, meticulousness, intelligibility, and bias awareness. Regarding the quality of website information, it is

imperative for the content to be error-free, accurate, and truthful according to established standards or models. Additionally, the inclusion of multiple reliable sources to corroborate information presented on the website is recommended (Dhingra, Gupta, & Bhatt, 2020).

H1: *There is a positive relationship between information quality and Zalora website quality on consumer purchase decisions in Malaysia.*

2.3 System Quality and Zalora website quality on consumer purchase decisions

Alternatively, system quality refers to how customers perceive the processing and distribution of output in a mobile commerce application. According to (Ghazali, Shahril, Norzeri, & Rosle, 2021), it encompasses the operational characteristics of an information system. System quality plays a crucial role in the success of e-commerce information systems and is assessed based on ease of use, navigation, interactivity, and personal design and functionality. System quality, which encompasses factors like website functionality, reliability, and responsiveness, plays a pivotal function in shaping users' perceptions of a website. A well-designed and efficiently functioning website enhances user experience, instilling trust, and confidence in consumers, and thereby influencing their purchase decisions (Guo, Zhang, & Xia, 2023). On the contrary, poor system quality of the website will be plagued by technical system faults, slow loading instances, or navigation difficulties, which may deter potential buyers, and result in negative purchase results.

H2: *There is a positive relationship between system quality and Zalora website quality on consumer purchase decisions in Malaysia.*

2.4 Service Quality and Zalora website quality on consumer purchase decisions

Sometimes, a product description is perhaps insufficient to allow online consumers to make a purchasing decision (Amponsah & Antwi, 2021). As a result, they likely will quest for extra information or clarification from the online retailer (Amponsah & Antwi, 2021). Since electronic commerce uninvolves face-to-face interaction among parties and parties of a transaction, thus online retailers need to have customer service that is dependable to satisfy the needs and concerns of consumers (Amponsah & Antwi, 2021). Additionally, websites have to be dependable and, therefore, carry out all their promises (Amponsah & Antwi, 2021). Existing literature shows that service quality will affect online consumers' decisions to buy from an e-commerce platform (Amponsah & Antwi, 2021). As consumers increasingly rely upon online platforms for their purchasing needs, the quality of the service provided, and the functionality of the website play a key role in shaping consumer behaviour. A robust examination of this relationship unveils the complicated dynamics at play including the seamless convergence of superior service quality and high-quality website quality significantly enhancing consumer trust and satisfaction, and in the end impacting purchasing decisions. In Malaysia, in which the e-commerce region is burgeoning, an intuitive website interface coupled with efficient customer service can enhance the overall purchasing experience, fostering repeat purchases and brand loyalty (WeSupply, n.d.). Conversely, a low level of service quality or a terribly designed website may deter consumers, leading to negative perceptions of the brand and diminished purchase decisions.

H3: *There is a positive relationship between service quality and Zalora website quality on consumer purchase decisions in Malaysia.*

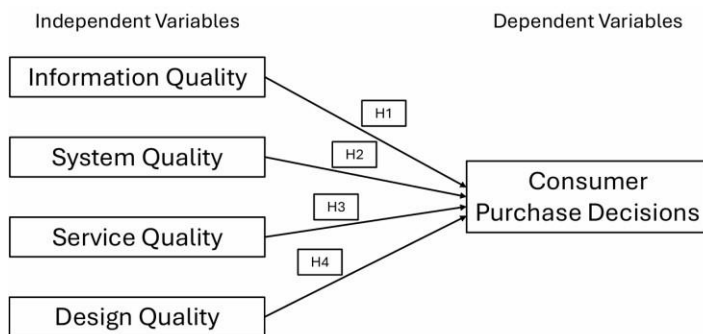
2.5 Design Quality and Zalora website quality on consumer purchase decisions

