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**| RESEARCH ARTICLE**

**The Effect of Online Wet Markets Website Quality on the Purchase Intention of Consumers in Caloocan City**

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**| ABSTRACT**

The digital age fueled the rise of Filipino internet users through text messaging and interacting through social media. In addition, users took advantage of the potential of the internet by conducting transactions online, such as purchasing, selling, and advertising products and services. Electronic commerce or e-commerce is becoming a global phenomenon, with more people opting to purchase goods and services online. E-commerce has also opened many opportunities for businesses to launch online. A wide array of products and services are being sold online, such as clothing items, home essentials, etc. The pandemic which caused restrictions in going out led to online wet markets gaining popularity. A wet market or *palengke* is a public market place where fresh produce, poultry, meat, fish, etc., are sold. The rise of online wet markets allowed people to purchase and receive fresh food items without having to leave the comforts of their homes. This also allows them to avoid going out and conform to existing protocols during quarantine. The study will use descriptive statistics in examining the relationship of website quality dimensions: quality of information, quality of interaction, usability, and consumer purchase intention of residents in Caloocan City. Some of the respondents were randomly selected to give intuition on the improvement of the existing research paper. The relationship between website quality and perceived risk may be deduced: the greater the website quality, the lower the perceived risk. Respondents' level of security in disclosing their information when making a transaction in an online wet market was regarded as a risk. In addition, the study found that online quality had a considerable impact on consumers' purchasing intentions. Customers' perceived risk is not taken into account when anticipating their intentions.

**| KEYWORDS**

Website quality, usability, purchase intention, quality interaction, quality of information

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**1. Introduction**

Electronic commerce or e-commerce is becoming a global phenomenon, with more people opting to purchase goods and services online, especially in this pandemic. In 2019, the e-commerce market revenue amounted to 1,924,568 million US Dollars, and forecasts show that it may increase to up to 2,958,843 million US Dollars in 2024 (STATISTICA, 2019). However, consumers' hesitance to buy caused by various issues with online shopping impeded the growth of e-commerce.

These issues include privacy and security concerns in providing personal information (Tamturk, 2017), quality and durability concerns in buying products (Shoup, 2018), etc. One potential explanation of consumers' hesitance in patronizing online markets is the influence of culture on attitudes toward e-commerce adoption and technological usage (Garrouch & Timoulali, 2020). As a result, a deeper understanding of purchasing intent is critical for successful e-commerce use, especially to understand the customer's viewpoint on e-commerce and to understand consumer behavior to enhance the company's business (Dachyar & Banjarnahor, 2017).

This study looks at the popularity of e-commerce based on its potential to generate customer purchasing desire to buy online.

According to the study of Khalil (2017) entitled "The role of the quality of a website in consumer perception," it was found that the website quality positively correlates with consumer purchase intention and allows businesses to distinguish themselves from others. A similar result was found in the study "Investigating the Impact of Website Quality on Consumers' Satisfaction in Jordanian Telecommunication Sector", which aims to determine the effect of website quality dimensions (usability, information quality and service interaction) of four major Jordanian telecommunication organizations on the consumer's satisfaction based on their perspectives.

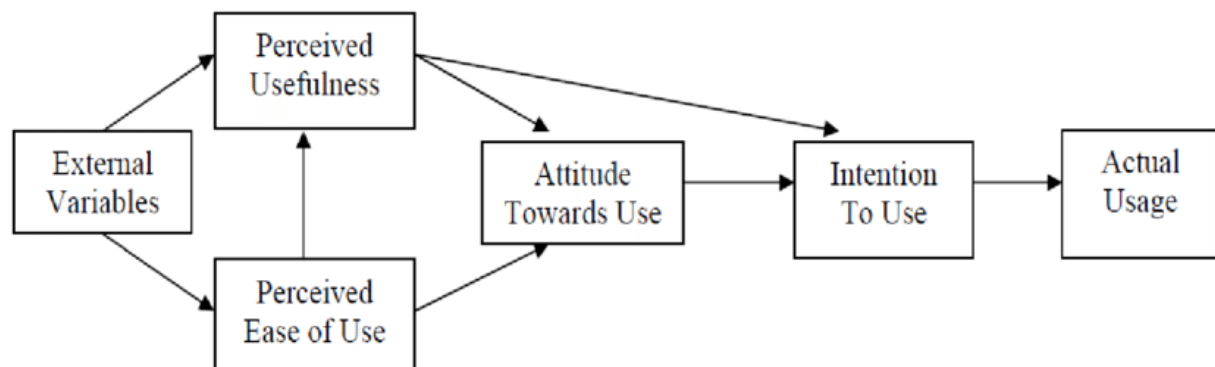
As the use of the internet continues to increase and expand, it is necessary to identify what factors positively influence a customer in an online setting. Several existing studies have tackled the effectiveness of online shopping in the Philippines; however, research on the relationship of website quality of online wet markets to consumer intention in the country is limited. This study aims to fill the research gap between the usage of the online platform as a market channel and the effects of website quality of wet markets on purchase intentions. The research aims to determine the role of website quality of online markets on the consumers' intention to purchase and the role on the perceived risks of customers. This study examines how the quality of information, quality of interaction, and usability attract consumers and influence their purchasing intention. The study also investigates the relationship between website quality and perceived risks of customers.

