

**PENGARUH *WEBSITE QUALITY* TERHADAP *REPURCHASE INTENTION* DENGAN *E-TRUST* SEBAGAI VARIABEL MEDIASI
(Survei terhadap Konsumen Generasi Z pada *Website* Mister Aladin yang
Tergabung sebagai Pengikut Instagram Mister Aladin)**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2023

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
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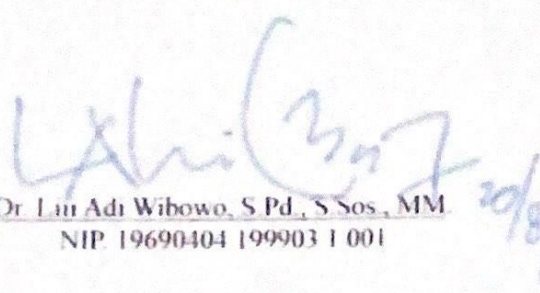
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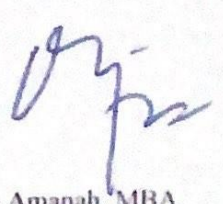
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Tergabung sebagai Pengikut Instagram Mister Aladin)**

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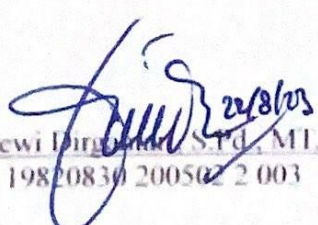
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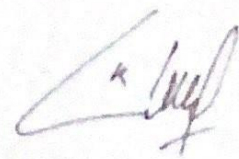

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “**Pengaruh Website Quality Terhadap Repurchase Intention dengan E-Trust Sebagai Variabel Mediasi (Survei terhadap Konsumen Generasi Z pada Website Mister Aladin yang Tergabung sebagai Pengikut Instagram Mister Aladin)**” beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari adanya pelanggaran etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, 18 Agustus 2023

Yang membuat pernyataan,



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ABSTRAK

Aziz Khakim (1905280) “**Pengaruh Website Quality terhadap Repurchase Intention dengan E-trust sebagai Variabel Mediasi Survei terhadap Konsumen Generasi Z pada Website Mister Aladin**” di bawah bimbingan Dr. Lili Adi Wibowo, S. Pd., S. Sos., MM. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *website quality* terhadap *repurchase intention* melalui *e-trust* konsumen generasi z pada *website* Mister Aladin. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sampel sebanyak 200 responden. Teknik analisis penelitian ini adalah analisis *Structural Equation Model* (SEM) dengan menggunakan program AMOS for Windows. Hasil temuan pada penelitian ini menemukan bahwa gambaran *website quality*, *e-trust*, *repurchase intention* berada pada kategori tinggi. Temuan penelitian ini menunjukkan bahwa pengaruh tidak langsung *website quality* masih memperoleh besaran pengaruh yang lebih rendah terhadap *repurchase intention*, dibandingkan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk agar Mister Aladin mempertahankan, mengelola, dan memaksimalkan keberadaan *website quality* melalui *information quality*, *design quality*, *usability*, *interaction quality*, *service quality*, dan *system quality*.

Kata kunci: *E-trust*, *Online Travel Agent*, *Repurchase Intention*, *Website Quality*

ABSTRACT

Aziz Khakim (1905280) “*The Influence of Website Quality on Repurchase Intention through E-trust as a Mediating Variable Survey of Generation Z Consumers on Mister Aladin's Website*” under the guidance of Dr. Lili Adi Wibowo, S. Pd., S. Sos., MM. dan Dr. Dita Amanah, MBA.

This research was conducted to obtain an overview and influence of website quality on repurchase intention through e-trust as a mediating variable survey of generation z consumers on Mister Aladin's website. The type of research used is descriptive verification. The method used is simple random sampling with a sample size of 200 respondents. The analysis technique of this research is Structural Equation Model (SEM) analysis using the AMOS for windows program. The findings in this study found that the descriptions of website quality, e-trust, and repurchase intention were in the high category. The findings of this study indicate that the indirect effect of website quality still has a lower magnitude of influence on repurchase intention, compared to the direct effect. Based on the research results, the researcher recommends that the Mister Aladin maintains, manages, and maximizes the presence of website quality through information quality, design quality, usability, interaction quality, service quality, and system quality.

Keywords: E-trust, Online Travel Agent, Repurchase Intention, Website Quality

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Segala puji dan syukur penulis panjatkan kehadirat Allah SWT atas segala limpahan rahmat, hidayah, taufik, dan inayah, karena atas karunia dan kehendak-Nya penulis dapat menyelesaikan menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis. Skripsi yang berjudul “Pengaruh *Website Quality* terhadap *Repurchase Intention* dengan *E-trust* sebagai Variabel Mediasi Survei terhadap Konsumen Generasi Z pada *Website* Mister Aladin yang Tergabung sebagai Pengikut Instagram Mister Aladin” disusun untuk memperoleh temuan mengenai gambaran *website quality* terhadap *repurchase intention* melalui *e-trust*.

Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat bermanfaat. Apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapakan kritik dan saran yang membangun dan untuk dijadikan sebagai landasan perbaikan yang berguna bagi pengembangan dan pengetahuan.

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Aziz Khakim

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