



The Effect of Website Content, Its Perceived Usefulness and Perceived Ease of Use towards Customer Purchase Intention: Evidence From Love Bonito

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ABSTRAK

The goal of this study is to determine which of perceived utility, perceived usability, and website content has an impact on Love, Bonito's customers' intention to make a purchase. Additionally, it will investigate whether these three variables will have an impact on customers' intentions to buy. Data were gathered by questionnaires and the convenience sampling method as part of the quantitative data analysis method used in this study. Following the use of the Lemeshow formula, responses from 97 respondents were received. The outcome of the hypothesis test demonstrates that while website content has no influence on customers' intentions to make a purchase, perceived utility and perceived usability do. However, all three criteria simultaneously affect a customer's intent to buy. Additionally, the coefficient of determination test result reveals that 35.7% of the variables that affect purchase intention in this study are independent variables.

INTRODUCTION

Every day of our life, technology is being developed and improved in the world we live in. Technology, combined with the growth and invention of internet, is part of our daily lives as the world grows with it. People can converse easily even if they are separated by distance because all information is readily available and easy for everyone to access. This is one of the driving forces behind globalization. Additionally, these advancements and enhancements have had an impact on how we conduct ourselves and take in new information. Innovative technological advancements are transforming how people learn, educate, conduct business, keep in touch, and access information in a quick and efficient manner thanks to the flood of information and resources they have at their disposal (Szymkowiak et al., 2021). As a result, the majority of conventional offline activities are migrating and adapting to the digital online way of life. This means that everything has become incredibly convenient. Because people can essentially buy the products they need or desire conveniently wherever they are located, whenever they want, transactions like internet shopping have also become more popular than going to offline establishments.

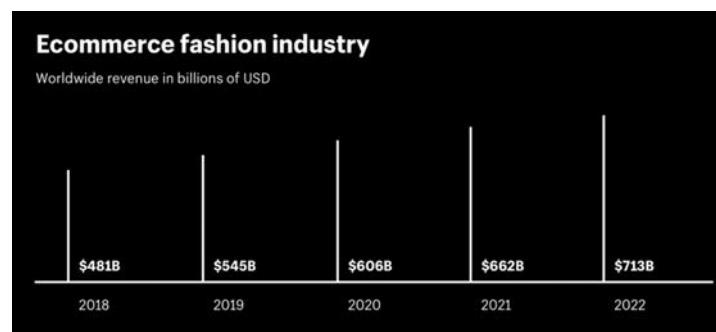


Figure 1. fashion industry

Source: Statista

Data obtained from Statista on the growth of fashion industry in ecommerce has shown that the worldwide revenue is expected to increase from 481 billion dollars in 2018 to 713 billion dollars in 2022. There are a few possibilities to this result, which includes the growth of internet usage and smartphone adoption. Also, the use of cutting-edge technology to create an immersive ecommerce experience can also be a reason to the growth.

Many individuals now choose to shop online, even though some people still prefer to do their shopping the old-fashioned way. Website content is essential for attracting new users and maintaining existing users because business-to-consumer (B2C) transactions are typically conducted online. Websites that are poorly designed and challenging to use may frustrate visitors and cause a high turnover rate, which results in visitors who did not bother to explore the rest of the site. On the other side, it has been discovered that a well-designed website has a positive effect on return rates and purchase behavior (Garett et al., 2016). There are numerous advantages to internet buying from the perspective of consumers (Kim, et al., 2008; Liu et al., 2012). Individuals save a

lot of time and money whenever they need to shop because they don't have to go a considerable distance, which would incur transportation costs and effort. This is because it allows people to buy anywhere and whenever. Additionally, because everything is open and accessible on the internet, consumers may search up more detailed information about the goods they are about to buy. Despite the fact that there are many benefits offered to consumers when they buy online, one drawback is that they are unable to physically touch, smell, or inspect the product before making their purchase.

