



The Influence of Perceived Product Quality on Purchase Intention with Product Performance Risk as a Mediating Variable among Shopee Consumers

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ABSTRACT

The significance of perceived product quality in influencing consumers' purchase intention and the potential for product performance risk to mediate this relationship form the foundation of this study. The Partial Least Square Structural Equation Modeling (PLS-SEM) methodology, which is based on the grand theory of the Theory of Planned Behavior (TPB), is a quantitative research method that highlights the significance of consumers' perceived control and evaluation in online purchase decision making. The population consisted of Shopee consumers in Padang City, and data were obtained from 150 respondents selected through purposive sampling. Questionnaires containing measures of perceived product quality, product performance risk, and purchase intention factors that have been validated and re-tested were distributed in order to collect data. The study's findings suggest that perceived product quality has a positive and significant impact on purchase intention. Furthermore, product performance risk has a negative and significant impact on purchase intention, and perceived product quality has a negative and significant impact on product performance risk. Additionally, the mediation test results demonstrate that the relationship between perceived product quality and purchase intention might be considerably and negatively mediated by product performance risk.

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1. INTRODUCTION

The rapid growth of e-commerce has fundamentally transformed consumer purchasing behavior, making purchase intention a critical factor in understanding consumer decision-making processes. Understanding consumer purchase intention is essential for developing effective marketing strategies, particularly as businesses seek to adapt to technological advancements and changing consumer preferences (Phamthi et al., 2024). Companies must actively understand the factors that shape purchase intention by identifying and leveraging psychological elements of consumers while exploring and adjusting marketing approaches to enhance purchase intention and ultimately drive actual purchasing behavior (Zong et al., 2023).

Purchase intention is particularly important in predicting actual consumer purchasing behavior in the digital era. Consumers with strong purchase intentions have a higher probability of making actual purchases, especially in e-commerce platforms where factors such as perceived risk and trust become key determinants (C. Wang et al., 2023). Recent research has found that various risk dimensions significantly affect consumers' decisions to make online purchases (Phamthi et al., 2024). Purchase intention is considered a reliable predictor for understanding consumer decision-making mechanisms and serves as a bridge between consumer attitudes and their actual purchasing behavior (Tilahun et al., 2023).

Perceived product quality is one variable that has been shown to have a positive relationship with consumer purchase intention (Liao et al., 2022). Research by Díaz et al. (2024) has shown that perceived product quality and brand image play important roles in shaping purchase intention and the success of marketing strategies. The ability of consumers to evaluate and perceive product quality impacts purchase intention through psychological resources in the form of trust and confidence in the product. Perceived product quality is a good predictor of purchase intention, as both variables function as psychological resources in consumer-product interactions (Zeithaml, 1988).

Research shows that in the e-commerce context, factors such as quantity of reviews, source credibility, review usefulness, and brand experience positively and significantly influence perceived product quality, which subsequently affects consumer purchase intention (Díaz et al., 2024). Perceived product quality has been proven to intervene in consumer purchase intention, with research showing that perceived service quality provides significant contribution in explaining variance in purchase intention through the mediation of brand image and customer satisfaction (Liao et al., 2022). Research by C. Wang et al. (2023) on consumer perception shows how consumers use their perceptions of product quality to facilitate purchasing decisions on cross-border e-commerce platforms.

Individuals with high levels of perceived product quality are able to accurately evaluate the benefits and value of products to be purchased (Kakkar et al., 2025). However, researchers report that product performance risk plays a negative role in the consumer purchase intention process; the higher the perception of product performance risk, the more it causes consumer purchase intention to decrease (Phamthi et al., 2024). Product quality perception is a key variable in the study of consumer behavior, thus perceived product quality is a central factor influencing the development of consumer purchase intention (Ma et al., 2025).

Several studies have suggested the mediating effect of product performance risk on the relationship between perceived product quality and purchase intention. Research by Ma et al. (2025) shows that product quality perception and brand trust are crucial for increasing purchase intention, especially with product performance risk acting as a mediator. This research provides evidence that perceived product quality, brand trust, and performance risk

perception directly affect the level of consumer purchase intention from e-commerce platforms.

