

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



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SURABAYA  
2018

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To Fulfil the Requirements

for the Management Bachelor Degree

International Business Management

BY:

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INTERNATIONAL BUSINESS MANAGEMENT

FACULTY OF BUSINESS

WIDYA MANDALA CATHOLIC NIVERSITY

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THESIS

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

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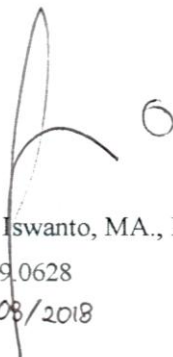


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# **The Influence of Price Perception and e-Service Quality on Repurchase Intention through Customer Satisfaction at Periplus.com in Surabaya**

## **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**

Studi ini dilakukan untuk menentukan dampak Persepsi Harga, Kualitas *e-Service* dan Kepuasan Pelanggan terhadap Niat Pembelian Kembali di Periplus.com di Surabaya.

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.

Hasilnya membuktikan bahwa Persepsi Harga, Kualitas *e-Service* dan Kepuasan Pelanggan memiliki pengaruh positif terhadap Niat Pembelian Kembali. Kesimpulan yang disarankan adalah memiliki keseimbangan antara buku-buku berkualitas baik dan nilai yang mereka tawarkan kepada konsumen, sehingga memberikan pengalaman yang lebih baik kepada konsumen.

***Kata Kunci: Persepsi Harga, Kualitas e-Service, Kepuasan Pelanggan, Niat Pembelian Kembali, Kepuasan Pelanggan terhadap Niat Pembelian Kembali***