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How website quality and users' technology acceptance enhance purchase intention toward beauty services? The mediating role of inspiration

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Abstract

This study aims to clarify the impact of website quality on consumers' intention to purchase beauty services following their online experience. It further investigates the mediating roles of two key constructs: perceived usefulness and perceived ease of use from the Technology Acceptance Model (TAM), as well as the role of inspiration as a psychological mechanism. A primarily quantitative research approach is adopted, supplemented by qualitative methods to validate measurement scales and refine the theoretical framework. Data were collected through a structured survey administered to 321 users and analyzed using Structural Equation Modeling (SEM). The empirical results reveal that most dimensions of website quality significantly influence perceived usefulness and perceived ease of use. However, the effects of interactivity and innovativeness on perceived usefulness are not statistically significant. Moreover, inspiration emerges as a critical mediating variable in the relationship between website quality and purchase intention. These findings contribute to the literature by highlighting both functional and emotional pathways through which website quality affects consumer decision-making in the context of online beauty services. From a practical perspective, the study offers actionable insights for beauty service providers seeking to enhance user experience and strengthen online purchase intention through improved website design. To expand the generalizability of the findings, future research is encouraged to apply this conceptual model in other industry sectors to develop a more comprehensive understanding of the role of website quality in shaping online consumer behavior.

Keywords: Inspiration, Purchase intention, Technology acceptance, Website quality.

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1. Introduction

In the era of rapid digitalization and the widespread proliferation of the Internet, websites serve as a critical interface through which businesses can establish and reinforce trust with customers [1]. High-quality websites are often perceived as more trustworthy due to their ability to provide transparent information and deliver an optimized user experience [2], which significantly influences customers' purchase intentions when they are satisfied with their online interactions. Nowadays, websites are not only used as information platforms but have also become essential channels for conducting online sales. However, promoting intangible products like services remains challenging, especially in the beauty industry, where offerings directly affect consumers' health and psychological well-being. This leads customers to demand higher levels of credibility from online information. Consequently, beauty service brands face growing pressure to develop websites that are both professional and trustworthy, as these factors play a vital role in shaping customer trust and purchase intentions. Furthermore, in Vietnam, the beauty service industry is increasingly asserting its market presence with a projected compound annual growth rate (CAGR) of approximately 3.26% for the period from 2025 to 2030 [3]. This growth trajectory places additional pressure on beauty service brands to maintain a competitive advantage by investing in and maintaining high-quality websites.

However, prior studies on website quality remain limited in scope. For instance, Tran [4] focused mainly on design and interactivity, while Dapas, et al. [5] approached website quality in a general sense without examining specific dimensions. In contrast, an integrated view drawn from Mustika and Wahyudi [6], Shang and Bao [2] and Loiacono, et al. [7] identifies four key dimensions of website quality: information quality, interactivity, design, and innovativeness. Accordingly, this study evaluates website quality based on these dimensions. Moreover, as websites are digital products shaped by technology, applying the Technology Acceptance Model (TAM) is essential to comprehensively assess users' experiences, particularly their perceptions of ease of use and usefulness. In the context of beauty service websites, visual appeal plays a central role in evoking emotional impressions, which may inspire consumers and influence their purchase intentions. Nevertheless, research on the inspirational impact of websites remains scarce. Thus, this study seeks to investigate a holistic process in which users, after perceiving the advantages of a high-quality website, are inspired to form intentions to purchase beauty services.

2. Literature Review and Hypothesis

2.1. Theoretical Framework

Websites play a vital role in contemporary business environments by facilitating customer interaction and contributing to organizational success [8, 9]. Websites perceived as higher in quality are often seen as more credible and professional [2]. Although previous studies have offered various perspectives on website quality, a common understanding centers on user perception. Aladwani and Palvia [10] define it as the extent to which website features fulfill user needs, while Giao [11] emphasized its role in supporting online shopping objectives. Sørsum, et al. [12] highlight that website quality involves informational content, service delivery, technical capabilities, and visual presentation, all of which should be effectively conveyed to users. Al-Qeisi, et al. [13] add that quality is shaped by structural, functional, and visual aspects, along with the user's ability to interpret and assess these features. Informational factors such as relevance, accuracy, usefulness, and consistency are essential, while visual design strongly influences users' emotional engagement [14].

