

**THE EFFECT OF E-SERVICE QUALITY ON
PURCHASE INTENTIONS THROUGH TRUST IN
MUTUAL FUND AT TOKOPEDIA**



**BY:
JOSEPHINE DIAH ANGGRAINI
3303015017**

**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

**THE EFFECT OF E-SERVICE QUALITY ON
PURCHASE INTENTIONS THROUGH TRUST IN
MUTUAL FUND AT TOKOPEDIA**

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JOSEPHINE DIAH ANGGRAINI

3303015017

INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM

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APPROVAL PAGE

FINAL ASSIGNMENT

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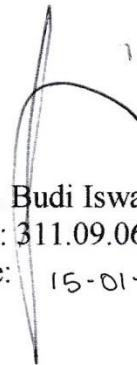
Approved and Accepted
to be Submitted to the Panel Team

Advisor I,



Dr. Lydia Ari Widyarini, MM.
NIK: 311.92.0183
Date: 15-01-2019

Advisor II,



Y.B. Budi Iswanto, MA., Ph.D.
NIK: 311.09.0628
Date: 15-01-2019

VALIDATION PAGE

Final Assignment written by: Josephine Diah A NRP 3303015017
Has been examined on January 25th, 2019 and declared to have passed by Panel of Examiners.


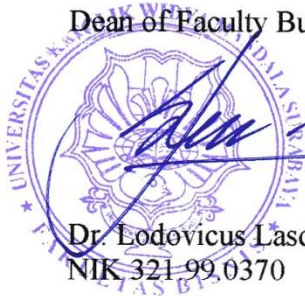
Head of Examiners:



Dr. Lydia Ari Widyarini, MM.
NIK: 311.92.0183

Acknowledged by:

Dean of Faculty Business,

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

Head of Management Department,



Robertus Sigit H. L., SE., M.Sc.
NIK 311.11.0678

**AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of the knowledge development, I as a student at Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Josephine Diah Anggraini
NRP : 3303015017
Title : The Effect of E-service Quality on Purchase Intentions
through Trust in Mutual Fund at Tokopedia

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Surabaya, 2019

Stated by,



(Josephine Diah A)

FOREWORDS

Praise and thanksgiving to the Lord Jesus Christ for all his blessings and guidance in the form of health and ability, so the writer was able to complete the Final Assignment. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in Economics at the faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. During the final assignment and preparation of this report, the author has received a lot of assistance from various parties. With a sense of humility and respect, on this occasion the author expressed his gratitude as much as possible to:

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Surabaya, 10 January 2019
Researcher

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ABSTRAK

Tujuan dari penelitian ini adalah untuk meningkatkan pengetahuan pembaca tentang hubungan antara *E-service Quality* (*Website Design, Reliability, Responsiveness, Personalition*), *Trust*, dan *Purchase Intention*. Dengan demikian penelitian ini berkontribusi untuk meningkatkan pengetahuan pembaca tentang Pengaruh *E-service Quality* (*Website Design, Reliability, Responsiveness, Personalition*), pada *Purchase Intentions* di Reksadana Melalui *Trust* di Tokopedia.

Penelitian ini adalah penelitian *quantitative*, dan pengumpulan data dilakukan dengan cara penyebaran angket secara online, kepada pembeli Reksa Dana di situs Tokopedia dengan jumlah sampel sebanyak 180 responden. Data yang digunakan dalam penelitian ini adalah data primer. Data dalam penelitian ini dikumpulkan dengan menyebarkan kuesioner. Analisis data adalah Structural Equation Modeling (SEM) menggunakan program LISREL.

Hasil penelitian ini dapat disimpulkan sebagai berikut: (1) *Website Design* berpengaruh positif pada *Purchase Intentions* melalui *Trust*. (2) *Reliability* berpengaruh positif pada *Purchase Intentions* melalui *Trust*. (3) *Responsiveness* berpengaruh positif pada *Purchase Intentions* melalui *Trust*. (4) *Personalization* berpengaruh positif pada *Purchase Intentions* melalui *Trust*. (5) *Trust* berpengaruh positif pada *Purchase Intentions* di Tokopedia yang menjual reksadana.

Kata kunci: *E-service Quality, Trust, Purchase Intentions*

The Effect of E-Service Quality on Purchase Intentions in Mutual Fund through Trust at Tokopedia

ABSTRACT

The purpose of this study is to increase reader's knowledge about the relationship between E-Service Quality (Website Design, Reliability, Responsiveness, and Personalization), Trust, and Purchase Intention. Thus this research contributes to increasing readers' knowledge about the effect of E-service Quality (Website Design, Reliability, Responsiveness, and Personalization) on Purchase Intentions in Mutual Funds through Trusts at Tokopedia.

This research is quantitative research, and data collection is done by distributing questionnaires online, to mutual fund buyers at Tokopedia site with a sample of 180 respondents. The data used in this study are primary data. Data in this study were collected by distributing questionnaires. Data analysis is Structural Equation Modeling (SEM) using the LISREL program.

The results of this study can be summarized as follows: (1) Website Design has a positive effect on Purchase Intentions through Trust. (2) Reliability has a positive effect on Purchase Intentions through Trust. (3) Responsiveness has a positive effect on Purchase Intentions through Trust. (4) Personalization has a positive effect on Purchase Intentions through Trust. (5) Trusts have a positive effect on Purchase Intentions on Tokopedia which sells mutual funds.

Keywords: E-service Quality, Trust, Purchase Intentions