THE IMPACT OF WEBSITE QUALITY AND HABIT INTERVENING BY TRUST TO REPURCHASE INTENTION OF BERRYBENKA IN SURABAYA

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THE IMPACT OF WEBSITE QUALITY AND HABIT INTERVENING BY TRUST TO REPURCHASE INTENTION OF BERRYBENKA IN SURABAYA

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APPROVAL PAGE

FINAL ASSIGNMENT

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Thereby, the authenticity statement and the publication approval that I made sincerly.

Surabaya, January 16 2019

Stated by,

(Lie Vania Liman Jaya)

FOREWORDS

All praises to Lord Jesus Christ and Mother Mary for their abundant blessing and guidance so that the author was able to complete the undergraduate thesis titled "The Impact of Website Quality and Habit Intervening by Trust to Repurchase Intention of BerryBenka in Surabaya". This final assignment is required to obtain a degree in Business Management at Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this final assignment, the author acquired lots of help and support from family and friends. Therefore, the author would like to give recognition to:

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Researcher

TABLE OF CONTENT

Page

COVER PAGE
TITLE PAGE i
APPROVAL PAGE ii
VALIDATION PAGE iii
AUTHENTICITY STATEMENT AND PUBLICATION
APPROVAL OF SCIENTIFIC PAPER iv
FOREWORDS v
TABLE OF CONTENT vii
LIST OF TABLES ix
LIST OF FIGURES x
LIST OF APPENDIXES xi
ABSTRACT xii
ABSTRAK xiii

CHAPTER 1. INTRODUCTION 1
1.1 Background 1
1.2 Research Questions 8
1.3 Objectives of the Study 8
1.4 Significance of the Study 9
1.5 Writing Structure 9

CHAPTER 2. LITERATURE REVIEW 11
2.1. Previous Research 11
2.2. Literature Review 13
2.3. The Relationship between Variables 18
2.4. Research Framework 21
2.5. Hypothesis 21

CHAPTER 3. RESEARCH METHODS 22
3.1. Research Design 22
3.2. Variable Identification 22
3.3. Definition of Operational Variable 23

3.4. Variable Measurement 25
3.5. Data and Data Sources 25
3.6. Data Collection Instrument and Methods 25
3.7. Population, Sample, and Sampling Technique 26
3.8. Data Analysis Technique 27

CHAPTER 4. ANALYSIS AND DISCUSSION 32
4.1. Respondent Characteristic 32
4.2. Respondent Responses 33
4.3. Data Analysis 39
4.4. Discussion 49

CHAPTER 5. CONCLUSION AND SUGGESTION 53
5.1 Conclusion 53
5.2 Limitation of Research 54
5.3 Suggestion 54

REFERENCE 56
APPENDIXES

LIST OF TABLES

Page

Table 2.1 The Previous Research and Current Research 12
Table 3.1 Rule of Thumb in Outer Model Measurement 28
Table 4.1 Characteristic Respondent 32
Table 4.2 Interval Ratings 33
Table 4.3 Descriptive Statistic Variable of Website Quality 34
Table 4.4 Descriptive Statistic Variable of Habit 35
Table 4.5 Descriptive Statistic Variable of Trust 36
Table 4.6 Descriptive Statistic Variable of Repurchase Intention 37
Table 4.7 Outer Loading 38
Table 4.8 Average Variance Extracted 38
Table 4.9 Outer Model Significance 40
Table 4.10 Fornell-Larcker Criterion Discriminant Validity 41
Table 4.11 Composite Reliability 42
Table 4.12 R-Square Value 43
Table 4.13 F-Square Value 44
Table 4.14 Q-Square Value 45
Table 4.15 Hypothesis Testing 45

LIST OF FIGURES

Page

Figure 1.1 Trends of Global e-Commerce 3
Figure 1.2 Market Demand of Clothing in Indonesia
From 2011 to 2018 (in Billion U.S Dollar) 4
Figure 2.1 Research Framework 21