## 2.1 Theoretical Framework

### 2.1.1. Technology Acceptance Model (TAM)

The study focuses on how website quality affects consumers' purchase intentions when it comes to buying from online wet markets. Since it was found that the concept of online wet markets is new to the consumers located in Caloocan City, the researchers investigated the attitude and acceptance behavior of the consumers using the Technology Acceptance Model (TAM). It was designed to predict the technology adoption decisions of users based on the outcome of their experience with the new technology.

The researchers anchored this study to the theory, Technology Acceptance Model (TAM), which was studied and developed by Fred Davis to explain the acceptance behavior of users to new information systems. This information systems model proposes that users' decisions are primarily influenced by two factors: perceived ease of use and perceived usefulness of the technology. (Davis, 1989). Perceived usefulness (PU) refers to the extent to how much a person believes that the specific information system will alleviate his life or performance. While perceived ease of use (PEOU) is defined as the degree to which a person thinks that the system will need the effort to function. (Surendran, 2012, p. 175). PEOU is a critical component in the online wet market since it determines the adaptation of the users to the innovation and as well as its overall success since it cannot be useful if the users do not use it in the first place.



**Figure 2.1.1. Technological Acceptance Model (TAM)**

The factors studied in the Technology Acceptance Model (TAM) are consistent with the aspects investigated in the study since this research is focused on website quality, how consumers interact with the online market website, and how their experiences with the website affected their purchasing decisions. The research will utilize this framework to assess how consumers are influenced by the following factors: the quality of the information displayed on the website, the ease of navigation across the website, and the navigation time in terms of usability.

The rise of the internet and its increasing users have given business owners and marketing teams a new way to present their products or services to their customers. The creation of a website is usually the initial step in implementing internet marketing for most businesses. However, it can be challenging to find an attractive and effective design because of the vast options the internet provides. For a website to be successful, it should find a way for consumers to visit the website, stay, and often return. (Dapas, Purwanto & Sitorus, 2019, p. 88). Using the Technology Acceptance Model (TAM) will ensure that business owners can create a more useful and easier to use system than their competitors — therefore leading to the creation of good website quality.

### **2.1.2. WebQual Model**

Since the Technology Acceptance Model (TAM) has two general beliefs that focus on user acceptance and technological usefulness, however, it does not necessarily evaluate the purchase intentions of the consumers, the researchers have decided that it is vital to use an additional model in the study since it has been hypothesized that there are other distinct categories that need to be considered. The other model, WebQual Model, fills the missing gap in the previous model. It was designed to measure the consumers' perception regarding website quality and how it influences their behavior, precisely their intention to purchase and repurchase on the website.

#### **Figure 2.1.2 WebQual Model**

The researchers anchored this study to the WebQual model created by Barnes and Vidgen (2010). The approach of this model is customer-centric because it assesses websites through the feedback of the users. It has 12 core dimensions: informational fit-to-task; tailored communications; trust; response time; ease of understanding; intuitive operations; visual appeal; innovativeness; emotional appeal; consistent image; online completeness; and relative advantage (Longstreet, 2010, p. 2). Each of the aforementioned dimensions has been found to have high measurement validity in assessing consumers' evaluation of overall website quality, which targets the objectives of this study. In addition, Cho and Park (2001) claim that customer satisfaction in e-commerce is directly connected to the quality of website design. Hence, it is vital to identify and understand the content of e-commerce sites to meet the customers' needs and expectations.

## **2.2. Literature review**

### **2.2.1. On Website Quality**

As technology progresses, E-commerce has been considered an excellent platform to start a business. The article of Dapas et al. (2019) titled "The Effect of Service Quality and Website Quality of Zalora.com on Purchase Decision as Mediated by Purchase Intention" explained how a substantial rising number of internet users among Indonesia in recent years had shown potential in terms of the market for the development of online business. They stated how companies could develop E-commerce as it shows convincing potential because of its marketing system growth. In regard to starting a business using the said platform, they referenced Kotler and Armstrong's discussion that the first step in implementing online marketing for most companies is the creation of a website. Still, it must be attractive for consumers to stay and visit the website more often.