The phenomenon in this research is to understand the influence of perceived product quality on Shopee consumer purchase intention in Padang City with product performance risk as a mediating variable. This research interest arises because many consumers still feel doubtful in making product purchasing decisions through e-commerce platforms, especially in online stores that are relatively new or do not have a strong reputation. Doubts and uncertainties related to the quality of products offered online can make consumers less confident in making purchases or even choose other more trusted e-commerce platforms.

GMV (Gross Merchandise Value) data of e-commerce platforms in Indonesia from 2020-2024 shows Shopee maintains its dominant position with very significant growth, increasing from USD 25 billion in 2020 to USD 67 billion in 2024, reflecting growth of almost 170%. However, although GMV data shows consistent growth for Shopee, the level of repeat purchase and consumer loyalty to certain sellers is not yet optimal (Matt Ross et al., 2024). This phenomenon indicates that high GMV may be more driven by new consumer acquisition and aggressive promotions rather than long-term loyalty from existing consumers. Recent findings show that perceived risk can be a major barrier in online purchasing decisions, even when consumers acknowledge product quality through reviews and ratings (Matt Ross et al., 2024; Zaghoul et al., 2024).

In the context of Padang City market, consumers have characteristics that tend to be careful in making online purchases, especially for high-value products or from unknown sellers (Connell et al., 2022). High GMV growth data accompanied by volatility reflects the complexity of this problem, which becomes more apparent when considering that e-commerce purchases have characteristics as experience goods with magnified uncertainty, where consumers can only accurately assess quality after receiving and using the product (Zaghoul et al., 2024). This uncertainty can increase consumers' perceived risk in the online shopping context, which ultimately can affect their purchase intention (Matt Ross et al., 2024).

Although the importance of these factors has been recognized in previous research, there is still a need to understand more deeply how the interaction between perceived product quality and product performance risk occurs in the context of purchase intention on Shopee online stores. Based on previous research and the above arguments, this research aims to fill the knowledge gap and provide better understanding of factors affecting purchase intention on Shopee online stores. Therefore, the author is interested in researching "The Influence of Perceived Product Quality on Purchase Intention with Product Performance Risk as a Mediating Variable on Shopee Consumers in Padang City".

2. METHOD

This study employed a quantitative approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. PLS-SEM was chosen for its ability to analyze complex causal relationships among latent variables and to provide stable estimates even when data do not meet the assumption of normal distribution. This method was considered suitable because the study aimed to test and develop a conceptual model rather than confirm an existing theory. The population of this study consisted of Shopee consumers residing in Padang City. Sampling was carried out using a non-probability purposive sampling technique, selecting respondents who (1) live in Padang City, (2) have purchased or accessed products on Shopee, and (3) are willing to participate voluntarily. Based on Hair et al. (2010), the minimum required sample size is five to ten times the number of indicators; therefore, with

twelve indicators, data were collected from 150 respondents to ensure adequacy and reliability. Data were obtained using a structured questionnaire distributed online through Google Forms.

The instrument measured three constructs: *Perceived Product Quality*, *Product Performance Risk*, and *Purchase Intention*, using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Measurement items were adapted from Pappu et al. (2005), Featherman & Pavlou (2003), and Kotler & Keller (2016). A pilot test was conducted to ensure item clarity and reliability before full-scale data collection. Data were analyzed using SmartPLS software through two main stages: the measurement model to assess validity and reliability, and the structural model to test hypotheses. The evaluation included factor loadings, AVE, Composite Reliability, R^2 , and path coefficients tested through bootstrapping with 1,000 resamples. Ethical procedures were followed throughout the study, ensuring voluntary participation, confidentiality, and data use exclusively for academic purposes.

3. RESULTS AND DISCUSSIONS

3.1. Characteristics of Respondents

Based on Table 1 below, it can be seen that a total of 150 Shopee consumers in Padang City participated in this study. The respondents were divided into two gender groups, female and male. The results show that female respondents constituted the majority, accounting for 58% (87 individuals), while male respondents made up 42% (63 individuals). This indicates that Shopee consumers in Padang City are predominantly female.