LIST OF APPENDIXES

Appendix 1. Questionnaire

Appendix 2. Questionnaire Result

Appendix 3. Characteristic Respondent

Appendix 4. Descriptive Statistic

Appendix 5. Framework Model

Appendix 6. Validity and Reliability Test

Appendix 7. Inner Model Test

Appendix 8. Direct and Indirect Hypothesis Testing

ABSTRACT

This research that has been investigated The Impact of Website Quality and Habit Intervening by Trust to Repurchase Intention of BerryBenka in Surabaya. It is a quantitative study that used causal research and surveys and research objects of BerryBenka Indonesia. By using the dependent variable the intention of the customer to repurchase in BerryBenka Surabaya, independent variables for web quality and habits, and intervening variables for trust. This study aims to develop the theory by predicting the influence of the quality and habits of the website through customer trust for repurchase in BerryBenka Surabaya.

This study uses SEM-Partial Least Square (PLS). uses the outer model on PLS by testing the validity that serves as the expected measuring device, and reliability testing to prove the accuracy, consistency, and accuracy of the instrument in measuring the construct. Using a model to describe the relationship between latent variables based on substantive theory, there are several criteria used to test the inner model, namely, R-Square Value and F-Square Value. This study also use hypothesis testing to explain the pattern of structural relations between variables.

The researcher distributed research questionnaires in Surabaya and used 100 samples with criteria for sex, age, place of residence, and occupation. The results of this study indicate that respondents agree that BerryBenka has a good website layout. Based on habit variables, respondents agreed and bought clothes on the BerryBenka website. The results of the study were based on trust variables, respondents agreed and trusted the BerryBenka website to buy clothes. The results are based on the intention variable to repurchase, the respondent agrees to buy on the BerryBenka website.

Keywords: *website quality, habit, trust, repurchase intention*

PENGARUH KUALITAS WEBSITE DAN KEBIASAAN MELALUI KEPERCAYAAN TERHADAP NIAT BELI ULANG DI BERRYBENKA SURABAYA

ABSTRAK

Penelitian yang berjudulkan Pengaruh Kualitas *Website* dan Kebiasaan melalui Kepercayaan terhadap Niat Beli Ulang di BerryBenka Surabaya, merupakan penelitian kuantitatif dengan menggunakan penelitian kausal dan survei dan objek pen elitian BerryBenka Indonesia. Dengan menggunakan variabel dependen niat pelanggan pembelian kembali di BerryBenka Surabaya, variabel independen untuk kualitas *web* dan kebiasaan, dan variabel *intervening* untuk kepercayaan. Penelitian ini bertujuan untuk dalam pengembangan teori dengan prediksi pengaruh kualitas dan kebiasaan situs web melalui kepercayaan pelanggan untuk pembelian ulang di BerryBenka Surabaya.

Penelitian ini menggunakan SEM-Partial Least Square (PLS). Pengujian menggunakan *outer model* pada PLS dengan melakukan uji validitas yang berfungsi sebagai alat pengukur yang diharapkan, dan uji reliabilitas untuk membuktikan keakuratan, konsistensi, dan keakuratan instrument dalam mengukur konstruk. Menggunakan model untuk menggambarkan hubungan antara *latent variable* berdasarkan pada teori substantif, terdapat beberapa kriteria yang digunakan untuk menguji *inner model* yaitu, R-Square Value dan F-Square Value. Penelitian ini juga menggunakan pengujian hipotesis untuk menjelaskan pola hubungan struktural antar variabel.

Peneliti mendistribusikan kusioner penelitian di Surabaya dan menggunakan 100 sampel dengan kriteria jenis kelamin, usia, tempat tinggal, dan pekerjaan. Hasil dari penelitian ini menunjukkan responden setuju bahwa BerryBenka memiliki tata letak situs *web* yang baik. Berdasarkan variabel kebiasaan, variabel kepercayaan dan niat untuk melakukan pembelian kembali, responden setuju dan membeli pakaian di situs *web* BerryBenka.

Kata Kunci: *kualitas website, kebiasaan, kepercayaan, niat pembelian kembali*