Review Article

An Empirical Study Based on Website Service Quality, Customer Perceived Value and Online Purchase Intention

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Abstract: Low-level website service quality restricts the consumer's willingness to buy, leading to the plight of sailing of fresh agricultural products, "applauded but difficult ". Based on the D & M model and the service quality model, this paper constructs the model of "website service quality, customer perceived value and online purchase intention", and discusses the mechanism of the service quality of fresh shopping website on customer purchase intention. The results show that the system accessiblity of web service quality affects the purchasing intention of online through the perceived utilitarian value, and the information diversity and the of service quickness affect the purchasing intention of online by perceived hedonic value. What's more, hedonic value has a greater impact on online buying intention than utilitarian value. The conclusion of the study provides an effective way to improve the service quality of the website.

Keywords: Website service quality; customer perceived value; online purchase intention; fresh agricultural products.

1. INTRODUCTION

Service quality is the final factor that determines customer purchasing behavior [1, 2], and shopping website service quality is the key to influencing consumers' purchase intention [3]. As a direct carrier and important medium for the interaction between e-commerce companies and consumers, shopping websites have a direct impact on consumers' purchasing decisions due to the quality of their services. China's market reached a scale of 1.36 trillion. Although shopping websites attract consumers to try new products due to their rich categories, preferential prices and convenient purchasing methods, they suffer from service quality problems such as similar page designs, difficulty in distinguishing the authenticity of product information, and untimely product transportation [4-6], which greatly reduces consumers' perception of the value of online shopping [7] and affects consumers' final choice of online purchasing.

In recent years, domestic and foreign scholars have mainly focused on two aspects in their research on the impact of website service quality on consumers' online purchasing intentions. The first is the information system success model perspective. Relevant research focuses on the impact of website overall service quality on consumer attitudes and behaviors [8, 9]. The second is the service quality model perspective. Relevant research focuses on whether the overall service quality of the website directly affects purchase intention, or indirectly affects purchase intention through perceived value, trust, loyalty etc. [10-14]. So, what dimensions does shopping website service quality include? Do multiple dimensions have different effects on online purchase intention? How is the influence mechanism achieved? Therefore, this article builds a research model of "website service quality, customer perceived value, and online purchase intention" based on the D&M model and service quality model, trying to reveal the mechanism of shopping website service quality on online purchase intention, and explore online sales The reasons for "good reviews but not good reviews" provide suggestions for e-commerce companies to improve website service quality, increase customers' perceived value, and thereby increase online purchase intention.

2. Theoretical models and research hypotheses
2.1 Theoretical models

Information Systems Success (D&M) Model. The information system success model believes that system quality, information quality, service quality, usage intention, customer satisfaction and net income are the six major factors that determine the success of information systems [15]. It explains the impact of quality (system quality, information quality, service quality) on the impact of consumer attitudes (intention to use and satisfaction) and behavior (purchase intention). Later, scholars expanded the application. For example, Wang and Liao [8] applied the model to the e-government environment; Kim *et al.*, [2] studied the security and availability of the system, information diversity and timeliness, and fast service. The impact of accessibility and acceptability on consumers' online repeat purchase intention; Xie Jialin and Zhang Jinchao [9] studied the impact of information quality, system quality and service quality on user annotation behavior in university libraries. The information system success model is a theoretical framework that explains the relationship between "quality, attitude, and behavior". Perceived value is a manifestation of attitude, and purchase intention largely reflects the likelihood of behavior [2]. Therefore, with reference to the information system success model, this article constructs a research framework of "website service quality, customer perceived value and online purchase intention".

This paper determines the dimensions of shopping website service quality based on considering its own characteristics and the general characteristics of online transactions. With rich categories and numerous brands, the website needs to have clear classification and navigation to help consumers make product choices; unlike offline purchases, online transactions cannot directly observe the appearance and quality of the product, and the website needs to provide product-related information and comments, so that consumers can fully understand the products they need to buy. Based on this, this article focuses on studying the impact of shopping website system availability, information diversity, and service speed on consumer attitudes (i.e., perceived value) and behavior (i.e., online purchase intention). Divide quality into system availability, information diversity and service speed. Regarding the dimension division of perceived quality, this article refers to the views of Babin *et al.*, [16] and divides perceived value into two dimensions: practicality and hedonicity. Consumers with a preference for practicality and perceived value are goal-oriented and regard shopping as a rational and efficient behavior aimed at completing a given shopping task. Consumers with hedonic perceived value preferences are interest-oriented and regard shopping as an irrational entertainment behavior, aiming to obtain sensory reactions, emotions and other pleasures related to the shopping experience [17, 18].

