

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



BY:
RION ANTHONY TJIONGAN
3303014038

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019

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

UNDERGRADUATE THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To Fulfill the Requirements

For the Economy Bachelor Degree

International Business Management Program

BY:

RION ANTHONY TJIONGAN

3303014038

INTERNATIONAL BUSINESS MANAGEMENT

FACULTY OF BUSINESS

WIDYA MANDALA CATHOLIC UNIVERSITY

SURABAYA

2019

APPROVAL PAGE

FINAL ASSIGNMENT

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

By:

Rion Anthony Tjiongan
3303014038

Approved and Accepted
To be Submitted to the Examiner Team

Advisor I,



Dr. Tuty Lindawati, S.E., M.M.
Date: 23-1-2019

Advisor II,



Dr. Wahyudi Wibowo
Date: 23 Jan 2019

VALIDATION PAGE

Undergraduate thesis written by: Rion Anthony Tjiongan NRP. 3303014038 has been examined on January 28th, 2019 and declared PASSED by Panels of Examiners.


Head of Examiners:



Dr. Cecilia Erna Susilawati, SE, MSi
NIK. 311.97.0268

Acknowledged by:

Dean of Business Faculty,



Dr. Lodovicus Lasdi, MM., Ak., CA.
NIK. 321.99.0370

Head of Management,



Robertus Sigit H. L., S.E., M.Sc.
NIK. 311.11.0678

**AUTHENTICITY STATEMENT 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:

Saya yang bertanda tangan di bawah ini:

Nama : Rion Anthony Tjiongan

NRP : 3303014038

Judul Skripsi : The Impact of Perceived Return Policy and Perceived Quality to E-Customers Repurchase Intention of BerryBenka.com in Surabaya

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is 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 published/shown on the internet or other media (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,.....23 Januari..... 2019

Stated by,



(Rion Anthony Tjiongan)

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:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., as the Dean of Business Faculty Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo Lukito, S.E., M.Sc., as the Head of Business Management Program Widya Mandala Catholic University Surabaya.
3. Dr. Tuty Lindawati, S.E., M.M., as Advisor I, who gives a lot of advice and counsel to guide author in completing this final assignment.
4. Dr. Wahyudi Wibowo as the Coordinator of IBM and Advisor II, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide author in completing this final assignment. Also give help and direction in overcoming problems in learning and teaching activities.

5. My family in the form and encouragement, advice, prayers, and material in completing this final task.
6. All administrative staff in Faculty of Business, Widya Mandala Catholic University Surabaya who has helped and provided information for final assignment writing.
7. My final assignment-writing buddies Vania, Dona Maria, Gabriella Septiani, whom without them this final assignment would not be completed.

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

TABLE OF CONTENT

	Page
COVER PAGE	i
APPROVAL PAGE.....	ii
VALIDATION PAGE.....	iii
AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER	iv
FOREWORDS	v
TABLE OF CONTENTS	vii
LIST OF TABLE.....	ix
LIST OF FIGURES	x
LIST OF APPENDIX.....	xi
ABSTRACT	xii
ABSTRAK	xiii
CHAPTER 1. INTRODUCTION.....	1
1.1 Background	1
1.2 Research Questions	9
1.3 Objectives of the Study	10
1.4 Significance of the Study.....	10
1.5 Writing Structure.....	10
CHAPTER 2. LITERATURE REVIEW	12
2.1. Previous Research	12
2.2. Literature Review	15
2.3. The Relationship between Variables	21
2.4. Research Framework	24
2.5. Hypothesis	24
CHAPTER 3. RESEARCH METHODS.....	25
3.1. Research Design	25
3.2. Variable Identification.....	25
3.3. Definition of Operational Variable.....	26
3.4. Variable Measurement.....	28

3.5. Data and Data Sources.....	28
3.6. Data Collection Instrument and Methods.....	28
3.7. Population, Sample, and Sampling Technique.....	29
3.8. Data Analysis Technique.....	30
CHAPTER 4. ANALYSIS AND DISCUSSION.....	35
4.1. Respondent Characteristic.....	35
4.2. Descriptive Statistics of Research Variables.....	38
4.3. Data Analysis.....	43
4.4. Discussion.....	52
CHAPTER 5. CONCLUSION AND SUGGESTION.....	55
5.1 Conclusion.....	55
5.2 Limitation of Research.....	55
5.3 Suggestion.....	56
REFERENCES.....	58
APPENDIXES	

LIST OF TABLES

	Page
Table 2.1 The Previous Research and Current Research	14
Table 3.1 Rule of Thumb in Outer Model Measurement	31
Table 4.1 Gender of Respondent	35
Table 4.2 Age of Respondent	36
Table 4.3 Occupations of Respondent	36
Table 4.4 Income of Respondent	37
Table 4.5 Purchase of Respondent	38
Table 4.6 Interval Ratings	39
Table 4.7 Descriptive Statistic Variable of Return Policy	40
Table 4.8 Descriptive Statistic Variable of Perceived Quality	41
Table 4.9 Descriptive Statistic Variable of Repurchase Intention	43
Table 4.10 Outer Loading	44
Table 4.11 Average Variants Extracted	45
Table 4.12 Fornell-Larcker Criterion Discriminant Validity	46
Table 4.13 Composite Reliability	47
Table 4.14 Direct Path Coefficient	48
Table 4.15 R-Square Value	49
Table 4.16 F-Square Value	49
Table 4.17 Q-Square Value	50
Table 4.15 Path Coefficient	51

LIST OF FIGURES

	Page
Figure 1.1 Retail e-Commerce.....	6
Figure 2.1 Research Framework.....	24

LIST OF APPENDIX

Appendix 1. Questionnaire

Appendix 2. Questionnaire Result

Appendix 3. Characteristic Respondent

Appendix 4. Descriptive Statistic

Appendix 5. Framework Model

Appendix 6. Validity and Reliability Test

Appendix 7. Inner Model Test

Appendix 8. Direct and Indirect Hypothesis Testing

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 kuantitatif dengan menggunakan penelitian kausal dan survei dengan objek penelitian BerryBenka Indonesia. Dengan menggunakan variabel dependen niat pelanggan pembelian kembali di BerryBenka Surabaya, variabel independen untuk kebijakan pengembalian dan *perceived quality*. Penelitian ini bertujuan untuk dalam pengembangan teori dengan prediksi pengaruh kualitas dan kebiasaan situs web melalui kepercayaan pelanggan untuk pembelian ulang di BerryBenka Surabaya.

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*