

**THE IMPACT OF WEBSITE QUALITY, SERVICE
QUALITY AND VISUAL MERCHANDISING
TOWARDS IMPULSIVE BUYING
MEDIATED BY THE URGE
TO BUY IMPULSIVELY AT
ZALORA, SURABAYA**

Thesis



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WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018**

TITLE PAGE

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THESIS

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By:

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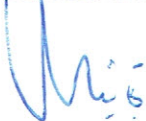
THESIS

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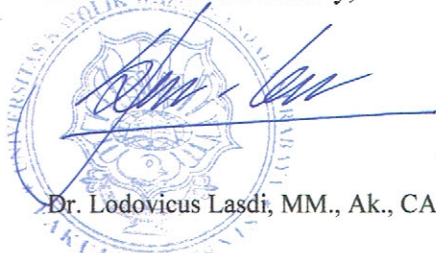
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FOREWORD

Praise be to our Almighty God for all the grace, strength and blessings that were given upon me so that I, the researcher, could complete the thesis research on time. This thesis is written as a requirement for the author to be able to complete the course of International Business Management, Faculty of Business, Widya Mandala Catholic University Surabaya. The preparation of this research would not be fruitful if the author did not have the support and guidance that were given to him. For that, the author would like to express his heartfelt gratitude towards:

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Surabaya, 26 June 2018

Vincentius Christian Gondowijoyo

TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
RATIFICATION PAGE	iii
AUTHENTICITY STATEMENT AND PUBLICATION	
APPROVAL OF SCIENTIFIC PAPER	iv
FOREWORDS	v
TABLE OF CONTENTS	vii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
ABSTRACT	xv
ABSTRAK	xvi
CHAPTER 1: INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Research Objectives.....	9
1.3 Research Questions.....	9
1.4 Significance of the Study.....	9
1.4.1 Practical Benefit.....	10
1.4.2 Theoretical Benefit.....	10
1.5 Writing Systematic.....	10
CHAPTER 2: LITERATURE REVIEW	
2.1 Previous Research.....	12
2.2 Theoretical Basis.....	15
2.2.1 Website Quality.....	15

2.2.2	Service Quality.....	17
2.2.3	Visual Merchandising.....	21
2.2.4	Urge to Buy Impulsively.....	23
2.2.5	Impulsive Buying.....	26
2.3	Relationship among Variables.....	28
2.3.1	Relationship between Website Quality and the Urge to Buy Impulsively.....	28
2.3.2	Relationship between Service Quality and the Urge to Buy Impulsively.....	28
2.3.3	Relationship between Visual Merchandising and the Urge to Buy Impulsively.....	29
2.3.4	Relationship between the Urge to Buy Impulsively and Impulsive Buying.....	30
2.4	Research Framework.....	31
2.5	Research Hypothesis.....	31

CHAPTER 3: RESEARCH METHOD

3.1	Research Design.....	32
3.2	Variable Identification.....	32
3.3	Operational Definition.....	33
3.3.1	Website Quality.....	33
3.3.2	Service Quality.....	34
3.3.3	Visual Merchandising.....	35
3.3.4	Urge to Buy Impulsively.....	36
3.3.5	Impulsive Buying.....	36

3.4 Measurement of Variables.....	37
3.5 Type and Source of Data.....	37
3.5.1 Type of Data.....	37
3.5.2 Source of Data.....	38
3.6 Data Collection Instrument and Method.....	38
3.7 Population, Sample, and Sampling Technique.....	39
3.8 Data Analysis Technique.....	40
3.8.1 Measurement Model (Outer Model).....	41
3.8.2 Structural Model (Inner Model).....	42
3.8.3 Hypothesis Testing.....	43

CHAPTER 4: DISCUSSION AND ANALYSIS

4.1 Research Data.....	45
4.1.1 Respondents Characteristic based on Gender.....	45
4.1.2 Respondents Characteristic based on Age Groups.....	46
4.1.3 Respondents Characteristic based on Monthly Income Level.....	46
4.2 Descriptive Statistic of Research Variable....	47
4.2.1 Descriptive Statistic Variable of Website Quality.....	48
4.2.2 Descriptive Statistic Variable of Service Quality.....	49
4.2.3 Descriptive Statistic Variable of	

Visual Merchandising.....	51
4.2.4 Descriptive Statistic Variable of Urge to Buy Impulsively.....	52
4.2.5 Descriptive Statistic Variable of Impulsive Buying.....	53
4.3 Data Analysis.....	55
4.3.1 Model Conceptualization.....	55
4.3.2 Method of Algorithm Analysis.....	55
4.3.3 Resampling Method.....	55
4.3.4 Path Diagram Drawing.....	56
4.3.5 Model Evaluation.....	56
4.4 PLS Analysis.....	57
4.4.1 Outer Model Evaluation (Validity Test).....	57
4.4.2 Inner Model Evaluation.....	63
4.4.3 Hypothesis Testing.....	64
4.5 Discussion.....	66
4.5.1 The Impact of Website Quality on Customers' Urge to Buy Impulsively..	66
4.5.2 The Impact of Service Quality on Customers' Urge to Buy Impulsively..	67
4.5.3 The Impact of Visual Merchandising on Customers' Urge to Buy Impulsively..	68
4.5.4 The Impact of Urge to Buy Impulsively On Customers' Impulsive Buying.....	68

