THE IMPACT OF WEBSITE QUALITY ON REPURCHASE INTENTION MEDIATED BY PERCEIVED TRUST AND PERCEIVED VALUE IN THE CASE OF TOKOPEDIA IN SURABAYA

BY:
LEONARDUS ADRIAN 3303014019

INTERNATIONAL BUSINESS MANAGEMENT
WIDYA MANDALA CATHOLIC UNIVERSITY
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BY:
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3303014019

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BY:
Leonardus Adrian
3303014019

Approved and Accepted
to be Submitted to the Panel Team

Advisor I,

Dr. Christina Esti Susanti, MM., CPM (AP)
NIK. 311.89.0163
Date: 29.6.2018

Advisor II,

Y.B. Budi Iswanto, MA., Ph. D.
NIK. 311.09.0628
Date: 27.1.2018
Validation Page

Thesis written by: Leonardus Adrian NRP 3303014019. Has been examined on 9th of August 2018 and is accepted to pass by Examiner Team.

Examiner Team Leader:

[Signature]

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

Acknowledge:

[Signature]

[Signature]

Dean

Head of Program,

Dr. Lodovicus Lasdi, SE, MM
NIK. 321.99.0370

Robertus Sigit Hariwibowo Lukito, SE, M.Sc
NIK. 311.11.0678
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

I, the undersigned below:
Name: Leonardus Adrian
NRP: 3303014019
Title: The Impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya

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Surabaya, 2018
Stated by

(Leonardus Adrian)
FOREWORDS

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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, 2018
Researcher,

(Leonardus Adrian)
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER PAGE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL PAGE</td>
<td>ii</td>
</tr>
<tr>
<td>RATIFICATION PAGE</td>
<td>iii</td>
</tr>
<tr>
<td>AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER</td>
<td>iv</td>
</tr>
<tr>
<td>FOREWORDS</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE LIST</td>
<td>vii</td>
</tr>
<tr>
<td>FIGURE LIST</td>
<td>viii</td>
</tr>
<tr>
<td>APPENDIX LIST</td>
<td>ix</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>xiii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>xiv</td>
</tr>
<tr>
<td>CHAPTER 1 INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Background</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Problem Statement</td>
<td>4</td>
</tr>
<tr>
<td>1.3 Objective of the Study</td>
<td>5</td>
</tr>
<tr>
<td>1.4 Significance of the Study</td>
<td>5</td>
</tr>
<tr>
<td>1.5 Writing System</td>
<td>6</td>
</tr>
<tr>
<td>CHAPTER 2 LITERATURE REVIEW</td>
<td>8</td>
</tr>
<tr>
<td>2.1 Previous Research</td>
<td>8</td>
</tr>
<tr>
<td>2.2 Theoretical Basis</td>
<td>10</td>
</tr>
<tr>
<td>2.2.1 Website Quality</td>
<td>10</td>
</tr>
<tr>
<td>2.2.2 Perceived Trust</td>
<td>12</td>
</tr>
<tr>
<td>2.2.3 Perceived Value</td>
<td>14</td>
</tr>
<tr>
<td>2.2.4 Repurchase Intention</td>
<td>16</td>
</tr>
</tbody>
</table>
2.3 Relationships Among Variables................................. 18
  2.3.1 The Impact of Website Quality on Perceived Trust.. 18
  2.3.2 The Impact of Website Quality and Perceived Value . 19
  2.3.3 The Impact of Perceived Trust on Repurchase Intention 19
  2.3.4 The Impact of Perceived Value on Repurchase Intention 20
  2.3.5 The Impact of Website Quality on Repurchase Intention
      mediated by Perceived Trust and Perceived Value
      .................................................................................. 20
  2.4 Research Model.......................................................... 21
  2.5 Hypotheses .................................................................. 21

CHAPTER 3 RESEARCH METHOD......................................... 23
  3.1 Research Design.......................................................... 23
  3.2 Variables Identification............................................... 23
  3.3 Operational Definition of Variables.............................. 23
  3.4 Variables Measurement................................................. 25
  3.5 Types of Data and Sources........................................... 25
  3.6 Tools and Methods of Data Collection............................ 26
  3.7 Population, Sample, Sampling Technique ....................... 26
  3.8 Data Analysis Technique ............................................. 27
    3.8.1 Validity Test.......................................................... 28
    3.8.2 Reliability Test......................................................... 28
    3.8.3 Normality test......................................................... 29
    3.8.4 Overall Model Fit Test.............................................. 29
    3.8.5 Structural Similarity Model Test............................... 31
    3.8.6 Hypotheses Test ...................................................... 31

