THE INFLUENCE OF PRICE PERCEPTION AND e-SERVICE QUALITY ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AT PERIPLUS.COM IN SURABAYA

BY:
JESSICA ANGELIE
3303014013

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018
THE INFLUENCE OF PRICE PERCEPTION AND e-SERVICE QUALITY ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AT PERIPLUS.COM IN SURABAYA

THESIS
Addressed to
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Fulfil the Requirements
for the Management Bachelor Degree
International Business Management

BY:
Jessica Angelie
3303014013

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER 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:

Name : Jessica Angelie
NRP : 3303014013
Title : The Influence of Price Perception and e-Service Quality on Repurchase Intention through Customer Satisfaction at Periplus.com in Surabaya

Acknowledge that this final research study report is authentically written by me. If it is proved that this papers 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 in the internet or other media (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

Thereby the authenticity statement and the publication approval that I made sincerely.

Surabaya, August 16th 2018

Stated by,

(Jessica Angelie)
APPROVAL PAGE

THESIS

THE INFLUENCE OF PRICE PERCEPTION AND e-SERVICE QUALITY ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AT PERIPLUS.COM IN SURABAYA

BY:
Jessica Angelie
3303014013

Approved and Accepted
to be submitted to the examiner team

Advisor 1,

Marliana Junaedi, SE., M.Si.
NIK 311.89.0163
Date: 14/08/2018

Advisor 2,

Y.B. Budi Iswanto, MA., Ph.D.
NIK 311.09.0628
Date: 15/08/2018

iii
VALIADATION PAGE

Thesis written by: Jessica Angelie, NRP 3303014013, has been examined on 9th August, 2018 and is PASSED by Examiner Team.

Examiner Team Leader:

[Signature]

Dr. Christina Esti Susanti, MM., CPM (AP)
NIK. 311.89.0163

Confirmed by:

Dean of Business Faculty,

[Signature]

Dr. Lodwicus Lasdi, MM., Ak., CA.
M.Sc. NIK 321.99.03.70

Head of Department,

[Signature]

Robertus Sigit H. L., SE.,
NIK 311.11.0678
FOREWORDS

Give thanks to God for the enlightenment, guidance and patience given during the process of this thesis, so that the author can finish the thesis well. This thesis was organized to fulfil the graduation requirements from the Business Faculty of Widya Mandala Catholic University Surabaya. This thesis will not have been done without the help and supports from numerous parties. Therefore, the authors would like to thank:

1. Dr. Lodovicus Lasdi, M.M., Ak., CA as Dean of Business Faculty in Widya Mandala Catholic University Surabaya.
2. Robertus Sigit H, SE., M.Sc. as the Head of Management Department, Faculty of Business, Widya Mandala Catholic University Surabaya
3. Dr. Wahyudi Wibowo, ST., MM. as the Head of International Business Management, Faculty of Business, Widya Mandala Catholic University Surabaya
4. Marliana Junaedi, SE.,M.Si., that gives so much time, suggestions, and patience to guide the author to finish the thesis.
5. Y.B. Budi Iswanto, MA., Ph.D. that gives so much time, suggestions, and patience to guide the author to finish the thesis.
6. Family that always supports, prayers, and morals and especially for my parents who supports the author materially in her education.
7. My batch friends that are my consultation friends of Marliana Junaedi, SE., M.Si., that also help the author fixing some mistakes along the way, Celine and Andri.

8. Seniors that help guiding the author during the thesis work, such as Amanda, Jessica, and Joan.

9. The rest of IBM Batch 3 that have frequently helped the author through her difficulties.

The author is aware that there are some shortcomings and far from perfection and will completely be open to critics and suggestions. Hopefully, this thesis will provide the readers with some benefits and knowledge.