CHAPTER 5: CONCLUSION AND SUGGESTION

5.1 Conclusion.....	70
5.2 Limitation of the Research.....	71
5.3 Suggestions.....	71
5.3.1 Suggestion for Academic.....	71
5.3.2 Suggestion for Practical.....	71

REFERENCES

APPENDIX

LIST OF TABLES

Table 1.1 Percentage of E-Commerce Customers by Age Group.....	2
Table 2.1 Comparison Between Past Studies and Current Research.....	14
Table 2.2 Change of Emphasis for the Definition of Website Quality.....	17
Table 2.3 Elements of Visual Merchandising In Fashion Retailing.....	22
Table 2.4 Thirteen Dimensions of Impulsive Buying.....	27
Table 3.1 Rule of Thumb in Outer Model Measurement.....	43
Table 4.1 Gender of Respondents.....	45
Table 4.2 Age Group of Respondents.....	46
Table 4.3 Income Level of Respondents.....	47
Table 4.4 Interval Ratings.....	48
Table 4.5 Descriptive Statistic Variable of Website Quality.....	48
Table 4.6 Descriptive Statistic Variable of Service Quality.....	49
Table 4.7 Descriptive Statistic Variable of Visual Merchandising.....	51
Table 4.8 Descriptive Statistics Variable of Urge to Buy Impulsively.....	52
Table 4.9 Descriptive Statistics Variable of Impulsive Buying..	53
Table 4.10 Outer Loading.....	57
Table 4.11 Average Variance Extracted (AVE).....	59

Table 4.12 Outer Model Significance.....	59
Table 4.13 Fornell-Larcker Criterion for Discriminant Validity.....	61
Table 4.14 Composite Reliability.....	62
Table 4.15 R-Square Value.....	63
Table 4.16 F-Sqaure Value.....	64
Table 4.17 Path Coefficient.....	65

LIST OF FIGURES

Figure 2.1 Research Framework.....	31
Figure 4.1 Path Modeling using SMART PLS 3.....	56

LIST OF APPENDICES

- Appendix 1. Questionnaire
- Appendix 2. Questionnaire Result
- Appendix 3. Characteristic of Respondents
- Appendix 4. Descriptive Statistic
- Appendix 5. Normality Test Result
- Appendix 6. Validity Test Result
- Appendix 7. Reliability Test Result
- Appendix 8. Standardized Solution Path Diagram
- Appendix 9. t-value Path Diagram

THE IMPACT OF WEBSITE QUALITY, SERVICE QUALITY AND VISUAL MERCHANDISING ON IMPULSIVE BUYING MEDIATED BY THE URGE TO BUY IMPULSIVELY IN ZALORA, SURABAYA

ABSTRACT

One of the most valuable industry in our current internet world is the online retailing industry. One of the biggest contribution to the number of sales in this online retailing industry is the presence of impulsive buying customers. These customers buy things that they like without much of a thought and for personal satisfaction. Therefore, this study aims to analyse the impact of website quality, service quality and visual merchandising on customers' impulsive buying which is mediated by the customers' urge to buy impulsively.

This research is a quantitative research that has 4 hypothesis which need to be tested. The type of data used would be in the form of questionnaires with 150 respondents. The object of research used is Zalora and the data analysis technique used is Structural Equation Modelling (SEM) by Partial Least Square (PLS) software.

The results of this research showed that the website quality, service quality and visual merchandising has a positive and significant impact on the urge to buy impulsively and the urge to buy impulsively has a positive and significant impact on the customers' impulsive buying.

Keywords: Impulsive Buying, Online Retail, Website Quality, Service Quality, Visual Merchandising, The Urge to Buy Impulsively, Zalora

DAMPAK KUALITAS SITUS WEB, KUALITAS LAYANAN, DAN MERCHANDISING VISUAL TERHADAP PEMBELIAN IMPULSIF DIMEDIASI OLEH DORONGAN UNTUK MEMBELI SECARA IMPULSIF DI ZALORA, SURABAYA

ABSTRAK

Salah satu industri paling berharga di dunia internet kita saat ini adalah industri ritel online. Salah satu kontribusi terbesar terhadap jumlah penjualan di industri ritel online ini adalah adanya pembeli yang impulsif. Pelanggan ini membeli barang-barang yang mereka sukai tanpa banyak pikiran dan untuk kepuasan pribadi. Oleh karena itu, penelitian ini bertujuan untuk menganalisis dampak kualitas situs web, kualitas layanan, dan merchandising visual pada pembelian impulsif pelanggan yang dimediasi oleh dorongan untuk membeli secara impulsif.

Penelitian ini merupakan penelitian kuantitatif yang memiliki 4 hipotesis yang perlu diuji. Jenis data yang digunakan akan berupa kuesioner dengan 150 responden. Objek penelitian yang digunakan adalah Zalora dan teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan *software* Partial Least Square (PLS).

Hasil dari penelitian ini menunjukkan bahwa kualitas situs web, kualitas layanan dan merchandising visual memiliki dampak positif dan signifikan pada dorongan untuk membeli secara impulsive, dan dorongan untuk membeli secara impulsif memiliki dampak positif dan signifikan pada pembelian impulsif pelanggan.

Kata kunci: Pembelian Impulsif, Ritel Online, Kualitas Situs Web, Kualitas Layanan, Merchandising Visual, Dorongan untuk Membeli Secara Impulsif, Zalora