THE EFFECT OF WEBSITE CHARACTERISTICS, CONSUMER EXPERIENCE, AND CORPORATE IMAGE TO CUSTOMER SATISFACTION MEDIATED BY TRUST ON JD.ID IN SURABAYA

BY:
RISKI STEVANUS MARIJOSE OROH
3303016001

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2020
THE EFFECT OF WEBSITE CHARACTERISTICS, CONSUMER EXPERIENCE, AND CORPORATE IMAGE TO CUSTOMER SATISFACTION MEDIATED BY TRUST ON JD.ID IN SURABAYA

UNDERGRADUATE THESIS

Addressed to

FACULTY OF BUSINESS

WIDYA MANDALA CATHOLIC UNIVERSITY

to Fulfill in Part the Requirement for

BACHELOR DEGREE IN MANAGEMENT

BY:

RISKI STEVANUS MARIJOSE OROH

3303016001

INTERNATIONAL BUSINESS MANAGEMENT

FACULTY OF BUSINESS

WIDYA MANDALA CATHOLIC UNIVERSITY

SURABAYA

2020
THE EFFECT OF WEBSITE CHARACTERISTICS, CONSUMER EXPERIENCE, AND CORPORATE IMAGE TO CUSTOMER SATISFACTION MEDIATED BY TRUST ON JD.ID IN SURABAYA

BY:
RISKI STEVANUS MARIJOSE OROH
3303016001

Approved and Accepted by:

Advisor I,
Lena Elistan, Ph. D
NIDN. 0720057101
Date: 27/01/20

Advisor II,
Deatri Arumsari Agung, SE., M.Sc.
NIDN. 0714128703
Date: 27/01/20
VALIDATION PAGE

Thesis is written by Riski Stevanus Marijose Oroh NRP. 3303016001
has been examined on January 22, 2020 and declared to have passed by the
Panel of Examiners

Head of Examiners

Lena Ellitan, Ph.D.
NIDN. 0720057109

Confirmed by:

Dean of Business Faculty,  Head of Department,

Dr. Lodovicus Lasdi, MM., Ak., CA., CPA.  Robertus Sigit H.L., SE., M.Sc.
NIDN. 0713097203  NIDN. 0703087902
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:

The undersigned below:

Name : Riski Stevanus Marijose Oroh
NRP : 3303016001
Title : The Effect Of Website Characteristics, Consumer Experience, and Corporate Image To Customer Satisfaction Mediated by Trust On JD.ID in Surabaya

Acknowledge that this final research study report is authentically written by me. If it is proved that this paper 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 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, 27 January 2020

Stated by,

[Signature]

Riski Stevanus Marijose Oroh
FOREWORDS

First of all, I like to give my gratitude to God because without His blessing, protection, and guidance I could complete the thesis titled “The effect of website characteristics, consumer experience, and corporate image to customer satisfaction mediated by trust on JD.ID”. This thesis is written in order to fulfill the requirements for author to complete Bachelor of Management in Faculty of Business, Widya Mandala Catholic University Surabaya. In this note, I would like to say thanks to many parties that help, guidance, and support me in forming this thesis. Therefore, I would like to say thanks and gratitude to:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., as the Dean of Business Faculty in Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo Lukito, SE., M.Sc., as the Head of Business Management Program in Widya Mandala Catholic University Surabaya.
3. Dr. Wahyudi Wibowo, ST., MM., as the Coordinator of IBM that give help and direction from first semester in overcoming problems in learning and teaching activities.
4. Lena Ellitan, Ph.D., as Advisor I, that gives me a lot of guidance, help, knowledge, support, and also time in completing this thesis.
5. Deatri Arumsari Agung, SE., M. Sc., as Advisor II, that gives me a lot of help, knowledge, support, and also time in completing this thesis.
6. My Family who always support, advice, and prayers in completing my final assignment.
7. Vina who always support, help, and advise me in completing my thesis.
8. All my colleague especially Vina, Alex, Brenda, Rachel, Sherin, Stephanie, and Andreas whom without them this thesis would not be completed.
9. All the teacher of Widya Mandala Catholic University that help me and give me knowledge in completing my final assignment
10. All Administrative staff of Business Faculty, Widya Mandala Catholic University Surabaya whom has always helped and provided information about thesis
11. PT. Gelora Djaja for giving me understanding, time, and support in order to completing my final assignment.