Faisal et al. (2017) stated that aesthetic website design/interface is a strong determinant of user satisfaction. A pleasing website design well-aligned and organized website may positively affect the user's intention to purchase, and its absence may negatively affect the user's behavioral intention. Previous studies show that website tool design is an essential artifact for the website's success. Websites that have an aesthetic interface are more likely to attract more consumers. It may also increase the satisfaction of the user (Oyibo et al., 2017). According to Yim et al. (2017), the interactivity of consumers is determined by how effective the delivery process of technology encourages an individual to communicate. Moreover, interactive mobile applications could help strengthen the relationship between the consumer and retailers. User control, responsiveness, connectedness, customization, and playfulness are the features of interactivity that were discussed in the study

Website quality has a beneficial impact on consumers' online impulse purchases, according to Turkyilmaz et al. (2015) and Akram et al. (2017). They recommend that online shops that want to grow and keep their consumer base must place a high value on the quality of their websites. Website quality increases the likelihood of consumers making impulse purchases, according to Akram et al. (2017). According to Akram et al. (2017), the quality of a website influences online impulse purchase behavior in a beneficial way. Quality of service and website are also determinants of buying decisions, in addition, to purchase intention. According to Firdausy and Idawati (2017), service quality has a beneficial impact on purchasing decisions. Similarly, Saling et al. (2016) discovered that service quality influences purchasing decisions in a favorable and significant way.

H1. The factors of website quality of online wet markets that affect the consumer's intention in purchasing food online.

### 2.2.2. Influence of consumers' perceived risk

When it comes to risk factors whenever purchasing online, consumers tend to have more. Mohan, T. et al. (2018) stated in their study the factors of consumers' perceived risk when they purchase online. According to the study, there are five perceived threat factors: financial risk, product risk, security risk, time risk, social risk, and psychological risk. Between all these factors, the security risk is the most dominant contributor for consumers to deter from purchasing online. Since consumers nowadays tend to use e-wallets to buy online, the security of their accounts, such as online banking or online e-wallets, is vulnerable to risk security such as fraud or identity theft.

The perceived risk may have a negative impact on willingness to buy, according to Wei, Y., Wang et al. (2018). The greater the consumer's perceived risk, the lower the intention to buy. Customers may be more cautious about the quality of food in online shopping because it carries more risks than traditional purchase methods. The apparent gap between actual food quality and consumer expectations is a major deterrent to people purchasing fruit online.

H2. The website quality of online wet markets affects the perceived risks of consumers.

### 2.2.3. Relationship of consumers' perceived risk and purchase intention

The relationship between perceived service quality, perceived website quality, and perceived reputation, as well as the mediating role of trust in online shopping and the moderating role of perceived risk between trust and online purchase intention, were investigated in a study conducted by Qalati et al. (2021). They showed that web store owners should place importance on trust as it has an impact on online purchasing and how an increase in trust reduces the severity of the impact of perceived risk on online purchase intention. They also noted that companies must enhance the degree of trust with their customers in order to grow sales and reduce the severity of the risk and increase consumer engagement with companies.

H3. The perceived risk of consumers affects purchase intention

### 2.3. Conceptual Framework

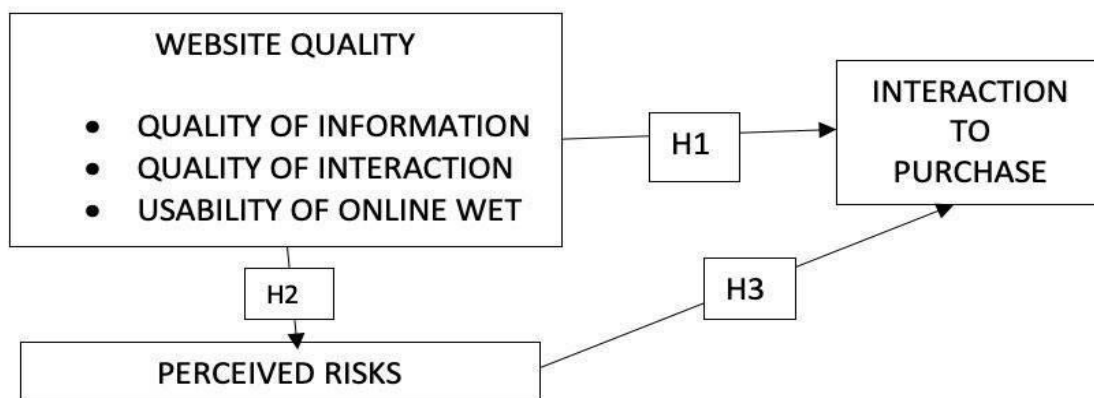


Figure 2.3. Conceptual Framework

Applying the Technological Acceptance Model and WebQual Model, the quality of information, quality of interaction, and usability were suggested to directly affect consumers' intention to purchase.