The quality of design is a crucial factor in influencing the purchasing decisions of consumers on e-commerce platforms such as Zalora. A website’s design includes its visual attractiveness, user interface, and overall arrangement, all of which contribute to the user’s experience. In Malaysia, where online shopping is rapidly expanding, a well-designed website can significantly affect consumer perceptions, leading to increased interaction and higher conversion rates. Studies show that websites with visually appealing designs, user-friendly navigation, and adaptable layouts are more likely to attract and retain customers, thereby improving the overall shopping experience (Urmi, 2023). In addition, maintaining design elements consistent with the brand’s image helps build trust and loyalty among customers, which in turn promotes repeat purchases (Mastermind, 2023). Conversely, low design quality can lead to frustration and reduced trust, resulting in abandoned carts and lost sales (Urmi, 2023). Thus, the quality of website design directly impacts consumer satisfaction and purchasing choices.

H4: *There is a positive relationship between design quality and Zalora website quality on consumer purchase decisions in Malaysia.*

The following research framework was developed for this study (Figure 1):

Figure 1: The Research Framework



3.0 Methodology

3.1 Research Design

This study looks at how the quality of a website affects Malaysians’ decisions to buy things. It uses the Research Onion framework to make sure that the methods are consistent and sound. At its core, this study uses a quantitative method, collecting data from surveys of Malaysian customers about their buying habits and thoughts on the quality of websites (Tengli, 2020). The top layer of the research onion is picking the right study methods, like how to lay out the questions and how to pick samples that are relevant to Malaysia. Moving inward, this study looks at how the data was gathered, including how online survey tools

were used and how to get the most responses. Further, down the research ladder, data analysis methods like regression analysis and structural equation modelling are used to look into the connections between different aspects of a website's quality and the choices that people make about what to buy. Ethical issues were also thought about in the study, making sure that subjects' privacy was protected and that they gave their full agreement. This study plans carefully layers research methods and factors to look at in order to give a full picture of how website quality affects Malaysian online shoppers' decisions to buy things (Saunders, Lewis, & Thornhill, 2019).

3.2 Target Population, Sampling, and Data Collection

In this research, the target population comprises Malaysian consumers who engage in online shopping. The sample size was determined using the Tabachnick and Fidell (2013) formula, which suggests a minimum sample size of 50 plus 8 times the number of predictors (m). For this study, with the calculation indicating a minimum requirement of 129 respondents, the researchers aimed for a larger sample size of 150 to ensure robust statistical power. A non-probability sampling method was employed, utilizing convenience sampling due to its practicality in accessing the desired respondents. Data was collected through a questionnaire distributed via online platforms such as WhatsApp, Instagram, and LinkedIn, chosen for their high usage rates among different demographic groups in Malaysia. Despite the initial distribution, follow-up reminders were necessary to achieve the desired response rate, ensuring the data collected was representative and minimized potential biases.

3.3 Instrumentation/Questionnaire

The questionnaire that was made for this study is split into two parts. The first part will ask responders for basic information. This part gives the researcher important background information to understand the wide range of consumers in Malaysia. For instance, people will give information about their gender, education level, occupation, and other relevant factors. Next, the second part of the inquiry will mostly look at how the independent and dependent factors are related. Survey questions use a 5-point Likert scale, with 1 meaning "Strongly Disagree" and 5 meaning "Strongly Agree". People who fill out the questionnaire will say what they think about the quality factors of the website and how these factors affect their buying decisions (Taherdoost, 2019).

3.4 Data processing and Analysis

Researchers in Malaysia have chosen to use coding to process large amounts of quantitative data in order to look at how the quality of a website affects people's decisions to buy things. Using this method, the information gathered from online surveys and website reviews is personalized and put into groups by numbers (Saunders, Lewis, & Thornhill, 2019). Using coding methods, researchers can quickly look at different parts of website quality, like the quality of the information, the quality of the system, and the quality of the service, and how they affect how people make decisions. This method makes it possible to put emotional answers into numbers, which lets statistical analysis find patterns, relationships, and trends in the data. The researcher wants to change numeric feedback by carefully coding it. The data was carefully coded, and then different statistical tests were run on it using the Statistical Package for the Social Sciences (SPSS) software to see if the study assumptions were true

(Rahman & Muktadir, 2021). The data was also moved to an Excel sheet so that it could be analysed and viewed in more detail.