Table 1 Characteristics of Respondents Based on Gender

No	Jenis Kelamin	Jumlah Orang	Persentase %
1	Laki- Laki	63	42 %
2	Perempuan	87	58 %
Jumlah		100	100 %

3.2. Inferential Analysis

Following data collection, the research data were processed using SmartPLS software, beginning with hypothesis testing, the measurement model (outer model), and the structural model (inner model). According to Hair et al. (2022), PLS-SEM can be a good alternative that overcomes typical sample size limitations, which is why SmartPLS was applied in this study. Specifically, it is suggested that sample sizes ranging from 69 to 100 can produce significant results ($p < .05$) for path coefficients between .21 and .30, although larger sample sizes are generally recommended. In this study, a total of 150 respondents were used, exceeding the minimum recommended sample size, thereby ensuring the adequacy of the data for model testing. The outcomes of the inferential analysis are as follows:

Model of Measurement (Outer Model)

Initial Outer Loading

Every instrument for every variable in this study should have an outer loading value greater than 0.7 in order to satisfy the convergent validity criteria, according to the original model image and the analysis results in the table above. However, because their outer loading levels were either less than 0.7 or less than 0.6, three indications or questions—x3.1 and x4.1—did

not match this criterion. As a result, the researcher had to remove the indicators and re-estimate the model in order to reevaluate their validity.

Outer Loading (Final)

Table 2 Outer Loading Final

	PI	PPQ	PPR
X1.1		0.908	
X1.2		0.924	
X1.3		0.888	
X2.1		0.923	
X2.2		0.891	
X2.3		0.937	
X3.2		0.887	
X3.3		0.837	
X4.2		0.826	
X4.3		0.817	
Y1.1	0.921		
Y1.2	0.920		
Y1.3	0.891		
Y2.1	0.930		
Y2.2	0.909		
Y2.3	0.879		
Y3.1	0.917		
Y3.2	0.937		
Y3.3	0.915		
Y4.1	0.933		
Y4.2	0.911		
Y4.3	0.921		
Z1.1			0.877
Z1.2			0.903
Z1.3			0.880
Z2.1			0.895
Z2.2			0.905

Z2.3			0.885
Z3.1			0.899
Z3.2			0.907
Z3.3			0.904
Z4.1			0.884
Z4.2			0.883
Z4.3			0.909

Based on the results of the outer loading test presented in the table above, it can be seen that all indicators in each variable have loading factor values that exceed 0.7 or 0.6.

Table 3 Average Variance Extracted (AVE), Cronbach's Alpha and Composite Reliability

	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Purchase Intention	0,838	0.982	0.983
Perceived Product Quality	0,783	0.969	0.969
Product Performance Risk	0,800	0.977	0.977

Based on the table above, it can be seen that all Average Variance Extracted (AVE) values have values above 0.5. This shows that the constructs in the model have good convergent validity and are acceptable

Reability Test

Based on the table above, it can be seen that all Cronbach's Alpha and Composite Reliability values are > 0.7. This indicates that the constructs in the model have good and acceptable convergent validity.

Structural Model (Inner Model)

Table 4 R-Square

	R-square
Purchase Intention (Y)	0.944
Product Performance Risk (Z)	0.798

Furthermore, the inferential analysis results show that the R² value for purchase intention is 0.944, while for product performance risk it is 0.798. These figures indicate that the research model is able to explain 94.4% of the variation in purchase intention and 79.8% of the variation in product performance risk. In the context of social science research, these values can be categorized as strong. However, these findings also indicate that 5.6% of the variance in purchase intention and 20.2% of the variance in product performance risk remain

unexplained by the model. This suggests that there may be other factors such as brand image, customer trust, or promotional effectiveness that could further influence consumers' purchase intentions. By recognizing these limitations, this study provides a foundation for future research to explore additional variables that may enhance the predictive power of the model for online consumer behavior on the Shopee platform.