Surabaya, June 28th 2018

Researcher,

(Jessica Angelie)
# TABLE OF CONTENTS

COVER PAGE...........................................................................................................i

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER.................................................................................................ii

APPROVAL PAGE.....................................................................................................iii

RATIFICATION PAGE...............................................................................................iv

FOREWORDS..............................................................................................................v

TABLE OF CONTENTS...............................................................................................vii

LIST OF TABLES.....................................................................................................xi

LIST OF APPENDIX..................................................................................................xiii

LIST OF FIGURES...................................................................................................xiv

ABSTRACT..................................................................................................................xv

ABSTRAK...................................................................................................................xvi

CHAPTER 1: INTRODUCTION..................................................................................1

1.1. Background.......................................................................................................1

1.2. Problem Statement............................................................................................5

1.3. Objective of the Research...............................................................................5

1.4. Significance of the Study................................................................................6

1.4.1. Theoretical Contribution.............................................................................6

1.4.2. Practical Contribution................................................................................6

1.5. Writing Structure..............................................................................................6

CHAPTER 2: LITERATURE REVIEW ....................................................................8

2.1. Previous Study................................................................................................8

2.2. Theoretical Bases............................................................................................11
2.2.1. Price Perception ............................................. 11
2.2.2. e-Service Quality ......................................... 12
2.2.3. Customer Satisfaction .................................... 12
2.2.4. Repurchase Intention .................................... 13

2.3. Relationship Among Variables ............................ 14
   2.3.1. The Effect of Price Perception on Customer Satisfaction ............................................. 14
   2.3.2. The Effect of e-Service Quality on Customer Satisfaction ............................................. 14
   2.3.3. The Effect of Customer Satisfaction on Repurchase Intention ............................................. 15

2.4. Research Framework ........................................ 15

2.5. Hypotheses .................................................... 16

CHAPTER 3: RESEARCH METHOD ................................. 17

3.1. Research Design ............................................. 17
3.2. Variable Identification ...................................... 17
3.3. Operational Definition of Variables ...................... 18
3.4. Type and Source of Data ................................... 19
3.5. Data Instrument and Data Collection Method ......... 20
3.6. Populations, Sample and Sampling Technique ......... 21
3.7. Data Analysis Technique ................................... 21
   3.7.1. Data Normality Test .................................... 22
   3.7.2. Validity Test ............................................. 23
   3.7.3. Reliability Test .......................................... 23
   3.7.4. Structural Equation Model ............................. 25
3.7.5. Hypotheses Testing.................................26

CHAPTER 4: DATA ANALYSIS AND DISCUSSION.........27

4.1. Characteristics of Respondent............................27
  4.1.1. Gender.............................................27
  4.1.2. Age...............................................28
  4.1.3. Education........................................28
  4.1.4. Occupation......................................29
  4.1.5. Income...........................................30
  4.1.6. Surabaya Domicile and Periplus.com Customer........................................30
  4.1.7. The Number of Books have Bought..............................31
  4.1.8. e-Service Quality Satisfaction and repurchase Intention..........................31

4.2. Descriptive Statistics of Research Variable..........................32
  4.2.1. Descriptive Statistics of Price Perception (X₁).................................33
  4.2.2. Descriptive Statistics of e-Service Quality (X₂).................................34
  4.2.3. Descriptive Statistics of Customer Satisfaction (Y₁)............................35
  4.2.4. Descriptive Statistics of Repurchase Intention (Y₂)..............................36

4.3. Data Analysis Technique..................................37
4.3.1. Normality Test.............................................37
4.3.2. Validity Test.............................................40
4.3.3. Reliability Test..........................................41
4.3.4. Suitability Model Test...............................44
4.3.5. Structural Equation Model Test...............45
4.3.6. Research Hypothesis Test.........................46

4.4. Discussion.........................................................48

CHAPTER 5: CONCLUSION AND SUGGESTIONS.........49

5.1. Conclusion..........................................................49
5.1.1. The Influence of Price Perception upon Customer Satisfaction.................................49
5.1.2. The Influence of e-Service Quality upon Customer Satisfaction..........................50
5.1.3. The Influence of Customer Satisfaction upon Repurchase Intention.........................50

