

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



BY:  
LIE VANIA LIMAN JAYA  
3303014033

INTERNATIONAL BUSINESS MANAGEMENT STUDY  
PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
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BY:

LIE VANIA LIMAN JAYA

3303014033

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**APPROVAL PAGE**

**FINAL ASSIGNMENT**

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By:  
Lie Vania Liman Jaya  
3303014033

Approved and Accepted  
To be Submitted to the Examiner Team

Advisor I,



Dr. Tuty Lindawati, S.E., M.M.  
Date: 16-1-2019

Advisor II,

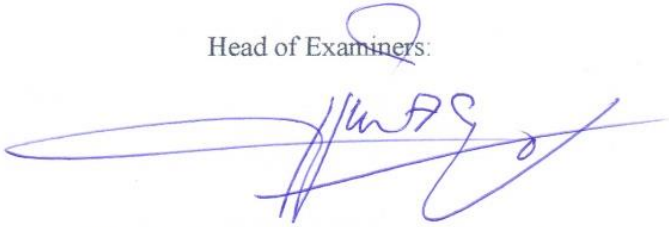


Dr. Wahyudi Wibowo  
Date: 16-1-2019

## VALIDATION PAGE

**Undergraduate thesis written by: Lie Vania Liman Jaya NRP. 3303014033** has been examined on January 26<sup>th</sup>, 2019 and declared PASSED by Panel of Examiners.

Head of Examiners:



Prof. Dr. Drs. Ec. Teman Koesmono, MM.  
NIK. 311. 87. 0134

Acknowledged by:



Dean of Business Faculty,  
Dr. Eodovienus Lasdi, MM., Ak., CA.  
NIK. 321.99.0370

Head of Management,  
Robertus Sigit H. L., S.E., M.Sc.  
NIK. 311.11.0678

**AUTHENTICITY STATEMENT AND PUBLICATION  
APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Saya yang bertanda tangan di bawah ini:

Nama : Lie, Vania Liman Jaya

NRP : 3303014033

Judul Skripsi : The Impact of Website Quality and Habit Intervening by Trust to Repurchase Intention of BerryBenka in Surabaya

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Surabaya,.....January 16..... 2019

Stated by,



(Lie Vania Liman Jaya)

## FOREWORDS

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Researcher

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## 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 berjudul 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 penelitian 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*