



Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

The first page of your submissions is displayed below.

Submission author: Verensia Audre Santoso
Assignment title: Skripsi
Submission title: Pengaruh Website Design dan E-Se...
File name: jurnal_verensia_audre.pdf
File size: 389.53K
Page count: 11
Word count: 2,855
Character count: 21,210
Submission date: 02-Oct-2020 01:25AM (UTC+0700)
Submission ID: 1386546277

PENGARUH WEBSITE DESIGN DAN E-SERVICE QUALITY TERHADAP E-REPURCHASE INTENTION MELALUI E-TRUST

(Studi Pada Pelanggan Lazada di FISIP Universitas Diponegoro)

Verensia Audre Santoso¹ Naiti Farida²
Administrasi Bisnis, Universitas Diponegoro, Indonesia
Email: verensiau@gmail.com

Abstract: The goals of this research is to determine the effect of website design and e-service quality on e-repurchase intention through e-trust. The population is all Lazada consumers at the Faculty of Social and Political Sciences at Diponegoro University, while the sample is 100 Lazada consumers using purposive sampling. This type of research is explanatory research. Processing data in this study using SPSS 23.0 for Windows software, in which the reliability test, validity test, correlation coefficient test, determination coefficient test, simple and multiple regression test, significance test (t test and F test) and single test were carried out. The sobel test results state that e-trust partially mediates between website design and e-service quality on e-repurchase intention. Based on the results of the analysis of the variable coefficient test for website design and e-service quality on e-repurchase intention, it has a strong enough relationship. Based on these results, it is suggested that Lazada can improve the quality of website design, improve service quality and need to focus on customer satisfaction and increase the credibility that is owned so that consumers arise trust and are interested in making repeat purchases at Lazada.

Keywords: Website design, E-service quality, E-trust, E-repurchase intention

Abstrak: Penelitian ini ditujukan untuk mengetahui pengaruh antara website design dan e-service quality terhadap e-repurchase intention melalui e-trust. Populasi dalam penelitian ini adalah seluruh konsumen Lazada di Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro, sedangkan sampel dari penelitian ini adalah 100 konsumen Lazada dengan menggunakan teknik pengambilan purposive sampling. Tipe penelitian ini merupakan explanatory research. Pengolahan data pada penelitian ini menggunakan SPSS 23.0 for Windows, di mana dilakukan uji validitas, uji reliabilitas, uji koefisien korelasi, uji koefisien determinasi, uji regresi linear sederhana dan berganda, uji signifikansi (uji t dan uji F) dan uji sobel. Hasil uji sobel menyatakan bahwa e-trust memediasi parsial antara website design dan e-service quality terhadap e-repurchase intention. Berdasarkan hasil analisis uji koefisien variabel website design dan e-service quality terhadap e-repurchase intention memiliki hubungan yang cukup kuat. Berdasarkan hasil tersebut maka disarankan agar Lazada dapat meningkatkan kualitas website design, meningkatkan kualitas layanan serta perlu memfokuskan terhadap kepuasan konsumen dan meningkatkan kredibilitas yang dimiliki sehingga konsumen timbul kepercayaan dan berminat untuk melakukan pembelian ulang di Lazada.

Kata kunci: Website design, E-service quality, E-trust, E-repurchase intention.

¹ Verensia Audre Santoso, Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Diponegoro
² Naiti Farida, Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Diponegoro