Drawing from these perspectives, website quality can be seen as a multidimensional construct involving information quality, interactivity, and design. Notably, innovativeness has also been recognized as a critical dimension in evaluating website quality within marketing research [7]. Hence, website quality can be conceptualized as the totality of user-perceived attributes throughout the experience, captured through four core dimensions: information quality, interactivity, design, and innovativeness. In the beauty service industry, these dimensions are particularly important. Accurate and accessible information supports informed decision-making, interactive features enhance user experience, appealing design fosters engagement, and technological innovation strengthens brand competitiveness in a rapidly evolving digital landscape.

2.2. Literature Review

Many studies have emphasized the role of website quality in influencing online consumer behavior in various contexts. Specifically, Tran [4] demonstrated that factors such as design, interactivity, information, security, feedback, and particularly trust impact tourist satisfaction and booking intentions in Ho Chi Minh City. Similarly, Phuong [15] affirmed that trust, along with system quality, communication, and delivery services, influences customer loyalty in the online fashion industry, with trust acting as a mediating factor. Moreover, the study by Qalati, et al. [16] expands on this relationship by showing that trust serves as both a mediating factor between website quality, service quality, and brand reputation on purchase intentions, while also being moderated by perceived risk, indicating that the influence of trust becomes more pronounced when risk is perceived to be high. In parallel, Dapas, et al. [5] found that website and service quality influence purchase intentions on the Zalora platform, with these intentions mediating the relationship leading to actual purchase decisions. Overall, the research indicates that website quality, through the mediating roles of trust and behavioral intentions, significantly influences online consumer behavior, offering important implications for enhancing user experience and online business performance. However, both domestic and international studies have yet to reach a consensus on how to approach and assess website quality, as well as the mediating factors that influence customers' purchase intentions through their experience and perception of website quality.

2.3. Research Hypothesis

Information quality is defined as the extent to which data provided by an information system is complete, reliable, accurate, timely, and relevant, thereby directly influencing the effectiveness of information utilization in practice [17]. In the context of online systems, information quality serves as a critical determinant of perceived system usefulness, contributing to users' assessments of system integrity and the competence of online service providers [18, 19]. High-quality information fosters a sense of comfort and security among users during system interaction, which aligns with their perceptions of system ease of use [20]. This relationship is particularly salient in service-oriented contexts, such as the beauty industry, where users seek concise and relevant information to support decision-making. When users perceive that a website provides information that efficiently satisfies their informational needs, their evaluation of the system's utility is enhanced. According to Davis [21], users are more likely to perceive a system as useful when it delivers tangible value and contributes to task performance improvements. As a result, their behavioral intentions to engage with the system are strengthened. Based on the above theoretical rationale, the following research hypotheses are proposed:

H_{1a}: Information quality has a positive effect on perceived website's ease of use.

H_{2a}: Information quality has a positive effect on perceived website's usefulness.

Website interactivity refers to the system's ability to respond to and adapt based on user behavior. This is achieved through the processing of user queries, navigation inputs, and interactions with functional elements, control mechanisms, and integrated technologies. Such responsiveness contributes to the creation of a dynamic and personalized user experience [21]. Consequently, interactivity is considered a key factor in optimizing customer experience and enhancing the effectiveness of online shopping. In the context of a website about beauty service brands, users are more likely to perceive the platform as easy to use when they are given control through interactive features. These may include image manipulation, product rotation, zoom-in viewing modes, and the ability to book services online [22]. The advancement of interaction control tools and modern web design technologies has further enhanced the realism of online shopping experiences, bringing them closer to traditional in-store shopping [23, 24]. As a result, users tend to perceive such websites as more useful, as interactivity facilitates easier access to relevant information and a more convenient and efficient shopping experience. Based on this reasoning, the following research hypotheses are proposed:

H_{1b}: Website interactivity has a positive effect on perceived website ease of use.