LITERATURE REVIEW

Love, Bonito was founded back in 2006 in Singapore, with hopes that they can share their love for fashion to everyone else. It started off as a small business, with word-of-mouth marketing until this point where they have become a brand in the online retail world. As of now, they have expanded their brand to Malaysia, Indonesia and Cambodia. Love, Bonito arrived Indonesia since May 2015 and they strive to ensure that their brand can bring comfort, style and boosts confidence for women. It started their first ever collection launch back in 2010. The demand was so high that their website crashed due to the high traffic. They then opened its first physical store in Singapore on November 2017, located in Somerset. Through their first flagship, their business continues to grow and flourish, and eventually open more stores throughout Singapore. Love, Bonito was first introduced to the Indonesian market in May 2015. They hope to inspire Indonesian women to be more confident and they believe that every woman has a voice to be heard and their own story. In Indonesia, after a few months of running with the use of their website, Love, Bonito held a temporary pop-up store in one of the most famous malls in Jakarta, Grand Indonesia. Although it was meant to only be a temporary thing, that event and space became one of its current physical stores in Jakarta up until today. Today, it has 8 stores in Indonesia while also being very focus on its website sales.

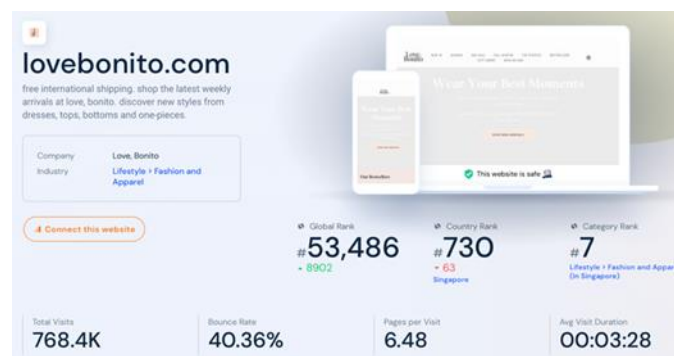


Figure 2. Bonito's website

The figure shows the monthly visit insight from Love, Bonito's website. According to the data obtained from SimilarWeb, it shows that the total website visits are 768,400. In March 2022, Love, Bonito's top three competitors include Zalora, Asos and Zara, where total visit counts are 682.1K, 61.3M and 69.1M

respectively. From the data given, the average visit duration would be 3 minutes and 28 seconds, which is considered very fast, not the ideal amount of time for average people to be spending time on a website if they were checking out on the purchase.

With this paper titled "The effect of website content, its perceived usefulness and perceived ease of use towards customer Purchase intention in Love Bonito", the writer aims to study about the website of Love, Bonito. The four hypothesis include:

H1: Website content will positively influence Love, Bonito's customer purchase intention.

H2: Perceived usefulness will positively influence Love, Bonito's customer purchase intention

H3: Perceived ease of use will positively influence Love, Bonito's customer purchase intention.

H4: Website content, perceived usefulness and perceived ease of use will simultaneously influence Love, Bonito's customer purchase intention.

METHODOLOGY

In this quantitative research paper, the author will identify the relationship between the independent and dependent variables, which are the primary issues that each variable needs to be analyzed for. In order to determine whether they would have an impact on variable Y, i.e., consumer purchase intention in Love Bonito, the following factors are included in this study: website content (X1), perceived usefulness (X2), and perceived ease of use (X3). Consequently, since the author will be examining the link and relationship between the variables, that qualifies as associational research (Paul M. Deutsch, 2022).

Research design can be broken down into descriptive research design and causative research design. Whereby according to Siedlecki (2020), descriptive research design refers to a type of analysis that focuses on outlining the features of the population or issue under study. This methodology places more emphasis on the understanding of the problem of the study topic rather than why it happens. Whereas the purpose of causal research is to determine whether there is a cause-and-effect link between two disparate events. Researchers undertake experiments to gather statistical proof of the relationship between the conditions since many alternative factors can contribute to cause-and-effect (Indeed, 2021).