Based on the above analysis, this article proposes a research model for the study, as shown in Figure 1. It mainly includes three aspects of research content: ① Use structural equation model to measure the direct effect of three dimensions of shopping website service quality on customer perceived value; ② Verify the causal relationship between customer perceived value and online purchase intention; ③ Test customers The mediating effect of perceived value on the impact of website service quality on online purchase intention. The logical goal of this study is to improve the perceived practical value and hedonic value, and ultimately increase consumers' online purchase intention.
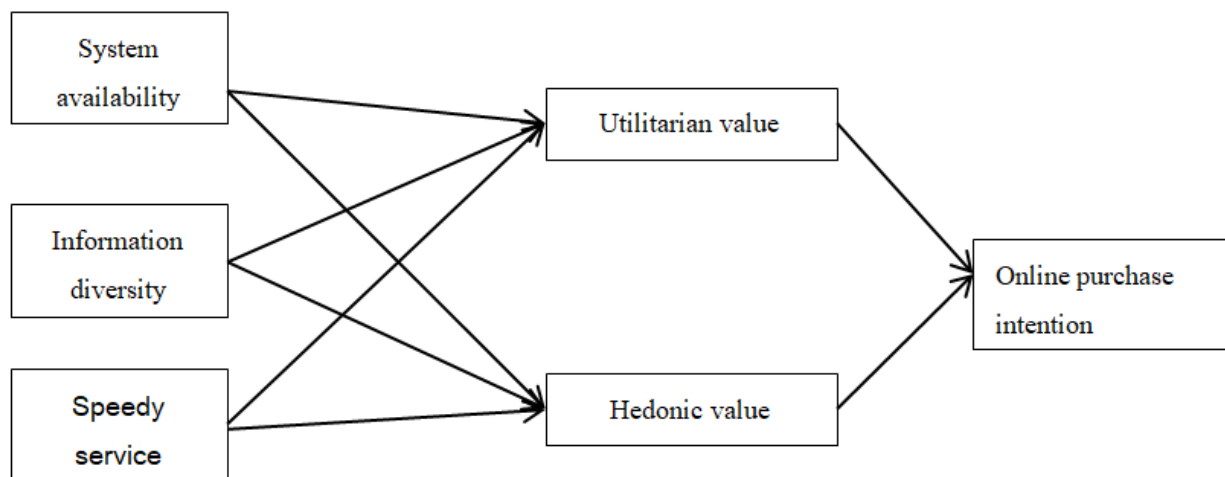

Fig 1: Theoretical Model

2.2 Research hypotheses

System availability refers to the stable and precise operation of a shopping website in terms of responsiveness and convenience, which includes ease of entry and simple and reliable operation [30]. One of the biggest features of online shopping is that consumers can shop anytime and anywhere. System availability is crucial to consumers' attitude toward online shopping [31]. As a direct interaction object for consumers when shopping, the quality of shopping websites will give consumers a good or bad intuitive impression. Once consumers encounter problems such as slow loading, cumbersome

searches, complex pages, etc., they may become dissatisfied with the website, which will affect the consumer's shopping experience and ultimately reduce the frequency of online shopping [32]. There are many categories and brands. If the shopping website page is concise and clear, and the categories are clear, consumers will improve the efficiency of information search, generate lasting shopping interest and freshness, and ultimately increase the possibility of purchasing. To sum up, the fast loading speed, clear page layout and clear navigation system of shopping websites will directly affect consumers' perceived value of online purchases. Therefore, this article puts forward the following hypotheses:

H1: System availability has a positive impact on customer perceived value.

H1a: System availability has a positive impact on customers' perceived value of utility;

H1b: System availability has a positive impact on customers' hedonic perceived value.