Statistical software like SPSS is very helpful when analysing data to find out how website quality affects Malaysians' decisions to buy things (Saunders, Lewis, & Thornhill, 2019). At first, descriptive statistics can be used to sum up the features of website quality measures and factors that describe how people buy things. After that, inferential statistical methods like association analysis can show how different parts of a website's quality are related to people's decisions to buy. By taking into account relevant variables, regression analysis can help researchers learn more about how certain website quality factors affect how people behave. Factor analysis can also be used to find the core qualities of a website and figure out how important each one is in influencing buying decisions. Researchers can do thorough studies with SPSS, which gives them the real-world data they need to fully understand the complex relationships between website quality and customer behaviour in Malaysia (Hazarika, 2019). Findings like these that are based on data can help businesses improve their online platforms to make customers happier and, eventually, make more sales.

4.0 Results

4.1 Demographic Profiles of the Respondents

The study's respondent demographics indicate a gender imbalance, with a higher proportion of females. Out of 258 respondents, 164 are female, making up 63.6% of the total, which is a substantial majority compared to the 94 male respondents, accounting for 36.4%. The mean gender for the respondents is 1.64, signifying a greater participation level among females on the Zalora website. Furthermore, the significant female majority suggests that women might have a more prominent interest in purchasing fashion and lifestyle products online.

Based on the bar chart, the study showed that the majority of participants were between the ages of 21 and 23, accounting for 170 respondents (65.9%). Following this, there were 54 respondents (20.9%) in the 24-26 age group and 21 respondents (8.1%) in the 18-20 age group. Conversely, the age group over 27 was the least represented, comprising only 13 respondents (5%). The average age of the respondents, 2.23, clearly illustrates the youthful demographic, underlining the fact that Zalora's main audience consists of young adults in their early twenties. This demographic profile underscores that the study predominantly reflects the views of younger adults, who are significant consumers in the online retail market.

The study's demographic profile of the respondents demonstrates a varied racial makeup. As shown in the bar chart, the majority consists of 189 Chinese respondents (73.3%), followed by 34 Malay respondents (13.2%) and 32 Indian respondents (12.4%). A small minority of 3 individuals (1.2%) falls under the "Other" race category. The mean for race is calculated at 2.02, indicating a higher representation of Chinese respondents. This diversity in racial backgrounds emphasizes the inclusive nature of Zalora's website, reaching across different ethnic groups and showcasing its potential influence on a wide range of consumers in Malaysia.

The bar graph presents the occupational breakdown of survey participants, revealing that the largest segment, constituting 203 out of 258 respondents (78.7%), consists of students. This suggests a strong inclination of students towards the Zalora website. In comparison, employed individuals make up 44 respondents (17.1%), while unemployed individuals make up 11 respondents (4.3%), indicating a lesser presence of these groups. These findings imply

that Zalora’s main user demographic is likely students. Additionally, the mean occupational value of 1.26 affirms the dominance of students in the sample, indicating a skew towards this demographic.

The data provided indicates that the highest percentage of respondents, 165 (64%), have earned a bachelor’s degree, making it the most common educational attainment within the sample. Additionally, 41 respondents (15.9%) have completed a master’s degree, while 19 (7.4%) hold a diploma, and 16 (6.2%) have completed pre-university education. Furthermore, 12 (4.7%) of the respondents have attained a PhD, and only 5 (1.9%) have completed high school. The average education level of the respondents is calculated to be 4.00, indicating that, on average, respondents have completed a bachelor’s degree. The distribution of education levels in the sample suggests a majority of well-educated individuals, with many possessing advanced academic qualifications.

4.2 Reliability Testing

Cronbach’s Alpha was utilized to assess the reliability of both the independent and dependent variables in this study. The values ranged from 0.701 to 0.759 for the independent variables (Information Quality, System Quality, Service Quality, and Design Quality), and 0.705 for the dependent variable (Consumer Purchasing Decisions). These values indicate acceptable internal consistency, as they all exceed the threshold of 0.70, which is considered the minimum for reliable data (Taber, 2018). This confirms that the items used in the questionnaire are sufficiently correlated, ensuring the reliability of the data collected for evaluating the quality of the Zalora website and its impact on consumer purchase decisions.

