THE IMPACT OF PERCEIVED RETURN POLICY & PERCEIVED QUALITY TO E-CUSTOMERS REPURCHASE INTENTION OF ONLINE STORE

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APPROVAL PAGE

FINAL ASSIGNMENT

THE IMPACT OF PERCEIVED RETURN POLICY AND PERCEIVED QUALITY TO E-CUSTOMERS REPURCHASE INTENTION OF BERRYBENKA IN SURABAYA

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

Surabaya, 23 Januari 2019

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FOREWORDS

All praises to Lord Jesus Christ and Mother Mary for their abundant blessing and guidance so that the author was able to complete the final assignment titled “The Impact of Perceived Return Policy and Perceived Quality to E-Customers Repurchase Intention of BerryBenka in Surabaya”. This final assignment is required to obtain a degree in Business Management at Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this final assignment, the author acquired lots of help and support from family and friends. Therefore, the author would like to give recognition to:

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Though the final paper is completed, the author realizes that this final assignment is not completely perfect. Therefore, critics and constructive advices are gladly accepted. In the end, the author hopes that this final assignment will be able to add knowledge and provide benefit the reader.

Surabaya, January 23, 2019

Researcher
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THE IMPACT OF PERCEIVED RETURN POLICY & PERCEIVED QUALITY TO E-CUSTOMERS REPURCHASE INTENTION OF ONLINE STORE

ABSTRACT

Quantitative research using causal research and surveys with BerryBenka Indonesia's research objects. By using the dependent variable the intention of the customer to repurchase in BerryBenka Surabaya, independent variables for perceived quality and perceived return policy. This study aims to develop the theory by predicting the influence of perceived quality and perceived return policy for customer repurchase intention in BerryBenka Surabaya.

This study uses SEM-Partial Least Square (PLS). Testing by using 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 uses 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, occupation, and salary. Using 100 samples, the results of this study indicate that respondents agree that BerryBenka has a good return policy. Based on perceived quality, respondents agreed and bought clothes on the BerryBenka because the price. The results are based on the intention variable to repurchase, the respondent agrees to buy on the BerryBenka website again.

Keywords: perceived return policy, perceived quality, repurchase intention
ABSTRAK


Penelitian ini menggunakan SEM-Partial Least Square (PLS). Pengujian dengan 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 dalam menjelaskan pola hubungan struktural antar variabel.

Peneliti mendistribusikan kusioner penelitian di Surabaya dan menggunakan 100 sampel dengan kriteria jenis kelamin, usia, tempat tinggal, pendapatan, dan pekerjaan. Dengan menggunakan 100 sampel, hasil dari penelitian ini menunjukkan responden setuju bahwa BerryBenka memiliki kebijakan pengembalian yang baik. Berdasarkan perceived quality, responden setuju dan membeli pakaian di situs web BerryBenka karena harga bersaing. Hasil berdasarkan variabel niat untuk melakukan pembelian kembali, responden setuju akan membeli di situs web BerryBenka kembali.

Kata Kunci: kebijakan pengembalian, perceived quality, niat pembelian kembali