This paper of research that the writer will conduct would be quantitative research, where the writer will establish the connection between the independent and dependent variables, which are the main problems that would require analysis of each. Therefore, the variables X in this research include: website content (X1), perceived usefulness (X2) and perceived ease of use (X3) whether they will impact variable Y, that is, customer purchase intention in Love Bonito. Therefore, that makes it a descriptive research, as the writer will be studying on the relationship and connection between the variables (Paul M. Deutsch, 2022).

The city of Medan will serve as the base for this investigation. As a result, the demographic for this study would include Love, Bonito's clientele, who are Medan residents. When they have registered for an account on the website and have already completed a purchase, this can be established. The research will only be conducted for residents of the city of Medan in order to facilitate data gathering. Two forms of sampling are distinguished in the classification of sampling. Probability sampling method and non-probability sampling method are the two.

For this research, non-probability sampling, specifically convenience sampling will be used. Wienclaw (2019) mentioned that as convenience sampling refers to the gathering of data from anyone who is willing to participate in the research, it is the easiest and most accessible way for the researcher. They frequently include contentious student samples, or those people with whom the researchers have anyone that is eager to participate in their survey (Ashraf & Merunka, 2017; Zhao, 2020).

Samples for this research will be calculated with the use of Lemeshow formula as the entire population is still unknown. The Lemeshow formula is as follow:

$$n = \frac{Z^2 \cdot P(1 - P)}{2}$$

Whereby:

n = Number of samples

Z = taking 95% confidence level, then sample will fall within 1.96 standard errors

P = 0.5 (largest sample size)

D = alpha 0.10, sampling error of 10%

$$n = \frac{1.96^2 \cdot (0.25)}{0.10^2} = 96.04 \approx 97$$

97 respondents will be required for this sample size of this research study.

Table 1. Operational Variable

Variable	Variable Definition	Variable Indicator	Measurement	Hypothesis
Website Content (X1)	The written, auditory, and visual information that is being put up on a website is referred to as website content. It is the most important factor in driving traffic to a website.	-Products and Service -Comparable -Sufficient	Likert scale	Website content will positively influence Love Bonito's customer purchase intention

	The most critical aspect of a good and interesting website is to create captivating content and grouping it into numerous categories to ease browsing.	Information -Interaction -Specific information -Well-organised		
Perceived Usefulness (X2)	Perceived usefulness refers to the relation between productivity and efficacy, as well as its overall advantages in terms of improving user performance.	-Usefulness -Performance -Improvement -Effort Saving -Productivity	Likert scale	Perceived usefulness will positively influence Love Bonito's customer purchase intention.
Perceived Ease of Use (X3)	Perceived ease of use is connected to the simplicity with which a technological system and its display may be accessed. It is also where consumers believe that the system is simple to work with and it is more likely they are to utilise it.	-Accessibility -Easy to use -Interaction -Understandable	Likert scale	Perceived ease of use will positively influence Love Bonito's customer purchase intention.
Purchase	Purchase intention	-Consideration	Likert scale	Perceived

Intention (Y)	looks at why a customer would want to purchase a particular brand or product, where it is a sort of decision making. It is a situation where potential consumer is compelled to purchase under specified circumstances.	-Comfort -Recommendation -Repeat order -Satisfaction		usefulness, perceived ease of use and website content will simultaneously influence Love Bonito's customer purchase intention.
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Source: Prepared by writer (2022)

The research method describes the approach, design of activities, scope or objects, materials and main tools, places, data collection techniques, operational definitions of research variables, and analytical techniques.