H_{2b}: Website interactivity has a positive effect on perceived website usefulness.

Website design can be defined as a technological attribute of web platforms, encompassing elements such as layout structure, user interface, navigability, and the overall degree of friendliness and ease of use during user interaction [25, 26]. Design quality is considered a critical factor in determining both the viability and operational effectiveness of a website, as users are likely to abandon a site quickly if they encounter difficulties in navigation or if the content is difficult to read. This concern is particularly relevant for websites representing beauty service providers, where aesthetic appeal must be carefully balanced with functionality. A complex structure may hinder usability, whereas a visually pleasing and well-organized interface can meet user expectations more effectively. Moreover, prior research by Tractinsky, et al. [27] and Cyr, et al. [28] emphasizes that users' visual judgments and aesthetic perceptions significantly influence their willingness to adopt technology. Therefore, a well-designed and visually intuitive interface not only facilitates the process of service discovery and selection but also enhances the overall user experience. Based on this theoretical foundation, the following research hypotheses are proposed:

H_{1c}: Website design has a positive effect on perceived website's ease of use.

H_{2c}: Website design has a positive effect on perceived website's usefulness.

Website innovativeness is defined as the degree of innovation and uniqueness embedded within a website, contributing to a more engaging and differentiated user experience Loiacono, et al. [7]. Lim, et al. [29] further assert that relative advantage, complexity, and compatibility are key components influencing users' attitudes toward online systems, and these elements collectively form the core of a website's innovativeness. In the current digital era, online shopping is considered an innovative consumer behavior. Individuals who are more receptive to innovation tend to adopt and use websites more readily. As a result, a website that continuously evolves and incorporates innovative elements can significantly enhance the user experience. Such innovativeness enables users to recognize the value and usefulness of the platform during interaction, especially in the beauty service industry, which is characterized by rapid adaptation to emerging technological trends. Based on this theoretical foundation, the following research hypotheses are proposed:

H_{1d}: Website innovativeness has a positive effect on perceived website's ease of use.

H_{2d}: Website innovativeness has a positive effect on perceived website's usefulness of the website.

The relationship between perceived ease of use (PEOU) and perceived usefulness (PU) was first established in the foundational work of Davis [30] and has since served as a theoretical cornerstone for numerous studies integrating technological factors into consumer behavior research. According to Jun, et al. [31] online businesses must prioritize enhancing the usability and user-friendliness of their websites to elevate customers' perceptions of the platform's usefulness. In the context of online beauty service experiences, PEOU refers to the extent to which customers perceive the process of booking services online as straightforward and requiring minimal effort. When users find the booking system easy to navigate, they are more likely to consider it useful in fulfilling their needs. This perception reinforces the value of the system and increases their intention to use it. Based on this theoretical rationale, the following research hypothesis is proposed:

H₃: Perceived website's ease of use has a positive effect on perceived website's usefulness.

The construct of inspiration has been extensively examined across various domains, with conceptualizations that are both complementary and mutually reinforcing. Inspiration is commonly understood as a motivational state characterized by

a strong desire to pursue meaningful goals or as an intrinsic drive that evokes enthusiasm and engagement during interaction with a product or brand [32, 33]. In parallel, the Technology Acceptance Model (TAM) serves as a foundational framework for explaining how consumers adopt and interact with technology, particularly in industries experiencing rapid digital transformation, such as beauty services. Within this context, when a website is designed with high quality, users are more likely to perceive it as intuitive, convenient, and useful. These perceptions, in turn, foster positive emotional responses, thereby enhancing the user's sense of inspiration during the interaction process. Thus, the following research hypotheses are proposed:

H₄: Perceived website's ease of use has a positive effect on the inspiration.

H₅: Perceived website's usefulness of the website has a positive effect on the inspiration.