Information diversity refers to the richness of information that a shopping website can satisfy different types of consumers [33]. Information diversity is the core factor of shopping websites [34]. Different from traditional shopping, the biggest advantage of online shopping is that it can obtain rich and useful product information in the most convenient and effective way [35]. Consumers have limited time to search for products online. Shopping websites provide rich information on product categories, brands, distribution, refunds, reviews, etc., which helps consumers reduce information search costs, shorten decision-making time, and improve decision-making efficiency [24]. On the other hand, consumers choose online shopping not only to buy what they need, but also to experience the fun of searching for products and services [36]. The rich information of shopping websites is conducive to continuously attracting and maintaining consumers' attention. In addition, shopping websites use diverse information presentation methods such as text, pictures, videos, and VR (virtual reality) technology to help consumers perceive the fun, enjoyment, and safety of purchasing [37]. Therefore, this article puts forward the following hypotheses:

H2: Information diversity has a positive impact on customer perceived value.

H2a: Information diversity has a positive impact on consumers' perceived value of utility;

H2b: Information diversity has a positive impact on consumers' hedonic perceived value.

Service speed refers to the speed of shopping website services, including the speed of product delivery and customer service response. The non-face-to-face contact characteristics of online shopping make service speed particularly important [38]. Consumers cannot directly experience the quality and can only understand it through text, pictures or videos, etc., so they have more urgent needs for service speed [27]. After placing an order online, consumers will have a sense of urgency to see the product as soon as possible, and delayed product delivery will cause many negative impacts [39]. In addition, the speed of service also requires customer service personnel to have the ability to solve problems quickly. As the direct communication object of consumers, customer service personnel need to respond quickly to diverse needs including price, delivery time, after-sales policy, etc [40]. Existing research has proven that in online shopping situations, consumers' perceived value largely depends on the rapid delivery of products and the rapid response of customer service personnel [41]. Therefore, this article puts forward the following hypotheses:

H3: Service speed has a positive impact on customers' perceived value of utility.

H3a: Service speed has a positive impact on customers' perceived value of utility;

H3b: Service speed has a positive impact on consumers' hedonic perceived value.

Perceived value is the determining factor in consumers' purchasing motivation [42, 43]. For practical shoppers, they do not want to be disturbed too much during shopping, need to complete their shopping goals efficiently, and tend to purchase products on shopping websites with rich varieties, convenience, time-saving, and clear categories [12]. For hedonic shoppers, shopping websites with sensory stimulation, emotional value, and aesthetics will immerse consumers in the shopping process, leading to longer shopping time and more frequent visits, and investment in the shopping process [44]. Both practical value and hedonic value are highly related to consumption behavior. Providing both types of value to consumers at the same time is the key to improving consumers' online purchase intention. Therefore, this article puts forward the following hypotheses:

H4: Customer perceived value has a positive impact on online purchase intention.

H4a: Customer perceived value of practicality has a positive impact on online purchase intention;

H4b: Customers' hedonic perceived value has a positive impact on online purchase intention.

The mediating role of customer perceived value. A higher level of system availability means that shopping website pages are concise and clear with clear categories, which will satisfy consumers' pursuit of quick shopping goals and experience the freshness and fun of online shopping [45]. Consumers' positive perception of the value of online purchases will increase the likelihood of final purchase. Therefore, this article puts forward the following hypotheses:

H5: Customer perceived value has a mediating effect on the relationship between system availability and online purchase intention.

H5a: Perceived utility value has a mediating effect on the relationship between system availability and online purchase intention;

H5b: Hedonic perceived value has a mediating effect on the relationship between system availability and online purchase intention.

Information diversity not only means rich, diverse and timely updated information, but also includes the diversification of product information presentation methods such as text, pictures, videos and VR technology, which is beneficial to consumers to improve decision-making efficiency [24] and experience searching for products and pleasure of service [36], which in turn generates higher purchasing motivation and behavior. Therefore, this article puts forward the following hypotheses:

H6: Customer perceived value has a mediating effect on the relationship between information diversity and online purchase intention.

H6a: Perceived practical value has a mediating effect on the relationship between information diversity and online purchase intention;

H6b: Hedonic perceived value has a mediating effect on the relationship between information diversity and online purchase intention.

Service speed means that product delivery and customer service response are quick and fast. The fast delivery shortens consumers' psychological waiting time. The customer service staff's quick response to price, origin, delivery time, and after-sales policy satisfies consumers' desire for information. Immediate demand is conducive to improving consumers' perceived value [41] and ultimately increasing their online purchase intention [43]. Therefore, this article puts forward the following hypotheses:

H7: Customer perceived value has a mediating effect on the relationship between service speed and online purchase intention.