RESEARCH RESULT AND DISCUSSION

Validity Test

To start this test, questionnaires will be given out to 30 respondents of which have shopped at Love, Bonito and specifically accessed their website to shop for the products. With 30 respondents, the degree of freedom for this test will be 28 with a 5% significant level, according to the r table, the value would be 0.361. The result for the validity test for each variable is being recorded on the tables below:

Table 2. Validity Test for Website Content

Questions	R count	R table	Validity
WC1	0.649	0.361	Valid
WC2	0.392	0.361	Valid
WC3	0.440	0.361	Valid
WC4	0.650	0.361	Valid
WC5	0.551	0.361	Valid
WC6	0.694	0.361	Valid

Source: Prepared by writer (2022)

Table 3. Validity Test for Perceived Usefulness

Questions	R count	R table	Validity
PU1	0.669	0.361	Valid
PU2	0.400	0.361	Valid
PU3	0.440	0.361	Valid
PU4	0.432	0.361	Valid
PU5	0.378	0.361	Valid

Source: Prepared by writer (2022)

Table 4. Validity Test for Perceived Ease of Use

Questions	R count	R table	Validity
PEOU1	0.392	0.361	Valid
PEOU2	0.619	0.361	Valid
PEOU3	0.700	0.361	Valid
PEOU4	0.669	0.361	Valid

Source: Prepared by writer (2022)

Table 5. Validity Test for Purchase Intention

Questions	R count	R table	Validity
PI1	0.662	0.361	Valid
PI2	0.653	0.361	Valid
PI3	0.729	0.361	Valid
PI4	0.729	0.361	Valid
PI5	0.729	0.361	Valid

Source: Prepared by writer (2022)

Referring to the tables above, it shows that all questions have passed validity test. The higher the r count, means that the question has higher validity compared to the other. If it is lower than 0.361, the researcher will have to change or remove the question. But since all of the questions have passed the validity test, thus the researcher can move forward with her research onto the next step.

Reliability test

Another test after the validity test would be to test for its reliability and how consistent they can be. With the reliability test, it tells us when the research is being performed under identical situation, the amount to which the results can be replicated. It is being assessed by examining the consistency of the outcome across different respondents. It is related to validity test as a valid measurement is not always reliable, where the findings may be repeatable but they are not always accurate. A reliability test can be considered pass if value of Cronbach's Alpha test is greater than 0.6

Reliability test overall result

Table 6. Reliability test overall result

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	20

Source: Data Processing Results (SPSS, 2022)

Figure 3. Reliability test overall result

From this result that the writer has obtained from SPSS, it proves that the 20 questions with the value of 0.918 for Cronbach's Alpha. That makes the result and the questions reliable as it is already higher than 0.6 of which is the threshold to pass the reliability test.

To ensure that results obtained can be more accurate trusted, the writer also did a reliability test on each of the variables, to check whether they have met the minimum requirement of 0.6.

Reliability test on Website Content (X1)

Table 7. Independent Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
.764	6

Source: Data Processing Results (SPSS, 2022)

Based on the table above, the writer can determine that answers for the first independent variable of website content can be deemed as reliable and stable as the value of its Cronbach's Alpha is 0.764, which is higher than the minimum requirement of 0.6.

Reliability test result on Perceived Usefulness (X2)

Table 8. Variable X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.746	5

Source: Data Processing Results (SPSS. 2022)

The table shows that variable X2 on perceived usefulness is reliable with the value of 0.746 on Cronbach's Alpha, therefore it is acceptable and answers for it will remain consistent.

Reliability test result on Perceived Ease of Use (X3)

Table 9. Variable X3

Reliability Statistics	
Cronbach's Alpha	N of Items
.768	4

Source: Data Processing Results (SPSS, 2022)

The value of Cronbach's Alpha on reliability test for variable X3 is 0.768, which is also higher than 0.6 and thus the answers that will be made by respondent makes it trustworthy and reliable.