Inspiration can be conceptualized as a multidimensional emotional process that includes two interrelated stages. The first stage involves the activation mechanism, where individuals are stimulated by external factors such as website experiences, resulting in a state of being inspired. This is followed by the intention mechanism, where the initial stimulation triggers a motivational response that encourages individuals to translate abstract ideas into concrete actions, such as making a purchase decision [34]. Therefore, inspiration is influenced not only by psychological factors but also by social and contextual elements [33, 35]. As a result, psychological processes can have a significant impact on both consumer behavior and purchase intentions [36]. Based on the above discussion, the following research hypothesis is proposed:

H₆: Inspiration has a positive effect on purchase intention.

Grounded in the theoretical underpinnings of previous research, particularly the framework proposed by Mustika and Wahyudi [6] and the seminal Technology Acceptance Model (TAM) developed by Davis [30] this study puts forward the following conceptual model:

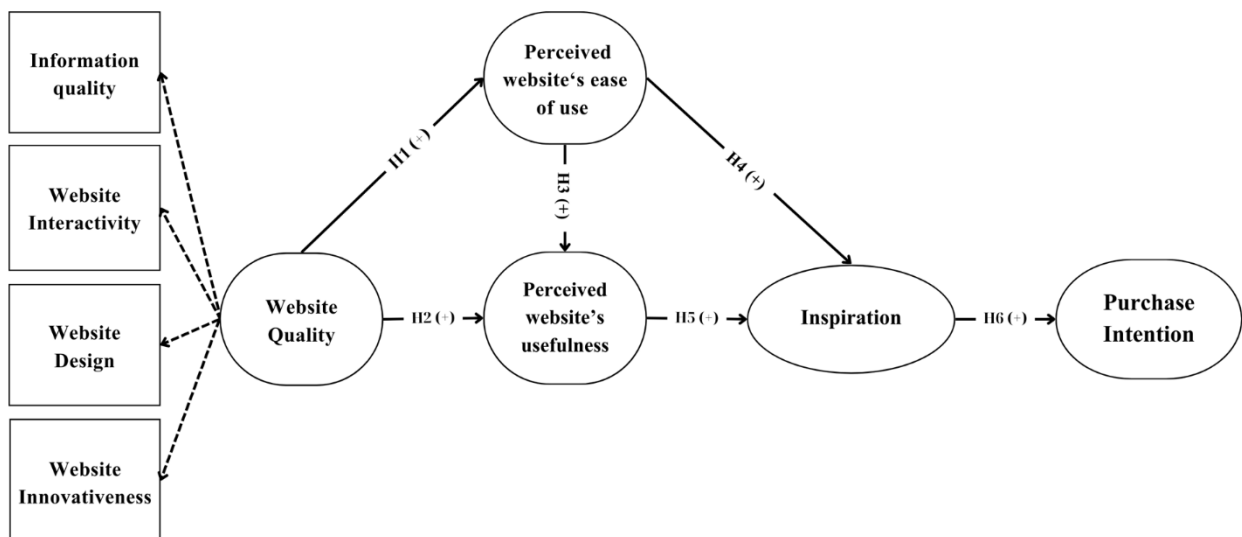


Figure 1.
Conceptual model.

3. Research Methodology

This study employs both qualitative and quantitative research methods. In the qualitative phase, the authors synthesize and analyze academic publications from reputable domestic and international sources to develop a theoretical foundation, construct measurement scales, and propose a research model. Expert interviews with professionals in digital marketing and SEO websites were also conducted to assess the appropriateness of the measurement scales. In the quantitative phase, an online survey was distributed via Google Forms through social media platforms and email, as well as through direct interaction with customers who had experience using beauty-related websites. A total of 321 valid responses were collected and analyzed using SPSS 26 and AMOS 24. Statistical techniques, including Cronbach's Alpha, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM), were applied to evaluate the reliability of the scales and examine the relationships among the constructs in the conceptual model. The authors affirm the integrity of the study, ensuring that all significant aspects of the investigation are thoroughly addressed, and any deviations from the original plan are transparently documented and justified.

