

**THE IMPACT OF WEBSITE QUALITY ON REPURCHASE
INTENTION MEDIATED BY PERCEIVED TRUST AND
PERCEIVED VALUE IN THE CASE OF TOKOPEDIA IN
SURABAYA**



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**INTERNATIONAL BUSINESS MANAGEMENT
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018**

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SURABAYA

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Submitted to
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To Meet the Requirements
For the Management Bachelor Degree
International Business Management Program

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APPROVAL PAGE

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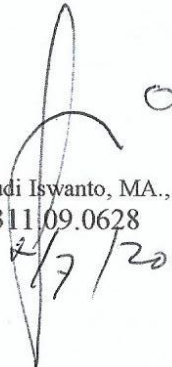
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Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/shown in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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Surabaya, 2018

Stated by



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FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all of their help, love, and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Management at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties.

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The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2018

Researcher,

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The Impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya

ABSTRACT

This research was conducted to analyze the external factor of people to repurchase product in Online Retail. This research examine the impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya.

The population of this research is the people in Surabaya who had purchase in Tokopedia's website. The sample for this research of 105 people with characteristics such a people who aged ≥ 17 years old and had purchase goods from Tokopedia website for at least 6 months. This research used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of this research and discussion is Perceived Trust and Perceived Value plays an important role in mediating Website Quality and Repurchase Intention, because of those techniques help The Online Shop to increase the intention to repurchase. Good Website Quality will give a positive result of people repurchase intention through the mediation of Perceived Trust and Perceived Value.

Keywords: Website Quality, Perceived Trust, Perceived Value, Repurchase Intention

The Impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang mempengaruhi *Website Quality* terhadap *Repurchase Intention* melalui *Perceived Trust* dan *Perceived Value* pada Tokopedia di Surabaya.

Populasi penelitian ini adalah orang-orang yang tinggal di Surabaya dan telah melakukan pembelian pada situs Tokopedia. Sampel yang digunakan sebanyak 105 responden dengan karakteristik berusia lebih dari 17 tahun dan telah melakukan pembelian pada Tokopedia selama 6 bulan terakhir. Alat pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data yang digunakan adalah *Structural Equation Modelling* (SEM)..

Hasil penelitian menunjukkan bahwa *Perceived Trust* dan *Perceived Value* memiliki pengaruh sebagai mediasi *Website Quality* terhadap *Repurchase Intention*. *Website quality* yang baik akan memberikan hasil positif untuk *Repurchase Intention* melalui mediasi dari *Perceived Trust* dan *Perceived Value*.

Kata Kunci: *Website Quality, Perceived Trust, Perceived Value, Repurchase Intention*