Reliability test result on Purchase Intention (Y)

Table 10 Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.807	5

Source: Data Processing Results (SPSS, 2022)

Finally, the table above shows the result on the reliability test for variable Y on purchase intention. The writer can also conclude that questions on the dependent variable is reliable and will be stable with the value of Cronbach's Alpha of 0.807, which has the highest value among all the other variables being tested. This means that responses for this question will be more stable compared to the others. All the tests that were done on each variable have proven that the outcome on the research will result as reliable.

Classical Assumption Test

Normality Test

A normality test will be conducted in order to know whether the variable data approaches a normal distribution population. The goal is to determine the required type of statistic that will be utilised to discover the connection between the researched variable (Rizki & Gustia, 2019). A good regression model will have a data distribution that is normal or somewhere close to normal. There are several ways to determine whether or not result is normal. These can be done through Kolmogorov-Smirnov, normal probability histogram, and also normality test p-plot graph.

The data in sig Kolmogorov-Smirnov is examined to determine normality. The test was done with the use of SPSS Statistics 25 software, whereby the threshold for significance level chosen was 0.05. The results are shown on the table below:

Kolmogorov-Smirnov Normality Test

Table 11. Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	2.27332895
Most Extreme Differences	Absolute	.080
	Positive	.047
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.143 ^c

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

Source: Data Processing Results (SPSS, 2022)

The table shows that significant value is 0.143, where significant is greater than 0.05. Therefore, it can be deemed as data is normally distributed and that requirements for normality have been met.

Normality Test Histogram

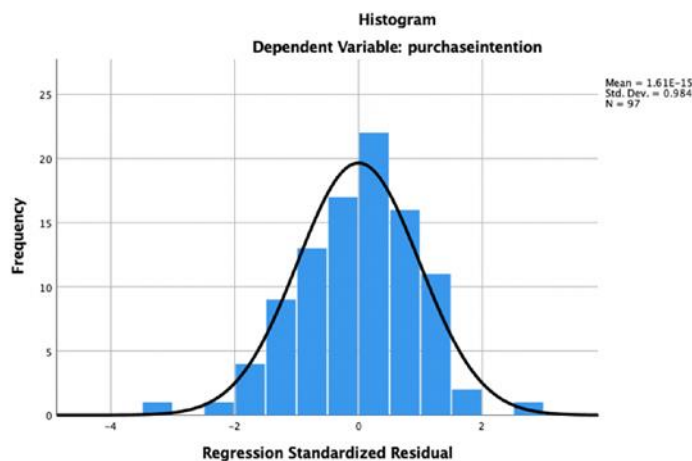


Figure 3. Histogram

Source: Data Processing Results (SPSS, 2022)

Based on the above figure on normality test histogram, data has passed the normality test as it formed a bell-shaped curve on the graph. The formation of the bell-shaped curved means that it was distributed normally.

P-Plot Normality test

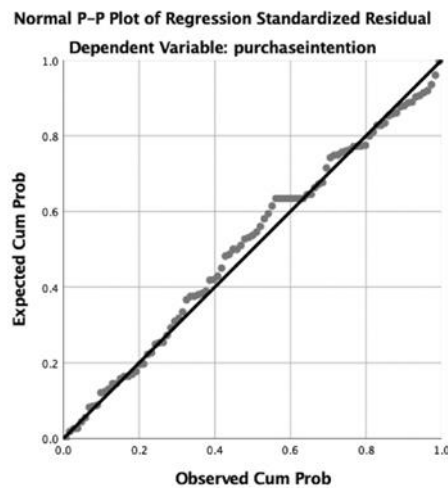


Figure 4. P-Plot

Source: Data Processing Results (SPSS, 2022)

The figure shows that the P-Plot where data is spread along a line diagonally. As the data lies and follows the direction of the lines, indicating that the data is normally distributed.

Linearity Test

To check whether there is a linear relationship between the independent and dependent variable, a linearity test was performed using the SPSS Statistics 25. The threshold for linearity test would also be 0.05, whereby if significant value is less than 0.05, it means that there is a linear relationship between the independent and dependent variable.