4. Research Findings

4.1. Descriptive Statistics

Table 1 illustrates the demographic breakdown of the 321 valid respondents. In terms of gender, 38.9% of the participants are male, while 61.1% are female. Regarding age distribution, the largest proportion falls within the 18–25 age group (46.4%), followed by those aged 26–35 (34.6%). Respondents aged 36–45 account for 15.9%, whereas those over 45 years old make up the smallest segment at 3.1%. It is evident that a significant majority of the sample consists of younger individuals. As for occupation, office workers represent the highest percentage at 38.3%, closely followed by college and

university students at 34%. Freelancers make up 13.4%, while those engaged in specific jobs and non-office work account for 6.9% and 4.7%, respectively. Engineers and scientists constitute 2.2% of the sample, and others represent a minor fraction of 0.6%. In terms of income levels, the largest group earns between 400 and 800 USD (10-20 million VND/month) per month (42.4%), while 39.6% report earning less than 400 USD (Less than 10 million VND/month). A smaller percentage of participants earn between 800 and 1200 USD (20-30 million VND/month) (13.7%), and only 4.4% have a monthly income exceeding 1200 USD (More than 30 million VND/month).

Table 1.
Description of the sample.

Characteristics		Quantity	Proportion (%)
Gender	Male	125	38.9
	Female	196	61.1
Age	18 – 25 years old	149	46.4
	26 – 35 years old	111	34.6
	36 – 45 years old	51	15.9
	Over 45 years old	10	3.1
Work sector	Office Worker (all ranks)	123	38.3
	Engineer/Scientist	7	2.2
	Freelance Worker	43	13.4
	Particular Jobs (Doctor/Teacher/Police, etc.)	22	6.9
	Non-office Workers (Service staff, manual workers, artisans, etc.)	15	4.7
	College/University Student	109	34
	Other	2	0.6
Income	Less than 400 USD/month (Less than 10 million VND/month)	127	39.6
	From 400 to 800 USD/month (10-20 million VND/month)	136	42.4
	From 800 to 1.200 USD/month (20-30 million VND/month)	44	13.7
	More than 1.200 USD/month (More than 30 million VND/month)	14	4.4

4.2. Assessment of Measurement Model

As shown in Table 2, the mean values for the website quality factors range from 4.07 to 4.35, indicating that users generally agree that these elements accurately reflect the quality of the website and contribute to its perceived enhancement. Furthermore, the mean scores for the two factors derived from the Technology Acceptance Model (TAM) are also at a favorable level. Notably, with mean values fluctuating around 4.00, the inspiration factor is recognized by users as having a significant impact following their website experience with beauty service brands. This suggests that users perceive the website as easy to use and useful, which in turn positively influences their intention to purchase beauty services, with intention scores ranging from 4.07 to 4.16, considered relatively high.

Table 2.

Statistics, reliability and validity testing of all constructs.

Constructs		Mean	Std. Deviation	Cronbach's Alpha	CR	AVE	MSV
Information quality	IQ1	4.26	0.863	0.888	0.888	0.615	0.479
	IQ2	4.10	0.879				
	IQ3	4.35	0.860				
	IQ4	4.13	0.858				
	IQ5	4.13	0.858				
Website Interactivity	WI1	4.18	0.866	0.888	0.888	0.613	0.539
	WI2	4.07	0.869				
	WI3	4.09	0.862				
	WI4	4.08	0.859				
	WI5	4.10	0.860				
Website Design	WD1	4.25	0.765	0.824	0.825	0.542	0.458
	WD2	4.14	0.789				
	WD3	4.16	0.770				
	WD4	4.07	0.790				
Website Innovativeness	WN1	4.29	0.812	0.855	0.856	0.665	0.190
	IAT2	4.24	0.768				
	IAT3	4.24	0.810				
Perceived website's ease of use	PE1	4.27	0.900	0.915	0.916	0.685	0.539
	PE2	4.41	0.892				
	PE3	4.17	0.894				
	PE4	4.22	0.904				
	PE5	4.20	0.892				
Perceived website's usefulness	PU1	4.14	0.885	0.903	0.904	0.653	0.503
	PU2	4.10	0.882				
	PU3	4.00	0.886				
	PU4	4.12	0.875				
	PU5	4.08	0.882				
Inspiration	I1	4.02	0.746	0.839	0.847	0.649	0.340
	I2	4.03	0.842				
	I3	4.00	0.742				
Purchase Intention	PI1	4.16	0.761	0.824	0.823	0.541	0.245
	PI2	4.13	0.793				
	PI3	4.11	0.775				
	PI4	4.07	0.785				