Dependent Variable		
Consumer Purchasing Decisions	.705	4
Independent Variable		
Information Quality	.759	5
System Quality	.716	5
Service Quality	.701	5
Design Quality	.718	5

Table 1: Reliability Testing

4.3 Normality Testing

The study’s skewness value of -0.818 shows a right-skewed distribution, which means that the data tends to clump around higher values with a tail that goes down to lower values. This negative skewness shows that most buying decisions are made at higher levels, which means that people probably said they were satisfied or more in agreement at those levels. The kurtosis number of 0.170, on the other hand, shows that the distribution is a little flatter than normal. This means that there are fewer extreme values than in a fully normal distribution. In

terms of kurtosis, this number points to a fairly mild peak in the distribution, with less noticeable tails. This is in line with what you would expect from a normal distribution. To put it simply, skewness and kurtosis numbers that are within the allowed range (± 3 for skewness and ± 10 for kurtosis) show that the data is pretty close to a normal distribution. This means that parametric statistical methods can be used to look into it further.

	Descriptive Statistics								
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Avg_C	258	3.00	5.00	4.2926	.55102	-.818	.152	.170	.302
Avg_I	258	2.20	5.00	4.2822	.56877	-1.113	.152	.534	.302
Avg_S	258	2.20	5.00	4.2806	.59780	-1.178	.152	.990	.302
Avg_E	258	3.00	5.00	4.3124	.48535	-.971	.152	.456	.302
Avg_D	258	2.40	5.00	4.3605	.47093	-.857	.152	.882	.302
Valid N (listwise)	258								

Table 2: Kurtosis and Skewness

4.4 Pearson Correlation Test

The study uses Pearson correlation analysis to examine the relationships between several independent variables (information quality, system quality, service quality, and design quality) and the dependent variable (consumer purchase decisions). Pearson correlation measures the strength and direction of the relationship between two quantitative variables, ranging from -1 to +1. An r value closer to +1 indicates a strong positive relationship, while an r value closer to -1 indicates a strong negative relationship. However, a p-value of ≤ 0.05 signifies statistical significance, while a p-value of ≥ 0.05 indicates non-significance. According to the Table 12, it shows significant positive correlations between consumer purchase decisions and all independent variables, with system quality ($r = 0.816$, $p = <0.001$) having the highest correlation, indicating a strong relationship. Information quality ($r = 0.685$, $p = <0.001$), service quality ($r = 0.461$, $p = <0.001$), and design quality ($r = 0.532$, $p = <0.001$) also show significant correlations, with service quality demonstrating a moderate correlation. The significant p-values (<0.001) confirm the reliability of these associations.

		Correlations				
		Avg_C	Avg_I	Avg_S	Avg_E	Avg_D
Avg_C	Pearson Correlation	1	.685**	.816**	.461**	.532**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	258	258	258	258	258
Avg_I	Pearson Correlation	.685**	1	.755**	.583**	.675**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	258	258	258	258	258
Avg_S	Pearson Correlation	.816**	.755**	1	.506**	.662**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	258	258	258	258	258
Avg_E	Pearson Correlation	.461**	.583**	.506**	1	.573**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	258	258	258	258	258
Avg_D	Pearson Correlation	.532**	.675**	.662**	.573**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	258	258	258	258	258