The conceptual framework shown (See Figure 2.3) illustrates how the hypotheses relate the dependent variables, i.e. the website quality dimensions and the independent variables, i.e. consumers' purchase intention and perceived risks. The proponents require the following dependent variables to attain the research objectives. The main objective of this study is to identify whether the website quality of online wet markets affects consumer purchase intention and how the variables affect each other. Website quality is divided into three dimensions as defined by Barnes and Vidgen (2003), which are quality of information, quality of interaction, and usability. The study will measure how these dimensions correlate with consumer purchase intention and perceived risks to conclude whether the overall website quality of online wet markets affects the purchase intention of consumers in Caloocan City.

## 3. Research Methods

### **3.1 Subjects and Study Sites**

The chosen participants of this study are 403 randomly selected consumers residing in Caloocan City North/South. No other limitations were established for the consumers and customers. The random selection of consumers produced a variation in the following categories: age, location, food industry preference.

This study uses the Raosoft software to calculate the sample size for a population size of 1,699,908 in Caloocan City as of May 2021. Raosoft assumes a normal distribution and uses a 95% confidence level in computing the sample size. A response distribution of 50% and a margin of error of 5% were also used in calculating the sample size.

Raosoft uses the following formula in calculating the sample size:

$$n = \frac{N * x}{(N - 1) * E^2 + x}$$

where n is the sample size  
N is the population size  
E is the margin of error

The margin of error may be calculated using the following formula:

$$E = \sqrt{\frac{(N - n) * x}{n * (N - 1)}}$$

x may be obtained using the following formula:

$$x = Z \left( \frac{c}{100} \right)^2 * r(100 - r)$$

where  $Z \left( \frac{c}{100} \right)$  is the critical value for the given confidence level, c  
r is the fraction of responses

A sample size of 403 from a population size of 1,699,908 with a 95% confidence level, 5% margin of error, and 50% response distribution was obtained from Raosoft.

The study is only concerned with collecting data from the residents of Caloocan City for online wet markets that have not yet been established in the location, and the researchers aim to investigate the viability of launching online wet markets in Caloocan City. No other qualifications were set by the researchers besides having access to the internet for the researchers to observe other variables that affect consumer purchase intention. Due to the ongoing pandemic, the proponents only utilized online survey questionnaires to gather the data of their respondents and ensure the researchers' safety.

### **3.2 Data Gathering Procedure**

The researchers planned a thorough and step-by-step procedure in collecting data to ensure its accuracy and reliability. The researchers complied with the following steps:

- (1) The researchers create an online questionnaire. They arranged the settings wherein participants could not submit the form if there were unanswered questions. They also limit the response to one per account to avoid multiple answers from one person;
- (2) The researchers used multiple social media platforms such as Facebook, Twitter, Instagram, and Messenger to disseminate the google form and to reach as many respondents as they can;
- (3) After gathering data from 403 consumers, the researchers total its tally or will make a graph and a table that shows the results of the answers. Tabulating and graphing the data helps identify the similarities and differences of all the gathered answers;
- (4) The researchers analyzed and interpreted the data through different tables. The researchers then determine the relation of each answer to the study and elaborate on each of them; and lastly,
- (5) The researchers conclude whether the website quality affects the consumers' purchase intentions or not.

### **3.3 Research Instrumentation**

The researchers used an online survey validated by a professional researcher and statistician to ensure its validity. Through an online platform called Google Forms, the researchers gathered the data and responses of the respondents. It will allow the researchers to collect as many answers as they can from consumers. The researchers used multiple social media platforms such as Facebook, Twitter, Instagram, and Messenger to disseminate the google form and reach as many respondents as possible. After gathering and collecting data, the researchers will organize, compute, and analyze the respondents' answers in line with the research problems or objectives.