Linearity test for Website Content (X1)

Table 12. Anova

			Sum of Squares	df	Mean Square	F	Sig.
purchaseintention * websitecontent	Between Groups	(Combined)	280.974	14	20.070	3.355	.000
		Linearity	170.604	1	170.604	28.523	.000
		Deviation from Linearity	110.370	13	8.490	1.419	.168
	Within Groups		490.469	82	5.981		
	Total		771.443	96			

Source: Data Processing Result (SPSS, 2022)

Linearity test for Perceived Usefulness (X2)

Table 13. Perceived Usefulness

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
purchaseintention * perceivedusefulness	Between Groups	(Combined)	305.858	11	27.805	5.076	.000
		Linearity	253.818	1	253.818	46.339	.000
		Deviation from Linearity	52.039	10	5.204	.950	.493
	Within Groups		465.585	85	5.477		
	Total		771.443	96			

Source: Data Processing Result (SPSS, 2022)

Linearity test for Perceived Ease of Use (X3)

Table 14. Perceived Ease of Use

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
purchaseintention * perceivedeaseofuse	Between Groups	(Combined)	226.489	9	25.165	4.018	.000
		Linearity	194.028	1	194.028	30.976	.000
		Deviation from Linearity	32.462	8	4.058	.648	.735
	Within Groups		544.954	87	6.264		
Total		771.443	96				

Source: Data Processing Result (SPSS, 2022)

The three tables each represents the linearity test of variable X1, X2 and X3 towards the dependent variable Y. Since the threshold is 0.05 of which significant value for linearity should be less than it, all three the independent variables (perceived usefulness, perceived ease of use and website content) have a value of 0.000. This means that there is a linear relationship between all the independent variables towards the dependent variable.

Heteroskedasticity Test

The heteroskedasticity test will determine whether values of the independent variables affect the variance of regression errors. A Glejser test is one way to test for heteroskedasticity.

Glejser Test

Table 15. Glejser

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.509	1.235		1.222	.225
	perceivedusefulness	-.141	.112	-.247	-1.252	.214
	perceivedeaseofuse	.158	.086	.250	1.830	.070
	websitecontent	.022	.083	.048	.260	.795

a. Dependent Variable: RES2

Source: Data Processing Result (SPSS, 2022)

Table shows the result for Glejser test. To ensure that there is no heteroskedasticity happening, significant value should be greater than 0.05. As

seen on the table, significant value are all higher than 0.05, which means that it has passed the Glejser test. Another way to test for heteroskedasticity is by looking at the scatter plot:

Scatter Plot for Heteroskedasticity

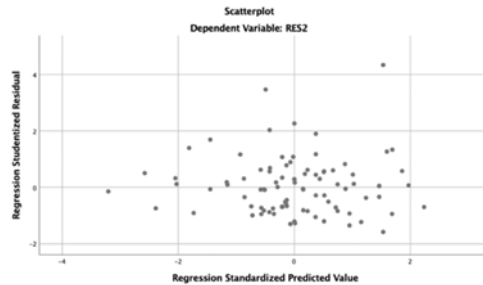


Figure 5. Heteroskedasticity
Source: Data Processing Result (SPSS, 2022)

The scatter plot is another way to determine the occurrence of heteroskedasticity. If there is a certain pattern on the graph, it indicates the existence of heteroskedasticity. Based on figure 4.3, there are no certain pattern and data are well spread. Through this data, we can conclude that there is no heteroskedasticity in this study.

Multicollinearity Test

A multicollinearity test attempts to evaluate how the independent variable may correlate with the dependent variable. The existence of multicollinearity can lead to misleading result. Therefore, a good regression model should not have multicollinearity.