5.2. Suggestion..............................................................51
5.2.1. Suggestion for Academic.................................51
5.2.2. Suggestion for Practitioners...............................51

REFERENCES

APPENDIX
LIST OF TABLES

Table 2.1. Comparison between Previous Research and Current Research.................................................................9
Table 3.1. Overall Suitability Test Model........................................25
Table 4.1. Gender Frequency Analysis........................................27
Table 4.2. Age Frequency Analysis............................................28
Table 4.3. Education Frequency Analysis....................................29
Table 4.4. Occupation Frequency Analysis.................................29
Table 4.5. Income Frequency Analysis.......................................30
Table 4.6. Surabaya Domicile Frequency Analysis.........................30
Table 4.7. Periplus.com Customer Frequency Analysis.....................31
Table 4.8. The Number of Books Bought Frequency Analysis...........31
Table 4.9. e-Service Quality Frequency Analysis..........................32
Table 4.10. Repurchase Intention Frequency Analysis.......................32
Table 4.11. Interval Ratings........................................................33
Table 4.12. Descriptive Statistics of Price Perception ($X_1$)............33
Table 4.13. Descriptive Statistics of e-Service Quality ($X_2$)..........34
Table 4.14. Descriptive Statistics of Customer Satisfaction ($Y_1$).....35
Table 4.15 Descriptive Statistics of Repurchase Intention ($Y_2$)....36
Table 4.16. Univariate Normality Test..........................................38
Table 4.17. Multivariate Normality Test........................................39
Table 4.18. Research Indicator Validity Test.................................40
Table 4.19. Variable Reliability Test on Price Perception............42
Table 4.20. Variable Reliability Test on e-Service Quality............42
Table 4.21. Variable Reliability Test on Customer Satisfaction.................................................................43
Table 4.22. Variable Reliability Test on Repurchase Intention........................................................................44
Table 4.23. Overall Suitability Test Model.........................................................45
Table 4.24. Research Hypothesis Test.................................................................46
LIST OF APPENDIX

Appendix 1  Questionnaire
Appendix 2  Characteristic of Respondent
Appendix 3  Result of Questionnaire
Appendix 4  Frequency of Characteristic Respondent
Appendix 5  Descriptive Statistic
Appendix 6  Normality Test
Appendix 7  Validity Test
Appendix 8  Reliability Test
Appendix 9  Suitability Model Test
LIST OF FIGURES

Figure 2.1. Research Frameworks......................................................... 16
The Influence of Price Perception and e-Service Quality on Repurchase Intention through Customer Satisfaction at Periplus.com in Surabaya

ABSTRACT

This Study is conducted to determine the impact of Price Perception, e-Service Quality and Customer Satisfaction on Repurchase Intention at Periplus.com in Surabaya.

The Sample used are 150 respondents of Periplus.com customers in Surabaya. Data were collected by google form and physical questionnaire and further processed by Structural Equation Model using LISREL 8.8.

The Result indicates that Price Perception, e-Service Quality and Customer Satisfaction have positive influence on Repurchase Intention. The conclusion suggested is to have the balance between good quality books and the value they offer to the consumer, thus giving better experience for the consumers.

Keywords: Price Perception, e-Service Quality, Customer Satisfaction, Repurchase Intention, Customer Satisfaction towards Repurchase Intention
Pengaruh Persepsi Harga dan Kualitas e-Service terhadap Minat Pembelian Kembali melalui Kepuasan Pelanggan di Periplus.com di Surabaya

ABSTRAK


Sampel yang digunakan sebanyak 150 responden pelanggan Periplus.com di Surabaya. Data dikumpulkan oleh Google Forms dan kuesioner fisik yang selanjutnya diproses oleh Structural Equation Model menggunakan LISREL 8.8.