The questionnaire was patterned on the WebQual model 4.0 by Barnes and Vidgen (2010), for it measures the correlation between website quality and consumer purchase intention. The WebQual model aims to provide anyone, particularly business owners and marketers, a sense of how consumers perceive a certain website; it then allows the researchers to evaluate whether their website increases the purchasing behavior of the consumers or not at all. Webqual Questions 4.0 comprises twenty-two questions which are divided into three categories which are the following: usability, quality of information, and service interaction. It is important to note that the researchers have labelled specific questions in the questionnaire with asterisks (\*). These questions pertain to the perceived risks of the consumers since the degree of trust and negative reports regarding the website can also impact buying behavior. All three categories are focused on the feedback of the consumers. It has been greatly emphasized because the consumers are both customers and IS users in the online environment. In both circumstances, the level of importance is immensely placed on the buyers; the online business owners should therefore identify and understand it, then apply it to their websites. (Cho & Park, 2001).

### 3.4 Data Analysis

The study used descriptive statistics in examining the relationship of website quality dimensions: quality of information, quality of interaction, usability, and consumer purchase intention of residents in Caloocan City. The study utilized descriptive statistics in measuring the impact of the website quality dimensions on the perceived risks of the consumers. The statistical tools used in this study were adapted from the study of Dapas et al. (2019) that aimed to determine the effects of service quality and website quality of zalora.com on the consumer purchase decisions. The descriptive statistics used in this study to measure and analyze the relationship between the website quality and consumer purchase intention include frequency distribution, percentage, weighted mean, and standard deviation.

The study used the chi-square test of independence that determined the website quality of online wet markets strongly correlated to consumer purchase intention. The chi-square test of independence is appropriate in testing the study, for it is a nonparametric test that assesses the statistical independence or association of categorical variables (Kent State University Libraries, 2021). In this study, the website quality shall be used as the independent variable, while the purchasing intention will serve as the dependent variable in calculating the test statistic.

The test static of the Chi-square test of independence may be calculated using the following formula:

$$\chi^2 = \sum_{i=1}^R \sum_{j=1}^C \frac{(o_{ij} - e_{ij})^2}{e_{ij}}$$

where  $o_{ij}$  is the observed cell count in the  $i^{th}$  row and  $j^{th}$  column of the table

$e_{ij}$  is the expected cell count in the  $i^{th}$  row and  $j^{th}$  column of the table

$(o_{ij} - e_{ij})$  is the residual,  $r_{ij}$

R is the total number of rows

C is the total number of columns

The expected cell count may be computed using the following formula:

$$e_{ij} = \frac{\text{row } i \text{ total} * \text{col } j \text{ total}}{\text{grand total}}$$

To determine whether the null hypothesis is accepted or rejected, the test statistic is compared to the critical value obtained from the chi-square distribution table with degrees of freedom, df, and chosen confidence level.

df may be computed using:

$$df = (R - 1)(C - 1)$$

If the test value is greater than the critical value, then the null hypothesis is rejected.

If the test value is greater than the critical value, then the null hypothesis is rejected (Kent State University Libraries, 2021).

The study will also be using Pearson correlation to determine whether the following dependent variables are positively or negatively correlated to consumer purchase intention.

The Pearson correlation coefficient may be interpreted as follows:

**Table 1.** Table of interpretation of Correlation Coefficient

Value of Correlation Coefficient	Interpretation
1.00 (-1.00)	Perfect positive (negative) correlation
0.90 - 0.99 (-0.90 - -0.99)	Very high positive (negative) correlation
0.70 - 0.89 (-0.70 - -0.89)	High positive (negative) correlation
0.50 - 0.69 (-0.50 - -0.69)	Moderate positive (negative) correlation
0.30 - 0.49 ( -0.30 - -0.49)	Low positive (negative) correlation
0.00 - 0.29 (0.00 - 0.29)	Negligible correlation

The magnitude of the correlation coefficient suggests the degree of correlation between the website quality dimension and consumer purchase intention. Having high magnitudes of the correlation coefficient suggests that the website quality greatly affects the purchase intention of consumers, while having low values of the correlation coefficient suggests that consumer purchase intention does not heavily rely on website quality. The sign of the correlation coefficient indicates whether the website quality positively or negatively correlates with consumer purchase intention. A positive correlation coefficient denotes that having higher website quality increases consumer purchase intention, while a negative correlation coefficient denotes otherwise.

**3.5 Ethical Considerations**

This study ensured ethical guidelines during the creation of this paper were noticed. The study integrated various expert viewpoints and angles, respected the intellectual property rights of publishers and authors, correct attribution and reference to the writers. Further, since the research topic and objectives revolve around consumers' perspectives, the researchers ensured a given form to the participants to provide them with an idea about the study and asked for their consent before disclosing any private details. The researchers ensured that the participant's personal information and other data were safe and secured.

