

The Influence of Website Quality on Purchase Intention
Towards Traveloka.com with Trust as a Mediator



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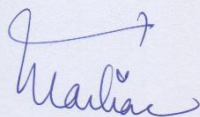
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Intention on Traveloka.Com with Trust as a Mediator**

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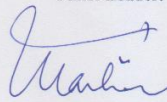


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ABSTRAK

Perkembangan dunia teknologi yang begitu pesat membuat perusahaan jasa yang bergerak dalam bidang pemesanan hotel dan transportasi harus bekerja di dunia internet dengan membuat website dan aplikasi, salah satunya adalah Traveloka. Dengan website yang berkualitas bagus, Traveloka dapat membuat pengguna internet yang berkunjung ke website Traveloka menjadi lebih percaya meskipun belum pernah melakukan transaksi. Kepercayaan dari melihat kualitas website yang bagus dapat menumbuhkan minat untuk melakukan pembelian di website Traveloka.

Penelitian ini adalah penelitian dengan metode kuantitatif dan kausal. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan cara *purposive sampling*. Penelitian ini mengumpulkan 170 sampel responden. Alat pengumpulan data menggunakan kuisisioner melalui google form. Teknik analisis yang dilakukan di penelitian ini adalah regresi dengan cara analisis path menggunakan software SPSS (Statistical Package Social Science). Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang mempengaruhi kualitas website terhadap kepercayaan online, kepercayaan online terhadap minat pembelian, kualitas website terhadap minat pembelian melalui kepercayaan online pada Traveloka.com.

Hasil penelitian ini menunjukkan bahwa kualitas website mempunyai pengaruh signifikan positif terhadap kepercayaan online, kepercayaan online berpengaruh signifikan positif terhadap minat pembelian, sehingga memperkuat pengaruh signifikansi positif dari kualitas website terhadap minat pembelian. Hasil ini didukung dari beberapa penelitian lainnya, yang mempunyai hasil yang sama.

Kata kunci: Kualitas Website, Kepercayaan Online, Minat Pembelian

THE INFLUENCE OF WEBSITE QUALITY ON ONLINE PURCHASE INTENTION ON TRAVELOKA.COM WITH TRUST AS A MEDIATOR

The rapid development of the technology has made service companies engaged in hotel reservations and transportation have to work in the internet world by creating websites and applications, one of which is Traveloka. With a good quality of website, Traveloka can make internet users visiting the Traveloka's website more trustworthy even though they have never made a transaction. Trust from looking the quality of a good website can generate interest in making purchases on the Traveloka's website.

This research is a research with quantitative and causal methods. The sampling technique used is non probability sampling by means of purposive sampling. This study collected 170 samples of respondents. The data collection tool uses questionnaires through google form. The analysis technique carried out in this study is regression by path analysis using SPSS software (Statistical Package Social Science). This study aims to test and analyze the factors the affect between Website Quality towards Online Trust, Online Trust towards Online Purchase Intention and Website Quality towards Purchase Intention through Online Trust on Traveloka.com.

The result of this study indicate that website quality has a positive significant influence on e-trust, e-trust also has a significant positive effect on purchase intention, thus strengthening the influence of positive significance of website quality on purchase intention. The results of this study are also reinforced from some of the results of previous studies that have the same results with this research.

Keywords: *Website Quality, E-Trust, Purchase Intention*