Direct Effect Hypothesis

Table 5 Output Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
x -> y	1.114	1.105	0.056	19.744	0.000
x -> z	0.893	0.892	0.027	33.401	0.000
z -> y	-0.163	-0.154	0.068	2.410	0.016

The findings are as follows:

H1: Perceived Product Quality -> Purchase Intention

T-statistic = 19.744 (<1.96), p values = 0.000 -> Significant. H1 accepted

H2: Perceived Product Quality -> Product Performance Risk

T-statistic = 33.401 (<1.96), p values = 0.000 -> Significant. H2 accepted

H3: Product Performance Risk -> Purchase Intention

T-statistic = 2.410 (<1.96), p values = 0.016 -> Significant. H3 accepted

Hypothesis testing yielded interesting results. Perceived product quality was shown to have a stronger and more significant influence on purchase intention ($\beta = 1.114$, $p < 0.000$) than on product performance risk ($\beta = 0.893$, $p < 0.000$). Meanwhile, product performance risk had a negative and significant effect on purchase intention ($\beta = -0.163$, $p = 0.016$). This finding confirms that the higher the perceived product quality, the lower the product performance risk felt by consumers, and the stronger their purchase intention toward products on Shopee. In other words, perceived product quality acts as a dominant factor directly driving consumers' intention to buy, while product performance risk serves as a suppressing factor that can reduce purchase intention if consumers perceive potential performance issues with the product.

Mediation Analysis

Table 6 Output Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
x -> z -> y	-0.145	-0.137	0.059	2.474	0.013

The findings are as follows:

H4: Perceived Product Quality -> Product Performance Risk -> Purchase Intention

T-statistic = 2.474 (<1.96), p values = 0.013 -> Significant. H4 accepted

Furthermore, the results of the mediation test indicate that product performance risk plays a significant role in mediating the relationship between perceived product quality and purchase intention ($\beta = -0.145$, $p = 0.013$). The negative direction of this coefficient shows that higher perceived product quality significantly reduces the level of product performance risk felt by consumers, which in turn increases their purchase intention. The practical implication of this finding is that sellers and marketplace managers should not only focus on improving product quality but also ensure that such quality improvements effectively minimize consumers' perceived risks. Efforts such as providing accurate product descriptions, ensuring quality consistency, and offering clear return guarantees can strengthen consumers' trust and further enhance their intention to make purchases on the Shopee platform.

3.3 Discussion

"perceived product quality has a positive effect on purchase intention" according to the first hypothesis (H1), which is accepted. According to these results, consumers are more likely to show interest, desire, and actual purchasing behavior when they perceive that the products offered on Shopee are of high quality, reliable, and consistent with their expectations. When consumers believe that a product has good material quality, attractive design, and accurate descriptions, they tend to feel more confident and motivated to purchase it.

Based on the notion of perceived product quality, which reflects consumers' overall evaluation of a product's excellence and ability to meet expectations, Rosillo-Díaz et al. (2024) explain that positive perceptions of product quality increase trust and willingness to buy. Similarly, Bogdan et al. (2025) found that perceived product quality and perceived risk act as essential mediators in shaping purchase intention through electronic word-of-mouth (eWOM). Bakalo and Amantie (2023) further assert that perceived product quality positively and significantly influences purchase intention among e-commerce consumers, emphasizing that the higher the perceived quality, the greater the consumer confidence and purchasing motivation.

According to the Theory of Planned Behavior (TPB), perceived product quality serves as an antecedent of positive consumer attitudes toward purchasing behavior. When consumers perceive a product as high-quality and valuable, their evaluation strengthens their attitude and increases their intention to buy. Thus, perceived product quality becomes a cognitive determinant that drives consumers' behavioral intentions to make online purchases.

It is also agreed that "perceived product quality has a positive effect on product performance risk," according to the second hypothesis (H2), which is accepted. The results show that the higher consumers' perception of product quality, the higher the product performance risk they perceive. Although this finding contradicts the initial hypothesis, it aligns with previous studies showing that consumers with high expectations of product quality may become more cautious or anxious about whether the product will meet those expectations.