H7a: Perceived practical value has a mediating effect on the relationship between service speed and online purchase intention;

H7b: Hedonic perceived value has a mediating effect on the relationship between service speed and online purchase intention.

3. Data sources and research methods

(1) Sample selection and data collection

This article takes consumers who have had online purchasing experience as the survey subjects. The selection of survey subjects follows the principle of random sampling and adopts the form of online questionnaire distribution. Taking into account the differences in consumption levels and consumption habits, the survey in this article covers Hubei, Beijing, Zhejiang, Guangdong, Yunnan and other provinces and cities in the east, middle and west. A total of 400 questionnaires were recovered, of which 321 were valid questionnaires, with an effective recovery rate of 80.25%. The limited sample met the requirement that the sample size be at least 5 times that of the measurement items. In terms of gender, the proportions of men and women are 28.1% and 72.9% respectively, indicating that women are more willing to purchase online than men. In terms of age, people between the ages of 20 and 30 account for the largest proportion, accounting for 75.7%, reflecting the younger age structure of online purchasers. In terms of academic qualifications, 85.4% have a bachelor's degree or above, indicating that people who buy online are generally well educated. In terms of average monthly household disposable income, 20.6% of households have an income of less than 3,000 yuan, and 20.2% have an income of 7,001 yuan and above, which reflects the polarization of income among people who buy online. In terms of annual online shopping amount, 101-500 yuan accounts for the largest proportion, accounting for 46.7%, reflecting that online shopping is not yet very popular.

(2) Variable measurement

Since system availability, information diversity, service speed, practical perceived value, hedonic perceived value, and online purchase intention are all latent variables that cannot be directly observed, observation variables need to be designed to measure them. The measurement scale in this article refers to mature scales at home and abroad, and is appropriately modified based on the communication and interviews during the field questionnaire distribution, so that the questionnaire is more in line with Chinese people's reading habits so that the survey respondents can better understand it. The sources of measurement items are as follows:

① System availability: Referring to the research of Ahn *et al.,* [46], including 3 items, mainly measuring the response and connection speed of the system. ②Information diversity: Referring to the research of Khalifa and Liu [47], including 4 items, mainly measuring the richness of information. ③Service speed: Referring to the research of Zeithaml *et al.,* [48], including 3 items, mainly measuring the speed of product transportation and customer service response. ④Perceived value of practicality: Referring to the research of To *et al.,* [49], including 3 items, mainly measuring consumers' evaluation of online shopping as fast and efficient. ⑤ Hedonic perceived value: Referring to the research of To *et al.,* [49], including 3 items, mainly measuring consumers' evaluation of online shopping, entertainment and

relaxation. ⑥Online purchase intention: Referring to the research of Zhou *et al.*, [50], including 3 items, mainly measuring consumers' willingness to repeat purchases and recommendations.

This article adopts the Likert five-point scale method and sets five answer options for each measurement item under the above six variables: "disagree", "relatively disagree", "general", "relatively agree", and "agree" , and assign values 1, 2, 3, 4, and 5 respectively. Scores for each item are obtained based on the choices made by the questionnaire respondents. Then, SPSS20.0 software was used to conduct principal component analysis and exploratory factor analysis on the scale. At the same time, this article uses Cronbach's α coefficient to measure the reliability of each latent variable to ensure the internal consistency of each construct. As can be seen from Table 2, Cronbach's α of each variable is greater than 0.7, indicating that the overall validity of the measurement scale is high. The overall KMO value of the scale is 0.897, which is greater than 0.5; Bartlett's sphere test reaches a significant level ($P<0.001$), indicating that the scale has good validity and is suitable for factor analysis. The factor loadings calculated through factor analysis are all greater than 0.7, indicating that the measurement scale has good convergent validity. The measurement are placed in Table 1.