The study achieved highly positive results, as the Cronbach's Alpha coefficients for all constructs exceeded 0.8 Table 2 and the corrected item-total correlations for all observed variables were above 0.3, indicating excellent internal consistency. To assess construct validity, the study employed Composite Reliability (CR), Average Variance Extracted (AVE), and Maximum Shared Variance (MSV) indices. Following the guidelines of Fornell and Larcker [37] the findings demonstrate strong convergent validity, with all AVE values exceeding 0.5 and all CR values surpassing 0.7. Furthermore, discriminant validity is confirmed as the MSV values for all constructs are lower than their corresponding AVE values Table 2. As further shown in Table 3 the square root of the AVE for each construct is greater than the inter-construct correlations, providing additional evidence of discriminant validity.

Table 3.

Square Root of AVE of multi-item constructs.

	WI	PE	PU	IQ	WD	PI	WN	I
WI	0.783							
PE	0.734***	0.828						
PU	0.651***	0.709***	0.808					
IQ	0.672***	0.677***	0.692***	0.784				
WD	0.565***	0.633***	0.677***	0.541***	0.736			
PI	0.392***	0.459***	0.416***	0.495***	0.322***	0.735		
WN	0.335***	0.407***	0.340***	0.386***	0.162*	0.435***	0.816	
I	0.499***	0.577***	0.583***	0.491***	0.482***	0.435***	0.282***	0.806

Note: *** = $p < 0.001$; ** = $p < 0.01$; * = $p < 0.05$.

Table 4.

Results of testing the research hypotheses.

Hypotheses		Estimate	p-value	Remark
H1a	Information quality → Perceived website's ease of use	0.210	0.001	Supported
H1b	Website interactivity → Perceived website's ease of use	0.387	***	Supported
H1c	Website design → Perceived website's ease of use	0.278	***	Supported
H1d	Website innovativeness → Perceived website's ease of use	0.153	0.001	Supported
H2a	Information quality → Perceived website's usefulness	0.282	***	Supported
H2b	Website interactivity → Perceived website's usefulness	0.105	0.155	Rejected
H2c	Website design → Perceived website's usefulness	0.323	***	Supported
H2d	Website innovativeness → Perceived website's usefulness	0.059	0.226	Rejected
H3	Perceived website's ease of use → Perceived website's usefulness	0.212	0.009	Supported
H4	Perceived website's ease of use → Inspiration	0.350	***	Supported
H5	Perceived website's usefulness → Inspiration	0.358	***	Supported
H6	Inspiration → Purchase intention	0.473	***	Supported

Note: *** = $p < 0.001$.

Another important aspect is that the KMO value reached 0.933, well above the 0.5 threshold, and Bartlett's Test of Sphericity was significant ($\text{Sig.} = 0.000 < 0.05$), confirming the suitability of the data for factor analysis. Furthermore, the total variance explained reached 72.159%, exceeding the 50% benchmark, indicating strong correlations among variables and accounting for 72.159% of the variance across the 34 observed items included in the EFA. The exploratory factor analysis (EFA) results classified the 34 items into eight distinct factors without any problematic items, thereby ensuring both convergent and discriminant validity of the scale [38]. To further verify the relationships among constructs, a confirmatory factor analysis (CFA) was conducted, yielding excellent model fit indices: $\text{CMIN/df} = 1.665 (< 3)$, $\text{CFI} = 0.951 (> 0.95)$, $\text{TLI} = 0.945 (> 0.9)$, $\text{GFI} = 0.866 (> 0.8)$, $\text{RMSEA} = 0.046 (< 0.06)$, and $\text{PCLOSE} = 0.908 (> 0.05)$, all indicating a well-fitting and robust model [39, 40].