Though the final paper is completed, I realize that this thesis is not completely perfect. Therefore, critics and constructive advices from all parties are gladly accepted. In the end, I hope that this thesis will be able to bring knowledge and benefit the reader.

Surabaya, December 2019

Researcher

Riski Stevanus Marijose Oroh
# TABLE OF CONTENTS

COVER PAGE.................................................................................................................. i  
APPROVAL PAGE.......................................................................................................... ii  
VALIDATION PAGE ....................................................................................................... iii  
AUTHENCITY STATEMENT AND PUBLICATION APPROVAL OF  
SCIENTIFIC PAPERS..................................................................................................... iv  
FOREWORDS ................................................................................................................... v  
TABLE OF CONTENTS ................................................................................................... vii  
LIST OF TABLES ........................................................................................................... ix  
LIST OF FIGURES .......................................................................................................... x  
LIST OF APPENDICES .................................................................................................. xi  
ABSTRACT ...................................................................................................................... xii  
ABSTRAK ...................................................................................................................... xiii  

## CHAPTER 1: INTRODUCTION  
1.1 Research Background ............................................................................................. 1  
1.2 Research Questions ................................................................................................. 5  
1.3 Research Objectives ................................................................................................ 5  
1.4 Significance of the Study ....................................................................................... 6  
1.5 Writing Systematic................................................................................................... 7  

## CHAPTER 2: THEORETICAL REVIEW  
2.1 Literature Review .................................................................................................. 8  
2.2 Previous Research .................................................................................................. 14  
2.3 Relationships between Variables ......................................................................... 17  
2.4 Research Framework ............................................................................................. 21  

## CHAPTER 3: RESEARCH METHODOLOGY  
3.1 Research Design .................................................................................................... 23  
3.2 Variable Identification, Operational Definition,  
    and Variable Measurement ..................................................................................... 23  
3.3 Type and Source of Data ....................................................................................... 26  
3.4 Data Collection Methods ...................................................................................... 26  
3.5 Population, Sample, and Sampling Techniques .................................................... 27  
3.6 Data Analysis Technique ...................................................................................... 27  

## CHAPTER 4: DISCUSSION AND ANALYSIS  
4.1 Respondent Characteristics ................................................................................... 32  
4.2 Descriptive Statistics of Research Variables ....................................................... 33
4.3 Data Analysis .............................................................................................................38
4.4 Discussion ................................................................................................................49

CHAPTER 5: CONCLUSION, LIMITATION, AND SUGGESTION
5.1. Conclusion ..............................................................................................................54
5.2. Limitation ...............................................................................................................55
5.3. Suggestion ..............................................................................................................56