Table 1: Variable measurements

Variable	Items
Consumer-website interaction quality	CW1 The page of the website loads quickly.
	CW2 The website responds quickly to my operation.
	CW3 I feel smooth and natural when browsing the website.
Consumer-seller interaction quality	CS1 The online seller responds to my questions quickly.
	CS2 The online seller provides relevant information.
	CS3 The online seller responds closely related to my question.
	CS4 The online seller is willing to communicate with me.
Consumer-consumer interaction quality	CC1 I can get information from other consumer's evaluation.
	CC2 I can share shopping experience with other consumers.
	CC3 I can communicate with other consumers in the online forums. CC4 Online reviews help me to make better
Utilitarian value	UV1 I only purchase products online when I need it.
	UV2 I only pay attention to the products which I need.
	UV3 Buying online saves my time.
Hedonic value	HV1 Buying online is an interesting activity.
	HV2 Buying online makes me relaxed.
	HV3 I forget the time temporarily when I buy products online.
Purchase intention	PI1 I'm willing to buy products frequently.
	PI2 I'll continue to buy products online.
	PI3 I'll recommend others to buy products online.

(3) Hypothesis testing

Model testing. When there are multiple relationships between independent variables, mediating variables and dependent variables, it is difficult for traditional analysis methods to obtain accurate results on the relationships between variables, while structural equation models can well test the overall goodness of fit of the model and test the measurement results reliability. Therefore, this article uses structural equation modeling to analyze the relationship between variables. AMOS20.0 software was used as a tool to test the theoretical model of the article. From Table 3, it can be seen that the overall fitting effect of the model is good. The ratio of chi-square to degrees of freedom is 1.719. The values of GFI and AGFI are 0.933 and 0.908 respectively. , the values of NFI and IFI are 0.937 and 0.973 respectively, and the values of CFI and RMSEA are 0.972 and 0.047 respectively, all of which meet the standards required for model fitting effect. The model fitting results are shown in Table 2.

Table 2: Model fitting results

	CMIN/DF	GFI	AGFI	NFI	IFI	CFI	RMSEA
Standard	<3	>0.9	>0.9	>0.9	>0.9	>0.9	<0.05
Fit value	1.719	0.933	0.908	0.937	0.973	0.972	0.047

Direct effect test. Table 3 shows the path coefficients, P values and corresponding hypothesis test results of the structural equation model. In the hypothesis test of the impact of website service quality on perceived utility value, only the impact of system availability on perceived utility value is significant, with a path coefficient of 0.352. Hypothesis H1a is established and H1 is partially verified. The process of website service quality affecting hedonic perceived value was tested and found that information diversity and service speed have a significant impact on hedonic perceived value. The path coefficients are 0.218 and 0.373 respectively, indicating that H2b and H3b are established, and H2 and H3 are

obtained. Partial verification. In the hypothesis test of perceived value on online purchase intention, both practical perceived value and hedonic perceived value have a significant impact on online purchase intention, with path coefficients of 0.157 and 0.679 respectively. Hypotheses H4a and H4b are established, and H4 is fully verified.

Table 3: Direct relationship result

Path	Estimate	P Value	Results
Utilitarian value <---Consumer-website interaction quality	0.352	***	H1a support
Hedonic perceived value <--- system availability	0.141	0.077	H1b not support
Perceived value of usefulness <---Information diversity	0.137	0.167	H2a not support
Hedonic perceived value <--- Information diversity	0.218	0.016	H2b support
Perceived value of practicality <---service speed	0.039	0.632	H3a not support
Hedonic perceived value <---Service speed	0.373	***	H3b support
Online purchase intention <---Perceived value of practicality	0.157	0.016	H4a support
Online purchase intention <---Hedonic perceived value	0.679	***	H4b support

Note: *** means $p \leq 0.001$

Test of mediating effect. This article adopts the mediation effect test procedure of Baron and Kenny [51] to further test the mediating effect of perceived value on the relationship between website service quality and online purchase intention. The specific process is divided into three steps: first, test the impact of independent variables on the dependent variable, and eliminate independent variables that are not significant on the dependent variable; second, test the impact of the independent variables on the mediating variable, and observe the significance of the regression coefficient; finally, test the influence of independent variables and mediating variables on the dependent variable, and observe whether the regression coefficient of the independent variable is significant. If the regression coefficient is significant, there is a partial mediation effect; if the regression coefficient is not significant, there is a complete mediation effect.