Table 16. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.759	2.072		2.297	.024		
	perceivedusefulness	.563	.189	.481	2.985	.004	.266	3.759
	perceivedeaseofuse	.290	.145	.224	1.999	.048	.553	1.808
	websitecontent	-.061	.139	-.067	-.438	.662	.299	3.342

a. Dependent Variable: purchaseintention

Data Processing Result (SPSS, 2022)

Existence of multicollinearity can be determined by observing the collinearity tolerance and statistics variance inflation factor (VIF). The value for tolerance should be greater than 0.1 and VIF should be below 10 although the range of 5-10 is already considered as heavy correlation. The table shows that tolerance are 0.266, 0.553, 0.299 respectively and VIF are 3.759, 1.808 and 3.342 respectively. This means that there is no multicollinearity happening and that data is acceptable in this study.

Multiple Linear Regression

As there are more than one independent variable, this study tests for multiple linear regression. It examines how they are related to the dependent variable of the study. The information that will be obtained from the independent variable may be utilised to generate an accurate on the amount of influence they have on the dependent variable. The model generates a linear relationship that best approximates all of the individual data points.

Table 17. Multiple Linear Regression

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.759	2.072		2.297	.024
	perceivedusefulness	.563	.189	.481	2.985	.004
	perceivedeaseofuse	.290	.145	.224	1.999	.048
	websitecontent	-.061	.139	-.067	-.438	.662

a. Dependent Variable: purchaseintention

Source: Data Processing Result (SPSS, 2022)

Referring to table 4.27 for the results shown, the equation is as of follows:

$$Y = 4.759 - 0.61X_1 + 0.563X_2 + 0.290X_3$$

With this equation, the writer can deduce that:

1. The constant value (a) from the unstandardised column shows that it is 4.759, whereby if perceived usefulness, perceived ease of use and website content is zero, the purchase intention will have a value of 4.759.
2. Unlike perceived usefulness and perceived ease of use, variable X1 of website content has a negative value of 0.061, which means that if there is an increase by one for website content, purchase content will have a decrease of 0.061.
3. The value of coefficient of 0.563 in perceived usefulness means that if there is an increase by one, the dependent variable of purchase intention will also increase by 0.563.
4. The value of coefficient of 0.290 in perceived ease of use means that if there is an increase by one, the dependent variable of purchase intention will also increase by 0.290.

Hypothesis Testing

Coefficient of Determination

When forecasting the outcome of a particular event, the coefficient of determination acts as a statistical measurement that assesses how variations in one variable may be explained by changes from the second variable. The below table will provide the result for the coefficient of determination for this research:

Table 18. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.357	.336	2.310

a. Predictors: (Constant), websitecontent, perceivedeaseofuse, perceivedusefulness
b. Dependent Variable: purchaseintention

Source: Data Processing Result (SPSS, 2022)

As seen on the table, value of R Square is 0.357 which means that it is indicating 35.7% of the factors that actually has influence towards purchase intention would be perceived usefulness, perceived ease of use and the content of the website. With the remaining percentage of 64.3% means that they are factors that are outside of this study which are not explained.

F test

Essentially, the F test compares the model and whether it is suitable for the data. In order for the result to be significant, the value should be lesser than 0.05, and if result is significant, it means that the model's fit will be improved with the addition any coefficient.

Table 19. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	275.313	3	91.771	17.203	.000 ^b
	Residual	496.130	93	5.335		
	Total	771.443	96			

a. Dependent Variable: purchaseintention
b. Predictors: (Constant), websitecontent, perceivedeaseofuse, perceivedusefulness

Source: Data Processing Result (SPSS, 2022)

The table shows the Anova table that determines whether result is significant or not. From the table, it shows that significant value is 0.000. Therefore, this means that it is significant and it can be deduced as great fit as it is lesser than 0.05. To sum up, H4 will be accepted as all three independent variables of which are perceived usefulness, perceived ease of use and website content simultaneously influence customer purchase intention.

