



**INSTITUTE OF HUMAN RESOURCE
ADVANCEMENT**

University of Colombo

MASTER OF SCIENCE IN SERVICE MANAGEMENT

MSM 6600 – THESIS

**IMPACT OF WEBSITE QUALITY ON CUSTOMER ONLINE
PURCHASING INTENSION**

THIS THESIS IS SUBMITTED AS A PARTIAL FULFILMENT OF THE

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ABSTRACT

The aim of this study is to determine the impact of website quality on customer online purchasing intension and to identify the mediating effect of trust to the relationship between web site quality and customer online purchasing intension. And also the mediating effect of psychological distance to the web site quality and trust relationship. Website quality is the independent variable and it has three sub variables including service quality, information quality and system quality. Customer online purchasing behavior is the independent variable. Psychological distance and trust act as mediating variables.

A sample of 390 Sri Lankan customers who use daraz for online purchasing was used as the sample and convenience sampling is used as the sampling technique. Primary data is collected by using a questionnaire which is distributed through a goggle form. And a lickert scale with five points, from strongly disagree to strongly agree, is used to evaluate it. For the purpose data analysis SPSS software version 22.0 is used.

Using Cronbach alpha, the questionnaire's internal consistency is examined. And determined the variables' types, aims, and any deviations and normality in the data using descriptive statistics. Pearson correlation analysis is used to examine the relationship between website quality, trust and online purchasing intension. Direct effect of quality of website on customer online purchasing intension is analyzed using multiple regression model. Validity of the regression model is analyzed by using Durbin Watson model, heteroscatasity and multicollinearity test. Mediating effect of psychological distance and trust is analyzed using Sorbal test.

According to the findings, the researcher concluded that among Sri Lankan customers who use daraz to make purchases, there is a strong beneficial influence of website quality on customer online purchasing intension. Additionally, trust acts as a mediating factor in the relationship between website quality and customers' intensions to make an online purchase. The psychological distance between the relationship of website quality and trust also serves as a mediator.

Key words: website quality, online purchasing intension, psychological distance, trust

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