REFERENCE
APPENDIX
LIST OF TABLES

Table 2.1 Summary of Domestic and Foreign Studies Conducted ..............15
Table 3.1 Goodness of Fit Index ..................................................29
Table 4.1 Respondent Characteristic Based on Age ................................32
Table 4.2 Respondent Characteristic Based on Gender ................................33
Table 4.3 Respondent Characteristic Based on Education .........................33
Table 4.4 Interval Mean Score ................................................................34
Table 4.5 Descriptive Statistics Variable of Website Characteristics ...........35
Table 4.6 Descriptive Statistics Variable of Consumer Experience ...............36
Table 4.7 Descriptive Statistics Variable of Corporate Image .......................36
Table 4.8 Descriptive Statistics Variable of Consumer Trust .......................37
Table 4.9 Descriptive Statistics Variable of Consumer Satisfaction .............38
Table 4.10 Univariate Normality Test Result .........................................38
Table 4.11 Multivariate Normality Test Result .......................................39
Table 4.12 Overall Model Test .......................................................40
Table 4.13 Validity Test Result ........................................................41
Table 4.14 Reliability Test Result of WC ...........................................42
Table 4.15 Reliability Test Result of CE ..............................................43
Table 4.16 Reliability Test Result of CI ...............................................43
Table 4.17 Reliability Test Result of CT ..............................................44
Table 4.18 Reliability Test Result of CS ..............................................45
Table 4.19 Hypothesis Testing ............................................................45
LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1.1</td>
<td>SEA Internet Economy Market Size</td>
<td>1</td>
</tr>
<tr>
<td>Figure 1.2</td>
<td>Number of Online Shoppers in Indonesia</td>
<td>2</td>
</tr>
<tr>
<td>Figure 1.3</td>
<td>Top Ten Indonesia’s Most Visited E Commerce</td>
<td>4</td>
</tr>
<tr>
<td>Figure 1.4</td>
<td>Most Visited E-Commerce</td>
<td>4</td>
</tr>
<tr>
<td>Figure 2.1</td>
<td>Research Framework</td>
<td>22</td>
</tr>
</tbody>
</table>
LIST OF APPENDICES

Appendix 1a. Questionnaire in Bahasa (Kuesioner)
Appendix 1b. Questionnaire in English
Appendix 1c. Respondents’ Responses
Appendix 2. Respondent’s Characteristics
Appendix 3. Descriptive Statistics
Appendix 4. Normality Test
Appendix 5. Output SEM
Appendix 6. Estimate
Appendix 7. Standardized Solution
Appendix 8. T-value
ABSTRACT

Nowadays, internet plays important role in business environment. With internet, company could easily reach their targeted consumer in wide area and could delivered their services faster. Thus, creating high competition among company in term of delivering goods and services using internet as tool. Company that could fully utilized the use of internet could possibly dominate the market. The use of internet could be measure with how the company manage their website, consumer experience, image, and trust of their consumer which could lead to satisfaction.

This research aim to analyze and understanding the effect of website characteristics, consumer experience, and corporate image to consumer satisfaction mediated by trust in JD.ID. In gathering data, this research using quantitative method by delivering online questionnaire to the people who used JD.ID, with total 150 respondents with respondent age is up to 17-year-old, and lives in Surabaya.

Based on the result, shows that website characteristics significantly impacting consumer trust, consumer experience significantly impacting consumer trust, the corporate image significantly impacting consume trust, consumer trust significantly impacting consumer satisfaction, and last, consumer trust significantly mediated the relationship between website characteristics, consumer experience, and corporate image to consumer satisfaction. this means that the higher JD.ID website characteristics, consumer experience, corporate image, and consumer trust the more satisfied the consumer will be.

Keywords: Website characteristics, consumer experience, corporate image, consumer trust, consumer satisfaction, online retailer, site quality, security and privacy policy.
ABSTRAK


Penelitian ini bertujuan untuk menganalisis dan memahami pengaruh Website characteristics, Consumer experience, dan Corporate image terhadap Consumer satisfaction yang dimediasi oleh Customer trust pada JD.ID. Dalam mengumpulkan data, penelitian ini menggunakan metode kuantitatif dengan mengirimkan kuesioner online kepada orang-orang yang menggunakan JD.ID, dengan total 150 responden dengan usia responden hingga 17 tahun, dan tinggal di Surabaya.

Berdasarkan hasil, menunjukkan bahwa Website characteristics secara signifikan mempengaruhi Customer trust, Consumer experience secara signifikan mempengaruhi Customer trust, Corporate image secara signifikan mempengaruhi Customer trust, Customer trust secara signifikan mempengaruhi Consumer satisfaction dan terakhir, Customer trust secara signifikan memediasi hubungan antara Website characteristics, Consumer experience, dan Corporate image untuk Consumer satisfaction. ini berarti bahwa semakin tinggi Website characteristics, Consumer Experience, Corporate image, dan Customer trust, semakin akan Consumer Satisfaction.

Keywords: Website characteristics, consumer experience, corporate image, consumer trust, consumer satisfaction, online retailer, site quality, security and privacy policy.