**4. Result**

**4.1 Profile of respondents**

*Table 1*  
*Profile of Respondents*

Age Group	Frequency	Percent	Caloocan City	Frequency	Percent
18 to 25 years old	236	58.6	North Caloocan	175	43.4
26 to 35 years old	99	24.6	South Caloocan	228	56.6
35 to 45 years old	34	8.4	Total	403	100.0
46 to 55 years old	30	7.4			
55 years old and above	4	1.0			
Total	403	100.0			

The majority of the respondents are aged 18 to 25 years old (58.6%). Fifty-eight percent are at the age of 18 to 25, while the remaining (41.4%) of total respondents are 26 years old and above. Fifty-six percent (56.6%) of the respondents are from south Caloocan, and the remaining forty-three percent (43.4%) are from north Caloocan.

**4.2 Functionality**

*Table 2*

Functionality

	Mean	Std. Deviation	Verbal Interpretation
I find the site easy to learn to operate	3.519	0.587	Strongly Agree
I find my interaction with the website is clear and understandable	3.499	0.562	Strongly Agree
I find the website easy to navigate	3.409	0.601	Strongly Agree
I find the website easy to use	3.442	0.601	Strongly Agree
I find that the site has an attractive appearance	3.402	0.613	Strongly Agree
I find the design is appropriate to the type of site	3.357	0.616	Strongly Agree
I find that the site conveys a sense of competency	3.333	0.597	Strongly Agree
I find that the site creates a positive experience for me	3.380	0.605	Strongly Agree
use_ave	3.417	0.432	Strongly Agree

According to Table 2, the majority of respondents believe the website is easy to use and has an appealing interface; each variable was found to be significant for all items in this section, but the ability to operate the website with little effort is the most important element in this section (mean = 3.519). The website's perception of competency (mean = 3.333) is the least significant finding. Customer intention to buy is greatly influenced by website functioning and clear information in an online store (mean = 3.499); on the other hand, website attractiveness or interface has a considerable impact on consumer intention to buy in online wet markets (mean = 3.402).

4.3 Quality Information

Table 3  
Quality Information

	Mean	Std. Deviation	Verbal Interpretation
I find that it provides accurate information	3.452	0.627	Strongly Agree
I find that it provides believable information	3.454	0.619	Strongly Agree
I find that it provides timely information	3.404	0.652	Strongly Agree
I find that it provides relevant information	3.404	0.649	Strongly Agree
I find that it provides easy to understand information	3.437	0.621	Strongly Agree
I find that it provides information at the right level of detail	3.417	0.603	Strongly Agree
I find that it presents information in an appropriate format	3.412	0.602	Strongly Agree
quality_ave	3.426	0.466	Strongly Agree

The majority of respondents (mean = 3.454) believe that giving reliable information in an online wet market is the most important variable in this area, as indicated in Table 3. The least significant variable in this area (mean = 3.404) is providing timely and appropriate information. The consumers' intention to buy in an online wet market is substantially influenced by providing accurate, timely, relevant, and suitable information on a website.

4.4 Service Interaction

Table 4  
Service Interaction



	Mean	Std. Deviation	Verbal Interpretation
I find it easy to communicate with the organization	3.434	0.682	Strongly Agree
I feel confident that goods or services will be delivered as promised	3.444	0.645	Strongly Agree
I feel it is trusted that good services will be delivered as promised through	3.400	0.644	Strongly Agree
I feel that it creates a sense of personalization	3.382	0.645	Strongly Agree
I feel that it conveys a sense of community	3.387	0.614	Strongly Agree
I feel the website is compatible with all platforms	3.375	0.604	Strongly Agree
I find the web page loads faster than other website	3.370	0.615	Strongly Agree
I find that purchasing grocery products through online wet market is sensible	3.400	0.620	Strongly Agree
service_ave	3.399	0.478	Strongly Agree

Table 4 shows that respondents are confident that the service interaction of goods and services will be delivered as promised (mean = 3.444). The trust that service providers build will find respondents easy to communicate with the organization (mean = 3.434). Overall, respondents believe that buying groceries from online wet markets is a good idea (mean = 3.400) and that good services will be given as promised (mean = 3.400).

Overall, for Service Interaction, the respondents say “Strongly Agree”, so the Service Interaction of the website is good for web quality.