** Correlation is significant at the 0.01 level (2-tailed).

Table 3: Pearson Correlation Coefficient

4.5 Multiple Regression Test and Model Fit Summary

The R square value in the study is 0.680, indicating that 68% of the variation in consumer purchase decisions can be explained by the independent variables including information quality, system quality, service quality, and design quality. This demonstrates the strong

explanatory power of the model, as suggested by (Taylor, n.d.), who states that the R square value of regression analysis is used to explain the percentage of variance in the model. However, the remaining 32% of the variation is attributable to factors not included in this study. Additionally, the Durbin-Watson statistic is 1.647, which falls within the acceptable range of 1 to 3, indicating no autocorrelation problem among the residuals (Datalab, 2021). It is undeniable that this has ensured the validity of the model's assumptions regarding error independence. Therefore, the model's reliability in explaining consumer purchase decisions based on the aforementioned website quality factors is statistically robust and valid.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.825 ^a	.680	.675	.31396	1.647

a. Predictors: (Constant), Avg_D, Avg_E, Avg_S, Avg_I
b. Dependent Variable: Avg_C

Table 4: Model Fit Summary

The study's coefficient analysis helps figure out how different independent factors affect people's decisions about what to buy. Unstandardized coefficients, or B values, show how the dependent variable changes when the independent variable goes up by one unit. According to the study, system quality (B = 0.663) is the most important factor. This means that when system quality gets better, consumers are much more likely to buy something. Quality of information (B = 0.169), though not as much, also has a good effect on buying decisions. On top of that, service quality (B = 0.051) only has a small positive effect. On the other hand, design quality (B = -0.103) has a negative effect on buying decisions. This means that improving design quality might make people less likely to buy.

In addition, scaled coefficients (Beta values) show how important each variable is by making the measurement units more similar. System quality has the highest Beta value (0.719), which shows how important it is in affecting people's decisions to buy. The next one is information quality, which has a Beta of 0.174, which means it has a large but less important effect. Design quality has a negative Beta number (-0.088), which shows that it makes people less likely to buy even when it gets better. The least important of the factors that were looked at was service quality, which has a Beta value of 0.045, which means it has a very weak positive effect.

Next, the significance values (Sig) tell us if the connections we saw are statistically important. The real value needs to be less than or equal to 0.05. The study finds that both information quality (Sig = 0.004) and system quality (Sig < 0.001) are very important. This means that the null hypothesis is not true for these factors. This means there is strong evidence that they have a good effect on people's decisions to buy things. Service quality, on the other hand, is not significant (Sig = 0.326), which means it does not have a statistically significant effect on buying decisions. Besides that, the design quality (Sig = 0.098) is also not important, which means that its bad effect is not supported by statistics, even though the Beta number is negative.

Last but not least, collinearity data (VIF values) are needed to make sure that the independent factors don't have any problems with multicollinearity. The study's VIF values are all less than 5, which means there is only a modest association and no multicollinearity issues. Quality of information (VIF = 2.853) and quality of systems (VIF = 2.585) are somewhat linked, but they don't pose a multicollinearity threat. The regression results can be trusted because service quality (VIF = 1.667) and design quality (VIF = 2.207) also have moderate relationships. So, the study's results are strong and don't show any signs of multicollinearity, which supports the regression model's conclusions.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.957	.202		4.747	<.001		
	Avg_I	.169	.058	.174	2.906	.004	.351	2.853
	Avg_S	.663	.053	.719	12.587	<.001	.387	2.585
	Avg_E	.051	.052	.045	.983	.326	.600	1.667
	Avg_D	-.103	.062	-.088	-1.661	.098	.453	2.207

a. Dependent Variable: Avg_C

Table 5: Coefficients

4.6 Summarised Results of Hypothesis Testing

The hypothesis testing results for Zalora's website quality on consumer purchase decisions in Malaysia reveal varied outcomes. H1 and H2 are accepted, indicating significant relationships between information quality ($p = 0.004$) and system quality ($p = <0.001$) with consumer purchase decisions. This suggests that well-structured, accurate, and reliable information, alongside a seamless system performance, significantly influences consumers' decisions to purchase from Zalora. Conversely, H3 and H4 are rejected, indicating no significant relationships between service quality ($p = 0.326$) and design quality ($p = 0.098$) with consumer purchase decisions. The higher p-values suggest that consumers may prioritize the efficiency and reliability of the information and system over the service quality and design aspects. While excellent service and appealing design are important, they may not be the critical determinants driving purchase decisions on Zalora's website in Malaysia. These insights highlight the necessity for Zalora to focus on enhancing information accuracy and system functionality to boost consumer purchases.