4.3. Structural Model and Hypotheses Testing Results

A relationship is supported if the p-value is less than 0.05. Table 4 indicates that "Website quality" positively influences "Perceived website's ease of use," with "Website interactivity" ($\beta = 0.387$), "Website design" ($\beta = 0.278$), "Information quality" ($\beta = 0.210$), and "Website innovativeness" ($\beta = 0.153$) playing significant roles, respectively. To enhance user experience, beauty service websites should ensure comprehensive and up-to-date information, aesthetic design, effective interactive support, and the integration of innovative technologies. Moreover, "Information quality" ($\beta = 0.282$) and "Website design" ($\beta = 0.323$) have a direct impact on "Perceived website's usefulness," whereas "Website's interactivity" and "Website's innovativeness" have yet to show significant effects, possibly due to the time required for users to adapt to new technologies. In addition, "Perceived website's ease of use" exerts a positive influence on "Perceived website's usefulness" ($\beta = 0.212$), suggesting that a convenient user experience enhances users' evaluations of website utility. Both factors from the TAM model also strongly affect "Inspiration" ($\beta = 0.350$ and $\beta = 0.358$), thereby fostering positive emotional responses. Ultimately, with these positive emotions triggered during the website experience with beauty service brands, customers exhibit increased purchase intention, as "Inspiration" positively influences "Purchase intention" with a path coefficient of $\beta = 0.473$.

Table 5.

Results of testing indirect relationships.

Indirect path	Upper	Lower	p-value	Standardized Estimated	Significant
IQ → PE → PU	0.111	0.012	0.017	0.044*	Yes
WI → PE → PU	0.179	0.027	0.016	0.082*	Yes
WD → PE → PU	0.146	0.018	0.022	0.059*	Yes
WN → PE → PU	0.072	0.007	0.020	0.032*	Yes
IQ → PE → I	0.163	0.021	0.007	0.073**	Yes
IQ → PU → I	0.187	0.033	0.003	0.101**	Yes
WI → PE → I	0.230	0.061	0.002	0.135**	Yes
WI → PU → I	0.108	-0.007	0.166	0.037	No
WD → PE → I	0.205	0.048	0.002	0.097**	Yes
WD → PU → I	0.239	0.056	0.001	0.115**	Yes
WN → PE → I	0.097	0.018	0.007	0.053**	Yes
WN → PU → I	0.053	-0.006	0.218	0.021	No
PE → PU → I	0.145	0.020	0.019	0.076*	Yes
PE → I → PI	0.241	0.050	0.003	0.165**	Yes
PU → I → PI	0.237	0.076	0.001	0.169***	Yes

In addition to examining direct relationships, indirect effects were also analyzed to better understand the mediating roles of the studied variables, as presented in Table 5. The results indicate that "Perceived website's usefulness" does not mediate the relationships between "Website interactivity" and "Website innovativeness" with "Inspiration" (p -values > 0.05). In contrast, other indirect relationships were found to be statistically significant (p -values < 0.05 , $\beta > 0$), demonstrating that the indirect effects and mediating roles of these variables are practically meaningful.

5. Discussion and Implications

The theoretical framework of this study comprises eight primary factors and twelve hypotheses. Upon analysis, the results obtained were generally positive, and the research criteria were entirely consistent with real-world practices. Of the twelve proposed hypotheses, ten were supported, while two were rejected. The findings of this study demonstrate certain similarities with previous research, while also offering new and more detailed insights into customer purchase intentions for beauty services via website experiences, as well as approaches to website quality and inspiration within the beauty service sector.