**4.5 Perceived Risk**

Table 5  
Perceived Risk

	Mean	Std. Deviation	Verbal Interpretation
I feel that the website has a good reputation	3.494	0.624	Strongly Agree
I find that my personal information feels secure	3.444	0.676	Strongly Agree
I feel safe to complete my transactions	3.395	0.673	Strongly Agree
I feel safe making online wet market purchase	3.404	0.700	Strongly Agree
I am confident that this online wet market website is free of risks	3.372	0.716	Strongly Agree
I am certain in purchasing through this online wet market website	3.352	0.662	Strongly Agree
I find the online wet market products' price is reasonable	3.328	0.682	Strongly Agree
I feel that the monetary information I provide on this website is well protected	3.372	0.647	Strongly Agree
risk_ave	3.395	0.523	Strongly Agree

Table 5 shows that overall users agree thus, looking at online wet markets to have low risk (mean = 3.395). With that, they feel that the online wet market has a good reputation (mean = 3.494), their personal information feels secure (mean = 3.444), and they are safe making online wet market purchases (mean = 3.404).

The Perceived Risk questionnaire was developed to portray a positive tone to responders. In this context, "risk" is defined as respondents' level of confidence in the website's quality. Overall, respondents answer "Strongly Agree" for Perceived Risks, implying that respondents believe their information is protected while purchasing together with a solid website quality.

**4.6 Consumers' Purchase Intention**

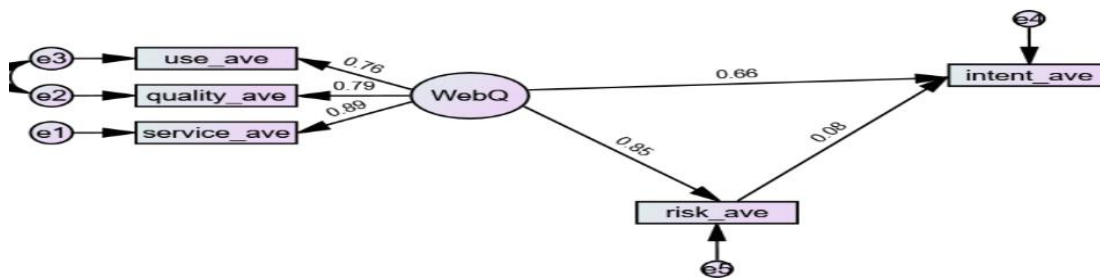
Table 6  
Consumers' Purchase Intention

	Mean	Std. Deviation	Verbal Interpretation
I find it beneficial to do online wet market shopping	3.404	0.621	Strongly Agree
I will consider this site first when I want to buy products	3.295	0.615	Strongly Agree
I would be comfortable shopping at this site	3.283	0.630	Strongly Agree
I feel the online wet market could be the next possible trend	3.370	0.623	Strongly Agree
I would recommend this site to a friend	3.340	0.616	Strongly Agree
I would use an online wet market platform for purchasing goods in the future	3.303	0.605	Strongly Agree
I would buy fresh goods on an online wet market website rather than any other options available	3.261	0.638	Strongly Agree
I intend to use the online wet market platform for my purchase	3.313	0.640	Strongly Agree
intent_ave	3.321	0.474	Strongly Agree

Table 6 shows the positive attitude of the respondents towards purchase intention because it is beneficial (mean= 3.404), and the online wet market could be the next possible trend (mean = 3.370). In fact, many are eager to tell their friends about the site (mean = 3.340) and use the online wet market platform in purchasing goods in the future (mean = 3.303).

The results in table 6 indicate that the items are good indicators of consumer purchase intention regarding the online wet market.

**4.7 Emerging Model**



Chi-square = 5.264 ; DF =3, p-value = .153  
 RMSEA = .043, p-close = .485  
 GFI = .998  
 NFI = .996  
 CFI = .998

Table 7  
Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	5.264	--	--
DF	3	--	--
P_VALUE	0.153	>0.05	Excellent
CMIN/DF	1.755	Between 1 and 3	Excellent
GFI	0.995	>0.93	Excellent
NFI	0.996	>0.93	Excellent
CFI	0.998	>0.95	Excellent
RMSEA	0.043	<0.06	Excellent
PClose	0.485	>0.05	Excellent

The Emerging Model illustrates the relationship between website quality, service quality, information quality, interaction quality, and usability with respect to the purchase intentions of online wet market consumers. As can be seen from Table 7, all Model Fit measures are well within the threshold. Thus, the SEM is a good model to use for this study and testing our hypotheses.

Table 8  
SEM / Regression Analysis

Dependent Variable	Independent Variable	Unstandardized Estimate	S.E.	Standardized Estimate	P	Significance
risk_ave	WebQ	1.353	0.078	0.85	<0.001	Significant
intent_ave	WebQ	0.951	0.14	0.659	<0.001	Significant
intent_ave	risk_ave	0.074	0.08	0.081	0.355	Not Significant

Table 8 shows how web quality is a factor of perceived risk and purchase intent and how perceived risk affects purchasing intent.