CHAPTER 4 ANALYSIS DAN DISCUSSION............................ 32
4.1 Respondent Characteristic .................................................. 32
4.2 Descriptive Variable Statistic ........................................... 34
4.3 SEM Analysis .................................................................. 37
  4.3.1 Normality Test .......................................................... 37
  4.3.2 Validity Test ............................................................. 39
  4.3.3 Reliability Test ......................................................... 40
  4.3.4 Structural Similarity Model Test ................................. 43
4.4 Hypotheses Test ............................................................. 45
4.5 Discussion .................................................................. 47
  4.5.1 Impact of Website Quality on Perceived Trust .......... 47
  4.5.2 Impact of Website Quality on Perceived Value .......... 47
  4.5.3 Impact of Perceived Trust on Repurchase Intention ... 48
  4.5.4 Impact of Perceived Value on Repurchase Intention .. 49
  4.5.5 Impact of Website Quality on Repurchase Intention by the
        mediation of Perceived Trust and Perceived Value ....... 50
CHAPTER 5 CONCLUSION AND SUGGESTION ....................... 51
  5.1 Conclusion ................................................................ 51
  5.2 Suggestion ................................................................. 52
    5.2.1 Academical Suggestion .......................................... 52
    5.2.2 Practical Suggestion ............................................... 53
REFERENCES
APPENDIX
TABLE LIST

Table 2.1 Previous Research and Current Research .......................... 9
Table 4.1 Gender ............................................................................. 31
Table 4.2 Age ................................................................................. 32
Table 4.3 Period Of Purchase ....................................................... 32
Table 4.4 City Of Residence .......................................................... 33
Table 4.5 Interval Measurement Score ......................................... 33
Table 4.6 Descriptive Statistic of Website Quality Variable .......... 34
Table 4.7 Descriptive Statistic of Perceived Trust Variable .......... 34
Table 4.8 Descriptive Statistic of Perceived Value Variable ......... 35
Table 4.9 Descriptive Statistic of Repurchase Intention Variable .... 36
Table 4.10 Univariate Normality Test Result ................................. 36
Table 4.11 Multivariate Normality Test Result .............................. 37
Table 4.12 Validity Test Result ....................................................... 38
Table 4.13 Construct Reliability Website Quality Result .............. 39
Table 4.14 Construct Reliability Perceived Trust Result .............. 40
Table 4.15 Construct Reliability Perceived Value Result ............ 40
Table 4.16 Construct Reliability Repurchase Intention Result ....... 41
Table 4.17 Overall Model Fit Test Result ....................................... 42
Table 4.18 Hypotheses Test Result ............................................... 44
## FIGURE LIST

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 2.1 Research Model</td>
<td>.................................................. 20</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX LIST

1. Appendix 1 : Questionnaire
2. Appendix 2 : Respondent Characteristic
3. Appendix 3a : Respondent’s answer on website quality variable and perceived trust variable
4. Appendix 3b : Respondent’s answer on perceived value variable and repurchase intention variable
5. Appendix 4 : Respondent Characteristic Frequency
6. Appendix 5 : Normality Test
7. Appendix 6 : SEM Output
8. Appendix 7 : Path Diagram – Estimate
9. Appendix 7 : Path Diagram – Standardized Solution
10. Appendix 7 : Path Diagram – T-values
The Impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya

ABSTRACT

This research was conducted to analyze the external factor of people to repurchase product in Online Retail. This research examine the impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya.

The population of this research is the people in Surabaya who had purchase in Tokopedia’s website. The sample for this research of 105 people with characteristics such a people who aged ≥ 17 years old and had purchase goods from Tokopedia website for at least 6 months. This research used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of this research and discussion is Perceived Trust and Perceived Value plays an important role in mediating Website Quality and Repurchase Intention, because of those techniques help The Online Shop to increase the intention to repurchase. Good Website Quality will give a positive result of people repurchase intention through the mediation of Perceived Trust and Perceived Value.

Keywords: Website Quality, Perceived Trust, Perceived Value, Repurchase Intention
The Impact of Website Quality on Repurchase Intention mediated by Perceived Trust and Perceived Value in the case of Tokopedia in Surabaya

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis faktor-faktor yang mempengaruhi Website Quality terhadap Repurchase Intention melalui Perceived Trust dan Perceived Value pada Tokopedia di Surabaya.

Populasi penelitian ini adalah orang-orang yang tinggal di Surabaya dan telah melakukan pembelian pada situs Tokopedia. Sampel yang digunakan sebanyak 105 responden dengan karakteristik berusia lebih dari 17 tahun dan telah melakukan pembelian pada Tokopedia selama 6 bulan terakhir. Alat pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data yang digunakan adalah Structural Equation Modelling (SEM).

Hasil penelitian menunjukkan bahwa Perceived Trust dan Perceived Value memiliki pengaruh sebagai mediasi Website Quality terhadap Repurchase Intention. Website quality yang baik akan memberikan hasil positif untuk Repurchase Intention melalui mediasi dari Perceived Trust dan Perceived Value.

Kata Kunci: Website Quality, Perceived Trust, Perceived Value, Repurchase Intention