Hypothesis	Significance	Findings	Results
H1: <i>There is a significant relationship between information quality and Zalora website quality on consumer purchase decisions in Malaysia.</i>	.004	P<0.05	Hypothesis Accepted
H2: <i>There is a significant relationship between system quality and Zalora website quality on consumer purchase decisions in</i>	<.001	P<0.05	Hypothesis Accepted

<i>Malaysia.</i>			
H3: <i>There is a significant relationship between service quality and Zalora website quality on consumer purchase decisions in Malaysia.</i>	.326	P<0.05	Hypothesis Rejected
H4: <i>There is a significant relationship between design quality and Zalora website quality on consumer purchase decisions in Malaysia.</i>	.098	P<0.05	Hypothesis Rejected

Table 6: Hypothesis Testing

5.0 Findings and Discussion

5.1 Discussion

H1: *There is a relationship between information quality and Zalora website quality on consumer purchase decisions in Malaysia.*

The research found that there is a strong positive connection between the quality of information on Zalora’s website and the decisions made by consumers to make a purchase. When it comes to product descriptions, the quality of information is really important. It includes how accurate, complete, and relevant the descriptions are. This quality has a big impact on how consumers make decisions. When shopping online, it’s not possible to physically examine the products. However, having access to high-quality information can help reduce uncertainties and enable consumers to make well-informed decisions. It is in line with existing theories that say when people have reliable and detailed information, they feel less at risk and have more trust when shopping online. It is crucial for Zalora and other e-commerce platforms to make sure that product details are comprehensive, accurate, and easy to find. This finding highlights the importance of e-commerce businesses investing in content management systems that uphold high standards for information quality. Online retailers can greatly improve customer satisfaction and loyalty by giving consumers accurate and detailed product information. This, in turn, leads to higher sales and customer retention rates. Therefore, the quality of information is not only important for consumer satisfaction, but it also plays a crucial role in influencing purchase decisions in the e-commerce industry.

H2: *There is a relationship between system quality and Zalora website quality on consumer purchase decisions in Malaysia.*

The study discovered that there is a strong connection between the quality of the system and the decisions made by consumers when purchasing items on Zalora's platform. System quality encompasses various aspects of a website's performance, such as how easy it is to navigate, how quickly it responds, and how user-friendly it is overall. Having a high-quality system in place makes shopping a breeze by reducing issues like slow loading times, navigation challenges, and transaction errors. Retaining customers' attention and preventing frustration that could lead to cart abandonment are important factors to consider. This finding supports the Technology Acceptance Model (TAM), which suggests that people's perception of how easy and useful a technology is plays a crucial role in their acceptance of it, including e-commerce platforms. Zalora understands the significance of consistently investing in website infrastructure to guarantee reliability and efficiency. Enhancing system quality on e-commerce platforms can have a positive impact on user experience. This, in turn, can lead to higher customer satisfaction and increased conversion rates. So, even though the way a website looks is important, what really matters are the functional aspects of the website that affect how well it works. These functional aspects, which are part of the system quality, play a crucial role in influencing consumer purchase decisions.

H3: *There is no relationship between service quality and Zalora website quality on consumer purchase decisions in Malaysia.*

The research found that there is no significant connection between the quality of service and the decisions consumers make when purchasing on Zalora's website. Service quality usually encompasses factors like customer support, delivery services, and return policies. Although these elements are important for customer satisfaction and post-purchase behaviour, they were not found to be the main factors affecting the initial purchase decision in this study. Based on this finding, it seems that when it comes to online shopping, consumers might value things like information and system quality more than service-related features when deciding whether or not to buy something. While service quality remains important, it suggests that it may have a greater impact on customer retention and long-term loyalty rather than the initial purchase decision. For e-commerce businesses like Zalora, it's important to find a balance between investing in front-end features (like information and system quality) and back-end services (such as customer support and logistics). This helps them stay competitive and make sure their customers are completely satisfied.

