THE INFLUENCE OF WEBSITE QUALITY ON PURCHASE INTENTION WITH BRAND REPUTATION AS A MODERATION VARIABLE

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Abstract
Researchers believe that the Website Quality variable can have a positive relationship and a positive influence on purchasing decisions because buyers can find out detailed information on the website, can bind buyers, and so on (Jonathan Sarwono, 2016). Apart from that, researchers believe that a brand's reputation can strengthen the relationship between website quality and purchasing decisions(Azhari, 2015). This research is quantitative research with an explanatory approach, namely research that uses previous research as a stepping stone to find new variations in future research(Sugiyono, 2019). The data in this research was obtained from distributing digital questionnaires to Tiktok shop consumers after being allowed to return with the criteria of at least one shopping trip, if not more than once, then they cannot be called consumers(Abdurahman, 2016). This data is also called pyramid data. The data in this study were analyzed using PLS 4.0. The result this research show the Website Quality variable has a positive relationship and has a significant influence on The reversal decision was due to being positive and the P-Values were below the 0.05 significance level, namely 0.002.In addition, the researcher's belief and subsequent experiments can be proven because the Brnad Reputation variable can moderate the relationship between the two variables above, indicated by the P-Values which are positive and are below the 0.05 significance level, namely 0.000, which is more significant than the direct test of 0.002. This means that with a quality website high and accompanied by a good brand reputation can further strengthen consumers in deciding to purchase a product being offered.
Keywords: Website Quality, Purchase Intention, Brand Reputation.

INTRODUCTION

According to (Fishburn, 1982)a purchasing decision is a decision that includes a choice between two or more alternative actions or behavior. According to (Philip, 2013)the purchasing decision is to buy the most preferred brand from various existing

alternatives. Meanwhile, according to (Setiadi, 2003), the essence of decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. So it can be concluded that a purchasing decision is a decision to choose a particular product based on the results of an evaluation that has been carried out from various choices or alternatives that a potential consumer has.

In general, purchasing decisions are interpreted as a process of consumer activity in identifying problems, then trying to find information about a particular product or brand, followed by the process of making an assessment of alternative choices, and ultimately leading to a purchasing decision (Kotler, 2009). The process of consumers deciding to buy begins with knowing their needs and problems, regardless of their purchasing power. Consumers who have positive experiences will be happy to share their positive experiences with others, like the "snowball effect", where even the smallest snow can become bigger when rolled (Rohmah et al., 2021).

Quoted from (Rosandiena, 2018), purchasing decisions can be interpreted as the process and final action during the search and selection of a particular product, which is influenced by many factors, including technology, economic factors, political and cultural dynamics, product type and price variations, place products sold, forms of promotion carried out, the real form of the product, people and processes (Japarianto, 2020). Likewise, (Setiadi, 2003) in (Kurniawan, 2018) describes decision making as an activity in integrating information to assess two or more options, then making a choice on one of them. There are five steps that buyers must go through before making a decision: starting with finding a problem, then making decision criteria, assessing various alternatives, then making a decision, and after that they must act whether they are satisfied and will make another purchase or inform others of their dissatisfaction (Kaharudin, 2021). The purchasing decision variable in this research uses three indicators, namely collecting information, evaluating options, and repurchasing.

There are a number of studies that can influence purchasing decisions, including Website Quality. WebQual is an evolution of eservqual theory, which focuses on how an organization assesses the quality of the services it provides to its customers (Prayogo, 2017). WebQual is an approach to measuring the web based on the perceptions of end users, which have experienced many changes in the formation of categories and details of questions (Wawoluamaya, 2016). Currently, there is intense competition for every service provided to customers because of the ease of use and development of online buying and selling services. There are three categories in webQual, namely usability, information, and service interaction (Vidgen, 2002).

The webQual concept has undergone development up to version 4.0, which changes the website quality element to usability, and uses three measurement categories which include thirty-three questions. The usability category is based on research that looks at the relationship between humans and computers along with web usability, such as navigation that is easy to operate, suitability between design and

images provided to users. The information category is related to the quality of website content, namely the appropriateness of the information to be accessed by users; it is based on overall information systems research (Asnawi et al., 2023).

There are a number of studies that show (Bernika & Ekawanto, 2023); (Indartini & Rachma, 2023); (Kurniawan, 2019); (Asnawi et al., 2023) & (Devi et al., 2023)show a positive relationship and a significant influence on Employee Turnover. Different from previous research, this research adds the Brand Reputatio variable as a moderating variable.