According to the previous hypothesis test results, the impact of system availability on hedonic perceived value, and information diversity and service speed on perceived practical value are not significant, so they were not included in the mediating effect test. As can be seen from Table 5, the regression coefficient of the first step is significant, indicating that the three dimensions of website service quality have a significant impact on online purchase intention. The regression coefficient in the second step is significant, indicating that these three dimensions have a significant impact on perceived value (utility or hedonicity). After adding intermediary variables in the third step, comparing the regression analysis results in the first and third steps, it can be seen that the impact of system availability, information diversity, and service speed on online purchase intention has changed from significant to insignificant. , indicating that perceived practical value completely mediates the impact of system availability on online purchase intention, hypothesis H5a is established; hedonic perceived value completely mediates the impact of information diversity and service speed on online purchase intention, hypothesis H6b, H7b is established.

4. CONCLUSION AND DISCUSSION
Based on the construction of a theoretical model of website service quality, customer perceived value and online purchase intention, this paper uses micro-survey data to empirically test the hypotheses. The research found that: first, system availability has a significant impact on the improvement of consumers' perceived value of practicality. Shopping websites' fast page connections, clear navigation functions and clear page designs will improve consumers' search efficiency and reduce unnecessary time waste. This higher level of system availability can improve consumers' perception of the practical value of efficiency, speed, convenience and time saving. Second, information diversity and service speed have a significant impact on the improvement of consumers' hedonic perceived value. Shopping websites provide rich and diverse product information and diverse presentation methods, which help consumers experience the fun of finding new products and new information through browsing and searching. The timely and effective responses provided by customer service staff and the guarantee of fast delivery of products can greatly shorten consumers' psychological waiting time, allowing consumers to experience the fun and ease of online shopping, and the time they are immersed in the shopping process will be longer and enjoyable. The perceived value of sex increases as well. Third, practicality and hedonic perceived value have a positive impact on purchase intention, and hedonic perceived value has a greater impact on online purchase intention. When consumers shop online, whether they achieve their shopping goals efficiently and quickly, or they enjoy the relaxation and pleasure during the shopping process, it is conducive to increasing consumers' willingness to purchase; and consumers have the need to "try out early adopters" through online purchases. Greater than the need for quick shopping.

System availability has a positive impact on the perceived value of practicality, and information diversity and service speed have a positive impact on the perceived value of hedonic value. This result confirms the view of Kim *et al*., [2], but different from its conclusion, The impact of service speed on the perceived value of practicality is not significant. This may be due to the perishability, fragility, perishability and other characteristics of products. When consumers purchase

online, they expect delivery speed to be faster than that of ordinary products. However, due to the imperfection of the cold chain logistics system, the delivery speed is the time is often longer than consumers' psychological waiting time, so service speed does not significantly affect consumers' demand for fast online shopping. In addition, both practicality and hedonic perceived value have a positive impact on online purchase intention, but hedonic perceived value has a greater impact, which is consistent with the research results of Lei Jie [52] and Wang [53]. This shows that when consumers purchase online, they are more willing to immerse themselves in the shopping process and enjoy the unique experience of online shopping and the resulting sense of fun and happiness.

This article has the following implications for e-commerce management practices. First, when e-commerce designers design shopping websites, the display should be clear and natural, pay attention to the hierarchical structure of the content, ensure fast page loading, and have a beautiful page design, so that consumers can quickly enter the website and accurately find what they need. Ensure efficient and convenient use. Second, e-commerce companies should ensure that the website provides rich information while updating product information in a timely manner, and use pictures, videos, VR technology and other methods to comprehensively present the entire process from planting to picking, so as to visualize the information and allow consumers to Users can experience the safety and fun of purchasing online. Third, e-commerce companies should speed up the responsiveness of customer service personnel to ensure timely and effective communication; at the same time, speed up product transportation, improve distribution efficiency, and ensure that products are delivered to consumers in a timely, efficient, safe and fresh manner.

The limitations of this article are reflected in two aspects. First, there is no classification research on different websites, platform e-commerce (such as Tmall), vertical e-commerce (such as Tuotuo Gongshe), expansion e-commerce (such as SF Express) and local e-commerce (such as Yonghui) There is a big difference in the website service quality of supermarkets). In the future, e-commerce websites can be subdivided into different types for research; secondly, the research object of this article is only consumers who have purchased from B2C websites, and does not involve C2C websites. This can be further expanded in the future.

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