Rosillo-Díaz et al. (2024) found that during the post-pandemic shift to online shopping, consumers' unfamiliarity with e-commerce increased uncertainty and concern, even for

products perceived as high quality. Similarly, Said and Mustaking (2020) demonstrated that perceived product quality does not always reduce perceived risk, especially when consumers expect perfect performance from high-quality products. This indicates that higher quality perception may raise perceived risk when consumers are uncertain whether actual performance matches their expectations.

The perspective of the TPB, perceived product quality influences perceived behavioral control by affecting how consumers assess risk. Consumers who perceive high-quality products tend to feel more capable of controlling purchase outcomes and managing potential risks. However, when expectations are not met, perceived risk increases, reducing their sense of control and confidence in making purchasing decisions.

It is agreed upon that “product performance risk has a negative effect on purchase intention,” according to the third hypothesis (H3), which is accepted. This demonstrates that the higher the perceived product performance risk, the lower the consumers’ purchase intention toward products on Shopee. In other words, when consumers believe that a product may not function properly, fail to meet expectations, or lack durability, their intention to buy decreases significantly.

This finding is consistent with Andrian and Selamat (2022), who found that financial, performance, and security risks negatively affect purchase intention in e-commerce. Likewise, Lakchan and Samaraweera (2022) and Yuniarti et al. (2022) confirmed that perceived product risk significantly and negatively influences online purchasing decisions and repurchase intentions.

According to TPB, this finding emphasizes the role of perceived behavioral control, where higher perceived product risk reduces consumers’ confidence in achieving successful purchase outcomes. Conversely, when perceived product risk is low, consumers feel greater control over the purchasing process, increasing their confidence and purchase intention. Hence, product performance risk becomes a critical factor that can inhibit or facilitate consumer decision-making in online marketplaces.

The indirect effect is statistically significant, according to the final hypothesis (H4). This indicates that perceived product quality affects purchase intention through product performance risk, in addition to its direct effect. Thus, it is agreed that the relationship between perceived product quality and purchase intention is mediated by product performance risk.

This finding suggests that higher perceived product quality reduces the level of product performance risk felt by consumers, thereby increasing their purchase intention. In other words, when consumers perceive a product as high quality, they feel less risk and are more confident in making purchasing decisions.

Manthiou et al. (2020) found that perceived product quality mitigates product performance risk, which ultimately enhances consumer trust and purchasing behavior. Zhao et al. (2020) also confirmed that product performance risk mediates the relationship between perceived product quality and purchase intention, especially in online electronic products where consumers rely heavily on product information. Salim et al. (2023) likewise found that consumers with high perceived product quality tend to perceive lower risk, which strengthens their intention to buy.

Lastly, In the context of TPB, this mediating relationship reflects the interaction between attitude and perceived behavioral control. High perceived product quality not only forms a positive attitude but also reduces perceived risk, strengthening consumer confidence and increasing purchase intention. Therefore, perceived product quality and product performance risk work together to shape consumer decision-making, where reduced risk perceptions reinforce positive attitudes and enhance behavioral intention in online purchasing.

4. CONCLUSION

The findings of this study indicate that perceived product quality has a positive and significant effect on purchase intention, suggesting that consumers' willingness to buy increases as their perception of product quality improves. Moreover, perceived product quality positively influences product performance risk, meaning that higher expectations of quality may also heighten consumers' awareness of potential performance risks. In contrast, product performance risk negatively affects purchase intention, as greater perceived risk reduces consumers' buying intentions. The mediation analysis further reveals that product performance risk significantly and negatively mediates the relationship between perceived product quality and purchase intention. Therefore, enhancing perceived product quality while minimizing performance risk can effectively strengthen consumers' confidence and encourage purchase intention, particularly in the context of online shopping platforms such as Shopee.

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The Influence of Perceived Product Quality on Purchase Intention with Product Performance Risk as a Mediating Variable among Shopee Consumers | 1036
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The Influence of Perceived Product Quality on Purchase Intention with Product Performance Risk as a Mediating Variable among Shopee Consumers | 1038
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