RESEARCH METHOD

Researchers believe that the Website Quality variable can have a positive relationship and a positive influence on purchasing decisions because buyers can find out detailed information on the website, can bind buyers, and so on (Jonathan Sarwono, 2016). Apart from that, researchers believe that a brand's reputation can strengthen the relationship between website quality and purchasing decisions(Azhari, 2015). This research is quantitative research with an explanatory approach, namely research that uses previous research as a stepping stone to find new variations in future research(Sugiyono, 2019). The data in this research was obtained from distributing digital questionnaires to Tiktok shop consumers after being allowed to return with the criteria of at least one shopping trip, if not more than once, then they cannot be called consumers(Abdurahman, 2016). This data is also called pyramid data. The data in this study were analyzed using PLS 4.0 software with the following research model:

Figure 1
Model
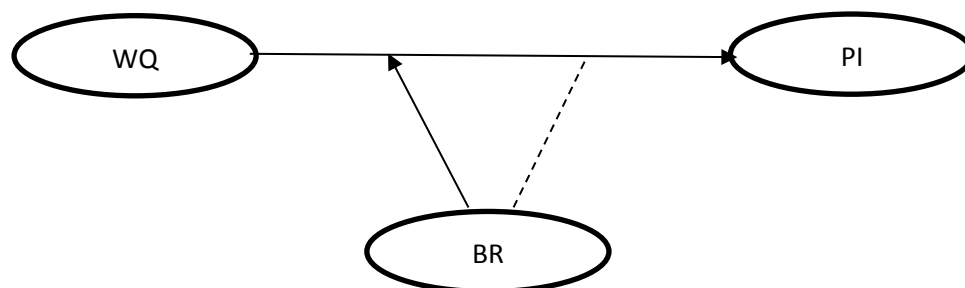
Noted:
WQ : Website Quality
PI: Purchase Intention
BR: Brand Reputation
Hypothesis:
H1: The Influence of Website Quality on Purchase Intention.
H2: Brand Reputation Can Modertaes The Influence of Website Qualityon Purchase Intention.

RESULT AND DISCUSSION

Validity Test

Researchers' beliefs regarding the Website Quality variable can have a positive relationship and a significant influence on purchasing decisions. In addition, the Brand Reputation variable can moderate the influence of the Website Quality variable on Purchasing Decisions by validating the 8 question items used in this research. (Sarstedt et al., 2014):

Table 1

Validity Test

Variable	Qestion Item	Loading Factor
Website Quality (Q1)	Website quality can make consumers interested	0.811
	The quality of the website can be informative and this information can make consumers aware of the product and ultimately make a purchase decision	0.823
	Website quality can improve the quality of purchases	0.831
	The quality of an informative instrument that can attract consumers	0..829
Purchase Intention (Y)	Purchasing decisions can be influenced by the quality of the website	0.841
	Purchasing decisions can be influenced by Brand Reputation	0.844
Brand Reputation (Z)	Brand reputation can influence purchasing decisions	0.851
	Brand reputation can convince consumers whether the product they purchased has a good reputation or not	0.867

Valid : > 0.70

Reliability Test

8 question items consisting of 4 question items for the Website Quality variable, 2 question items for the Purchase Decision variable, and 2 question items for the Purchase Decision variable have been declared valid because the factor loading value of the 8 question items above is above 0.70. The next stage is to find out whether the four variables are reliable or not by measuring the actual value of a construct and its lower value with the following results. (Hair, 2010):

Table 2

Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Website Quality	0.852	0.810	Reliable
Purchase Intention	0.851	0.811	Reliable
Brand Reputation	0.879	0.837	Reliable

Reliable > 0.70

Path Coefisien

The final stage, namely the path coefficient, functions to determine the direction of the variable relationship, whether positive or negative and whether the influence is significant or not significant. This stage can be carried out if 8 question items consisting of 4 question items for the Website Quality variable, 2 question items for the Purchase Decision variable, and 2 question items for the Brand Reputation variable are declared valid and the 3 variables used are declared reliable. (Ghozali, 2016):

Table 3

Path Coefisien

	Variable	P-Values	Noted
Direct Influence	WQ->PI	0.002	Accepted
Indirect Influence	BR*WQ->PI	0.000	Accepted

Significant Level < 0.05

Researchers' beliefs regarding good website quality can attract consumers, provide more comprehensive information, and in the end consumers decide to make a purchase correctly and can be accounted for because the path coefficient results in table 3 show that the Website Quality variable has a positive relationship and has a significant influence on The reversal decision was due to being positive and the P-Values were below the 0.05 significance level, namely 0.002. These results are in line with research (Bernika & Ekawanto, 2023); (Indartini & Rachma, 2023); (Kurniawan, 2019); (Asnawi et al., 2023) & (Devi et al., 2023).

In addition, the researcher's belief and subsequent experiments can be proven because the Brnad Reputation variable can moderate the relationship between the two variables above, indicated by the P-Values which are positive and are below the 0.05 significance level, namely 0.000, which is more significant than the direct test of 0.002.

This means that with a quality website high and accompanied by a good brand reputation can further strengthen consumers in deciding to purchase a product being offered.

CONCLUSION

Researchers' beliefs regarding good website quality can attract consumers, provide more comprehensive information, and in the end consumers decide to make a purchase correctly and can be accounted for because the path coefficient results in table 3 show that the Website Quality variable has a positive relationship and has a significant influence on The reversal decision was due to being positive and the P-Values were below the 0.05 significance level, namely 0.002.

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