H4: *There is no relationship between design quality and Zalora website quality on consumer purchase decisions in Malaysia.*

The study discovered that the quality of design on Zalora's website did not have a significant influence on consumer purchase decisions. Design quality is all about how visually appealing and aesthetically pleasing a website is. This includes things like the layout, colour scheme, and overall design aesthetics. According to this study, it seems that consumers may not place

as much importance on visually appealing and easy-to-navigate websites as they do on functional aspects like the quality of information and the system when deciding to make a purchase. However, a well-designed website can still improve the overall user experience. It turns out that the common belief that how something looks is the most important thing for getting and keeping online shoppers isn't necessarily true. This new finding challenges that assumption. This suggests that although design quality is important, it may not have as much impact as making sure the website is informative, reliable, and easy to use. It seems like Zalora, and other e-commerce platforms should prioritise improving the functional aspects of their websites rather than just 33ersonal on aesthetics. However, it's important to strike a balance because if the design quality is poor, it could negatively impact the user experience, even if it's not the main factor influencing decisions.

5.2 Implications

This study enhances the researcher's understanding of how consumers behave in online shopping by 33ersonalize the varying significance of different aspects of website quality. More specifically, it highlights the importance of having accurate and reliable information, as well as a well-functioning system, when it comes to influencing consumer purchase decisions. This supports theories that prioritise the functional aspects rather than the aesthetic aspects in online shopping situations. This finding supports the existing research that indicates consumers value practicality and functionality, especially in situations where they cannot physically engage with products. It seems that the lack of significant impact from service and design quality challenges some traditional views. This suggests that these elements may be more important in offline settings or when evaluating a purchase after it has been made. This study provides a more detailed understanding of how various aspects of website quality can affect consumer behaviour in different ways. In the future, researchers can expand on these findings by investigating additional contextual factors that may influence these relationships. For example, the researcher could explore how factors like the type of product, consumer demographics, and the shopping context (such as leisure shopping versus shopping out of necessity) might affect the results.

The findings have several practical implications for people working in e-commerce, especially those involved in website management and marketing strategies. According to the study, online retailers like Zalora should focus on investing in improving the quality of information and the functionality of their systems. When product information is accurate, detailed, and easy to find, it can greatly increase consumer trust and make them feel more confident about making a purchase. This can ultimately lead to higher rates of people buying the product. It's important to have a website that is user-friendly, reliable, and fast in order to create a positive shopping experience. This is crucial for turning visitors into customers. According to the study, although service and design quality are important, they may not be the main factors that influence purchase decisions. Therefore, it is important for businesses to prioritise optimising the functional aspects of their websites. Nevertheless, it is important to uphold a certain level of design and service quality to prevent any negative effects on the overall user experience. Furthermore, these findings emphasise the significance of regularly monitoring and updating website content and infrastructure to stay up to date with technological advancements and evolving consumer expectations.

5.3 Recommendation for Future Research

In the future, it would be interesting to study how emerging technologies like artificial intelligence (AI) and augmented reality (AR) affect consumer behaviour in e-commerce. These technologies can improve the quality of information and make systems more interactive, which could affect how consumers make decisions. Furthermore, if researcher delve into the impact of mobile responsiveness and personalised services, the researcher can gain a better understanding of what consumers prefer, especially considering the increasing popularity of mobile shopping. It would also be helpful to conduct comparative studies in various cultural and geographical settings to better understand how cultural differences affect the way website quality influences consumer behaviour. In addition, it would be interesting for future research to investigate how different website quality dimensions are influenced by specific product categories. For example, when people are shopping for fashion items, they may place a higher importance on design quality compared to when they are shopping for electronics. It would be really helpful to conduct longitudinal studies to see how changes in website quality over time impact customer satisfaction and loyalty. Furthermore, using a combination of quantitative surveys and qualitative interviews could offer a deeper insight into consumer attitudes and preferences. By conducting thorough research, e-commerce platforms can better understand and cater to the various needs and expectations of consumers. This will ultimately give them a competitive edge in the ever-changing digital marketplace.

6.0 References

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