ABSTRACT

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“EFFECT OF WEBSITE QUALITY ON PURCHASE DECISIONS WITH TRUST AS AN INTERVENING VARIABLES ON SHOPEE SITES IN THE PANDEMIC TIME”

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This study aims to determine whether there is an effect of website quality on purchasing decisions with trust as an intervening variable on the Shopee website during the pandemic. To find out the results of this study, this study used analysis tools, namely validity test, reliability test, Likert scale test, T test, F test and coefficient of determination (R2). The SPSS 23 application is used to help test this model.

The technique of collecting data by distributing questionnaires. The questionnaires that were successfully collected were 150 respondents. The respondent determination technique used the Rao Purba formula sample technique. The results showed that partially the variable of website quality has an effect on purchasing decisions at shopees with trust as an intervening variable. Simultaneously, website quality variables affect purchasing decisions at shopees with trust as an intervening variable.

The results showed that each website quality coefficient value on purchasing decisions was 0.8112 = 0.657 with an effect of 65.7%, the website quality coefficient value on trust was 0.684 with an influence of 68.4%, the coefficient value of purchasing decisions on trust was equal to 0.2372 = 0.056 with an influence of 5.6%, the value of the quality coefficient on the website has an effect on purchasing decisions, through trust of Y = 0.684 + (0.811 x 0.237) = 0.684 + 0.192 = 0.876 with an effect of 87.6% seen from the value Beta Standardized Coefficients.

Keywords: Website Quality, Trust, Purchase Decision

Reference (2008-2020)