For the relationship between web quality and perceived risk, it can be inferred that the higher the web quality, the higher the perceived risk or gives a more positive response. The reason for this is that the Perceived Risk questionnaire was designed with a positive tone in mind for respondents. Thus, "risk" here is defined as respondents' level of trust and security in providing their details when making a purchase on the website. In other words, when a respondent provides a "strongly agree" answer, that means that the perceived risk is lower. So, we will accept hypothesis 2.

Looking at the statistical result, we would also accept hypothesis 1 as the responses gathered were positive and, thus, are significant.

The hypothesis that we will reject is hypothesis 3. Perceived risk is not a factor when determining the respondent's purchase intent. Looking at the P-value for perceived risk vs intent, the value obtained is 0.355, which is much greater than 0.05.

Table 9  
Factor Loading of Web Quality Dimensions

Dimensions	Loading
service_ave	0.89
quality_ave	0.79
use_ave	0.761

The table shown above is the three indicators of Web Quality which are service interaction, quality information, and usage. The dimension that has the highest impact on website quality is the service interaction (0.89). All measures of fitness were satisfied. Thus, we can use and explain the model and perform the hypothesis test using SEM. Hence, if the website has a good service interaction, that will be one of the primary features that identify a good website.

4.8 Interview Result

The respondents were chosen at random using an online google poll, and they are current customers of the online wet market. The majority of respondents volunteered to participate in the study in order to improve their online shopping experience.

The respondents are either current customers of an online wet market shop called FishersCart or have previously purchased food from an online wet market that sells fruits, raw meat, rice, and seafood to ensure that the data being encoded is accurate.

The result shows that the category that has the highest impact when it comes to website quality is service interaction. Determine that a good quality website should have a proper quality service interaction for consumers to create a relationship within the website and to develop trust and lessen the risk in creating purchasing decisions. Even the quality and the proper usage of information on the website, particularly providing quality, timely and relevant information, tends to lower the risk of consumers purchasing products online.

## 5. Discussion

The research found that website functionality and clear information in an online store have a significant impact on customer intention to buy, whereas website attractiveness or interface has a significant impact on consumer intention to buy in online wet marketplaces. Providing accurate, timely, relevant, and appropriate information on a website has a significant impact on a consumer's decision to buy in an online wet market. In an online wet market, providing quality service interaction and acceptable information on a website has a substantial impact on consumers' intent to buy.

The aesthetic design/interface of a website is a key determinant of user pleasure. A user's intention to purchase may be positively influenced by an appealing website design well-aligned and an ordered website. Its absence may negatively affect the user's behavioral intention. Faisal et al. (2017). According to previous research, website tool design is an important aspect of a website's success. Websites with a pleasing user interface are more likely to attract visitors. It may also improve the user's happiness (Oyibo et al., 2017). Website Quality Influencing Online Buyers' Purchasing Intention" website quality is critical in predicting the buyer's purchase intention. They discovered how website design, reliability, security and privacy, as well as customer service, have a favorable impact on online purchasers' intentions and how they stimulate them to make additional purchases using online platforms (Tan Shea Lee et al., 2016).

The expectations from the consumer when regards to the quality of food when purchasing online become one of the major factors of purchase methods when it carries more actual risks than traditional purchase, wherein the quality of products determines the website quality of which website provides more actual relevant information. Hence, the Perceived risk may have a negative impact on willingness to buy, according to Wei, Y., Wang et al. (2018). The greater the consumer's perceived risk, the lower the intention to buy. But when regards to the high quality of service interaction and quality information together with key determinants of the website interface, consumers tend to lower the possible risk of purchasing products online.

## 6. Conclusion

This study aims to examine the aspects that influence consumer adoption and acceptance of online wet market website quality. The findings were adequate to illustrate significant ideas that could fill in the research gaps that previously have never been acknowledged. With other variables mentioned in the previous section contributing to perceived risk and purchase intention, these two indicators were the critical predictors of the relationship between perceived service quality. They perceived website quality in consumers' choice to purchase in an online wet market website.

For the relationship between web quality and perceived risk, it can be inferred that the higher the web quality, the higher the perceived risk (more positive response). The risk here is defined as respondents' level of security in providing their details when purchasing on the website. Thus, hypothesis 2 is accepted.

We would also accept hypothesis 1 as the responses gathered were positive. Thus, the result is significant, and web quality affects purchase intent. Hypothesis 3 will be rejected. Perceived risk is not a consideration in predicting the buying intent. The P-value for perceived risk versus plan is calculated to be 0.355, significantly more than the 0.05 threshold.

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