T Test

T test was also conducted to confirm that results of p value can be trusted accurately. If the T value is greater than the critical value that can be seen on the T table, that means that H_a is accepted and H_o is rejected. Referring to the T table, the degree of freedom will be 1.984.

Table 20. T Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.759	2.072		2.297	.024
	perceivedusefulness	.563	.189	.481	2.985	.004
	perceivedeaseofuse	.290	.145	.224	1.999	.048
	websitecontent	-.061	.139	-.067	-.438	.662

a. Dependent Variable: purchaseintention

Source: Data Processing Result (SPSS, 2022)

The table shows the result for T test, whereby we can see that perceived usefulness and perceived ease of use have a T count of 2.985 and 1.999 respectively, which means that Ho is accepted and Ha is rejected as they are greater than 1.984. Whereas for website content, it has a negative value and therefore it is rejected as the T count has a smaller value than that from the T table. We can deduce that both perceived usefulness and perceived ease of use has a significant influence towards purchase intention, but website content does not.

CONCLUSIONS AND RECOMMENDATIONS

The classical assumption test was also conducted for this research. It includes the normality test, linearity test, heteroskedasticity test and multicollinearity test. Firstly, the normality test was done first. In order for the result to be deemed as normal, the curve obtained from the test should be shown as bell-shaped on the histogram. A bell-shaped curve indicates that the data is being distributed normally. A Kolmogorov-Smirnov test is also conducted, whereby significant value resulted in 0.143, which is greater than the required value of 0.05. The P-Plot graph is also another way to test for normality. In the P-Plot graph, there is a straight line placed diagonally across the graph. For the data to be concluded as normal, it should be well spread on the diagonal line. The next test is the linearity test. Results from linearity test shows that significant value are all 0.000, which is lower than the required 0.05, which means that there is a linear relationship between X1, X2, X3 towards Y. Following the heteroskedasticity glejser test, where on the scatter plot it shows that all the points are scattered, which means that it did not form a certain pattern and it has passed the heteroskedasticity test as the significant value are also greater than 0.05. Finally, for the multicollinearity test, the collinearity tolerance and VIF were observed. The values for tolerance are all greater than 0.1, following with all of the VIF below 10. This means that there is no multicollinearity happening and data is acceptable for this study.

From the multiple linear regression analysis that was carried out, the equation $Y = 4.759 - 0.061X_1 + 0.563X_2 + 0.290X_3$ was formed. With this equation, it shows that the coefficient for perceived usefulness is 0.563, meaning that if

there is one increase in perceived usefulness, there is also an increase in purchase intention by 0.563. Similarly, if there is an increase in perceived ease of use, there is also an increase in purchase intention by 0.290. However, if there is one increase in website content, purchase intention will decrease by 0.61. As there is a negative value in the equation, it implies that that specific independent variable does not partially influence the dependent variable Y, that is purchase intention.

Result of the determination test shows that 35.7% of the factors that actually have a partial influence on purchase intention are through perceived usefulness, perceived ease of use and the content in Love, Bonito's website, whereas the remaining 64.3% are factors that are not mentioned in this study. In addition, based on the result obtained from the F test, significant value is 0.000. This means that the three independent variables simultaneously have an influence on purchase intention. However, after the T test and P value was observed, it shows that website content does not significantly influence purchase intention, but perceived usefulness and perceived usefulness have a partial influence towards purchase intention.

For future researches, the writer recommends to study on other factors that can influence purchase intention, as the percentage of influence from perceived usefulness, perceived ease of use and website content only makes up to 35.7%, and there is still a remainder of 64.3% of which are external factors that are not mentioned in this study, therefore would be better if future researchers would consider other factors, such as buying power, income, brand quality, and etc.

ADVANCED RESEARCH

This research still has limitations so it is necessary to carry out further research related to the topic "The Effect of Website Content, Its Perceived Usefulness and Perceived Ease of Use towards Customer Purchase Intention: Evidence From Love Bonito" to perfect this research, as well as increase insight for readers.

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