

PENGARUH WEBSITE QUALITY TERHADAP PERCEIVED TRUST DAN DAMPAKNYA PADA REPURCHASE INTENTION DENGAN WEBSITE BRAND DAN PERCEIVE VALUE SEBAGAI VARIABEL MODERASI PADA WEBSITE MATAHARI MALL

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The purpose of this study was to determine the effect website quality to perceive trust and its impact to repurchase intention with website brand and perceive value as the moderate variables. This is explanatory type of research, using partial least square (sempls) analysis technique which is measured with the help of SmartPLS 3.0 software with the method of data collection by distributing questionnaires with probability sampling techniques taken from the unknown population of Matahari Mall website visitors who have made a purchase, questionnaires is distribute during the time period of may to august 2017 so that been collected the number of 100 respondents who deployed in may 2017.

The results of this study indicate a significant and positive direct effect of website quality and perceive trust on repurchase intention of Matahari Mall website, and perceive value also have significant impact of moderating the relation between perceive trust and repurchase intention. More over website quality has the biggest impact directly on repurchase intention. Advice that given to the website Matahari Mall is firstly to improve website quality through product content and decription evaluation and make the rules for business partner about standard of product content and description information, and also they have to improve the supervision of website content and description information.

Keywords : Website Quality, Perceive Trust, Repurchase Intention, Website Brand, and Perceive Value.