THE IMPACT OF PRODUCT QUALITY, PRICE, AND e-SERVICE QUALITY ON ONLINE BUYING BEHAVIOR IN PERIPLUS.COM

Thesis for S-1

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INTERNATIONAL BUSINESS MANAGEMENT
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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017
THE IMPACT OF PRODUCT QUALITY, PRICE, AND e-SERVICE QUALITY ON CONSUMER SHOPPING ONLINE BUYING BEHAVIOR IN PERIPLUS.COM

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2017
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AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

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THESIS

THE IMPACT OF PRODUCT QUALITY, PRICE, AND E-SERVICE QUALITY ON ONLINE BUYING BEHAVIOR IN PERIPLUS.COM

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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, 2017
Researcher

Claudia Amanda
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The Impact of Product Quality, Price and e-Service Quality on Online Buying Behavior in Periplus.com

ABSTRACT

This Study aim at determining the impact of Product Quality, Price and e-Service Quality on Online Buying Behavior in Periplus.com in Surabaya. The Sample used by 150 respondent of Periplus.com customers in Surabaya using Likert scale 1-5. Data were collected by google form and further processed by Multiple Linear Analysis. The Result shows that all variables: Product Quality, Price and e-Service Quality are accepted. For Subsequent researcher who want to conduct this reaserach, The Research can find more data and add more variables such as Web Design, Security and Perceived Value. Periplus.com have to maintain the good image in customer’s mind

Keywords: Product Quality, Price, e-Service Quality
Dampak Product Quality, Price and e-Service Quality terhadap Online Buying Behavior di Periplus.com

ABSTRACT

Penelitian ini bertujuan untuk mengetahui dampak Product Quality, Price and e-Service Quality terhadap Online Buying Behavior di Periplus.com
Sample yan di gunakan sebesar 150 respondent dari pembeli di Periplus.com dengan menggunakan skala 1-5, data di kumpulkan dengan survei online menggunakan google form dan di olah dengan Multiple Linear Analysis. Hasil menggunakan bahwa semua variable yaitu: Product Quality, Price and Service Quality
Bagi Peneliti selanjutnya yang ingin melakukan penelitian sejenis dapat mencari data yang lebih banyak lagi dan dapat menambah variable seperti Web Design, Security dan Perceived Value

Kata Kunci: Product Quality, Price, e-Service Quality