Firstly, website quality has become an essential component in enhancing user experiences on beauty service brand websites. In the context of this research, factors related to website quality not only underscore the significance of improving users' perceived ease of use but also illustrate its impact in positively altering users' perceived usefulness of the website. Notably, website interactivity emerged as the most influential factor in enhancing customers' perceived ease of use of websites about beauty service brands [21, 22]. However, both website interactivity and website innovativeness were found to have no direct impact on the perceived usefulness of the website [23, 24, 29], thus reinforcing the mediating role of the perceived website's ease of use. For websites incorporating technological elements to improve the two aforementioned factors, users require time to adapt to and familiarize themselves with all features, after which they can recognize the ease of use, which subsequently leads to the perception of website usefulness. To enhance user experience and website quality for beauty service brands, four key strategies should be emphasized: First, increasing interactivity through personalized experiences, the integration of AI-powered 24/7 chatbots, real-time feedback, intelligent search filtering systems, online appointment booking, and service recommendation tools, all of which contribute to building enduring relationships with customers [41, 42]. Second, website design must be professional and modern, with clear layout structures, convenient navigation, appropriate font and color choices, and optimized multimedia features to foster positive emotions, enhance brand recognition, and encourage purchasing behavior [43-46]. Third, information quality should be improved by providing complete, accurate, and up-to-date content on services, procedures, pricing, customer feedback, and by incorporating expert opinions and scientific research to enhance trust and assist customers in their decision-making process [42]. Fourth, creativity on the website can be amplified through the adoption of new technologies, such as 3D interfaces, augmented reality (AR), personalized service customization tools, and highly interactive content, such as 360-degree videos, live consultations, and direct customer reviews. These enhancements aim to improve the user experience and create a sustainable competitive advantage [47].

Secondly, the study highlights the importance of employing multidimensional concepts to comprehensively explore the emotional influences of customers on their intention to purchase beauty services through website interactions. Previous studies have emphasized the importance of inspiration in shaping customers' purchase intentions [34-36] and this research confirms that inspiration plays a positive role in driving purchase intentions within the context of beauty service brand websites. When a website meets key quality criteria, customers not only appreciate the ease of use and utility of the platform but also perceive effective support throughout the shopping process via the information and services provided. Moreover, when customers are satisfied with a user-friendly interface, easy navigation, or features that optimize the overall experience, these elements can trigger positive emotions, thereby motivating subsequent behaviors, such as exploring products in greater depth, sharing experiences, or making purchase decisions. Therefore, beauty service brand websites must focus on enhancing inspiration to foster customer affinity and engagement. This can be achieved by developing storytelling content about the beauty journey, showcasing customer success stories, and staying updated with the latest trends. A user-friendly interface, personalized features, service suggestions, customizable design options, and community-sharing functions will all contribute to elevating the customer experience. Additionally, incorporating a robust system for customer reviews and feedback not only reinforces trust but also encourages new customers to engage with the website. According to Thrash and Elliot [32], inspiration is largely driven by external factors; therefore, strategically integrating inspirational elements within website design can stimulate positive customer behaviors.

6. Conclusions

The rapid growth of beauty services in the digital age reflects the critical role of websites in marketing activities, thereby driving sales performance. The research objectives were successfully met, with the study achieving its goal of identifying the role of "website quality" factors in influencing customer purchase intentions for beauty services, through two elements of the Technology Acceptance Model (TAM) and inspiration. Thus, the research results contribute significantly to the beauty service industry, offering both theoretical and practical insights. The findings indicate that the factors within the "website quality" group, including "information quality," "website interactivity," "website design," and "website creativity," all impact customers' "perceived ease of use" and "perceived usefulness" of the website. Additionally, the research highlights that "perceived ease of use" and "perceived usefulness" are crucial factors that enhance the "inspiration" of the website, which ultimately drives the intention to purchase beauty services from the brand on the website.

However, the study also presents certain limitations that could be addressed in future research. As websites increasingly become vital platforms for businesses, the study demonstrates that "website quality" significantly influences customers' "purchase intentions" through intermediary factors in the beauty service sector. In future studies, the author plans to expand the research scope by applying the "website quality" model to other potential industries to assess the applicability of these factors in different contexts, each with its own unique characteristics. Furthermore, the current study primarily focuses on users with prior experience on beauty service brand websites in Vietnam. However, as businesses increasingly expand into international markets, studying the behavior of foreign customers when interacting with beauty brand websites becomes a necessary area of research. Therefore, future studies could consider expanding the survey scope to include international customers to provide a more comprehensive understanding of consumer behavior in the global market.

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