

THE IMPACT OF WEBSITE QUALITY ON CONSUMER SATISFACTION AND PURCHASE INTENTION

(Study Case of E-Commerce Lazada Indonesia in Malang City)

UNDERGRADUATE THESIS

**Proposed to Pursue Undergraduate Thesis Examination at Faculty of
Administrative Science of Brawijaya University**

**M. Tantowi Jauhari
NIM. 145030207121009**



as Supervisor:

Andriani Kusumawati, S.Sos., M.Si., DBA.

Inggang Perwansa Nuralam, SE, MBA

**BRAWIJAYA UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCE
DEPARTEMENT OF BUSINESS ADMINISTRATION
CONCENTRATED IN MARKETING
MALANG
2018**

MOTTO

Ingat Allah saat hidup tak berjalan sesuai keinginan. Allah pasti punya jalan yang lebih baik untuk kita.

-Islam-

Setiap insan mempunyai timeline, jam dan perjalanan hidup tersendiri. Segala dalam hidup terjadi sesuai dengan waktu kita sendiri, jam kita sendiri dan timeline hidup seseorang yang tidak bisa disamakan dengan timeline kehidupan orang lain, kita hanya bisa merencanakan dan berusaha namun yang menentukan perjalanan hidup yang terbaik adalah

Allah S.W.T.

-Aris Asdoceng-

APPROVAL SHEET

Title : **The Impact of Website Quality on Consumer satisfaction and Purchase Intention** (Study Case of E-Commerce Lazada Indonesia in Malang City)

Created by : M. Tantowi Jauhari

Student ID : 145030207121009

Fakulty : Administrative Science

Major : Business Administration

Consentration : Marketing Management

Malang, 2018

Chairman of Supervisor

Member of Supervisor

Andriani Kusumawati, S.Sos., M.Si, DBA
NIP. 19760414200222002

Inggang Perwangsa Nuralam, SE, MBA
NIP. 2014058404111001

VALIDATION SHEET

This undergraduate thesis has been examined in front of the board of examiners, Faculty of Administrative Science Brawijaya University at:

Day :

Date :

Time :

Written by : M. Tantowi Jauhari

Title : The Impact of Website Quality on Consumer Satisfaction and Purchase Intention (Study Case of E-Commerce Lazada Indonesia in Malang City)

And declared
PASSED

BOARD OF EXAMINER

Chairman,

Member,

Andriani Kusumawati, S.Sos., M.Si., DBA
NIP. 19751220 200501 1 002

Inggang Perwangsa Nuralam, SE, MBA
NIP. 2014058404111001

Member,

Member,

Lusy Deasyana Rahma Devita, S.AB, MAB
NIP. 2013098612152001

Brillyanes Sanawiri, S.AB, MAB
NIP. 2012018312281001

STATEMENT OF ORIGINALITY

I declare in truth, as far as I know that in these research of minor thesis, there are no scientific works which have been submitted by other parties to obtain works or opinions that have been written or published by others in the past time except those which are quoted and mentioned in the source of citations and bibliography or references page.

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The Author

M. Tantowi jauhari
145030207121009

RINGKASAN

M. Tantowi Jauhari, 2018. **The Impact of Website Quality on Consumer Satisfaction and Purchase Intention** (Study Case of E-Commerce Lazada Indonesia in Malang City). Supervisor, Andriani Kusumawati, S.Sos., M.Si., DBA. Inggang Perwangsa Nuralam, SE., MBA 157 halaman + xv.

Penelitian ini bertujuan untuk (1) menjelaskan pengaruh *Website Quality* terhadap *Consumer Satisfaction*, (2) menjelaskan pengaruh *Consumer Satisfaction* terhadap *Purchase Intention*, (3) menjelaskan pengaruh *Website Quality* terhadap *Purchase Intention*.

Jenis penelitian ini adalah eksplanatori (*explanatory research*) dengan pendekatan kuantitatif. Variabel pada penelitian ini terdiri dari *Website Quality*, *Consumer Satisfaction*, *Purchase Intention*. Kriteria populasi dalam penelitian ini adalah konsumen dengan usia diatas 18 tahun, konsumen yang pernah mengunjungi, dan telah melakukan pembelian produk di Lazada. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan metode pengumpulan data melalui kuesioner secara *online* kepada 116 responden yang sesuai dengan kriteria populasi. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan bahwa *Website Quality* berpengaruh secara signifikan terhadap *Consumer Satisfaction*, *Website Quality* memiliki pengaruh yang signifikan terhadap *Purchase Intention*, *Consumer Satisfaction* berpengaruh signifikan terhadap *Purchase Intention*. Berdasarkan hasil penelitian, Sebaiknya Lazada meningkatkan kualitas website serta meningkatkan kualitas layanan, agar kualitas dari website Lazada seperti kegunaan, informasi dan servis konsumen mendapatkan kepuasan dalam berbelanja. karena website yang semakin baik dan mempunyai kualitas yang bagus dapat berpengaruh besar dalam minat beli konsumen Lazada.

Kata kunci: *Website Quality*, *Consumer Satisfaction*, *Purchase Intention*, *Online Shopping*, *E-Commerce*

SUMMARY

M. Tantowi Jauhari, 2018. The Impact of Website Quality on Consumer Satisfaction and Purchase Intention (Study Case of E-Commerce Lazada Indonesia in Malang City). Supervisor, Andriani Kusumawati, S.Sos., M.Si., DBA. Inggang Perwangsa Nuralam, SE., MBA 157 pages + xv.

This study aims to (1) explain the influence of Website Quality on Consumer Satisfaction, (2) explain the influence of Consumer Satisfaction on Purchase Intention, (3) explain the influence of Website Quality on Purchase Intention.

This type of research is explanatory research with a quantitative approach. The variables in this study consisted of Website Quality, Consumer Satisfaction, Purchase Intention. The criteria of the population in this study are consumers with age above 18 years, consumers who have visited, and have purchased products at Lazada. The sampling technique used was purposive sampling and the method of collecting data through online questionnaires to 116 respondents who were in accordance with the criteria of the population. Data analysis used is descriptive analysis and path analysis.

The results showed that Website Quality had a significant effect on Consumer Satisfaction, Website Quality had a significant influence on Purchase Intention, Consumer Satisfaction had a significant effect on Purchase Intention. Based on the results of research, Lazada should improve the quality of the website and improve the quality of service, so that the quality of the Lazada website such as usability, information and service so consumers can get satisfaction in online shopping. because websites that are getting better and have good quality have a big influence on Lazada's consumer Purchase Intention.

Keywords: Website Quality, Consumer Satisfaction, Purchase Intention, Online Shopping, E-Commerce

PREFACE

Thanks God for the blessing of God's blessings and blessings, the thesis entitled "The Impact of Website Quality on Consumer Satisfaction and Purchase Intention (Study case of E-Commerce Lazada Indonesia in Malang City)" can be resolved. This thesis is the final task proposed to qualify in obtaining a Bachelor degree in Business Administration Science at the Faculty of Administration Universitas Brawijaya.

Preparation of this thesis will not be realized without the help and support from various parties. Therefore, on this occasion the researcher expressed his gratitude to the honorable:

1. Prof. Mr. Dr. Bambang Supriyono, MS as Dean of the Faculty of Administrative Sciences, Universitas Brawijaya.
2. Mr. Mochammad Al Musadieq, MBA as Chairman of the Department of Business Administration, Faculty of Administrative Sciences, Universitas Brawijaya.
3. Mrs. Nila Firdausi Nuzula, Ph.D as Chairman of Business Administration Study Program, Faculty of Administrative Sciences, Universitas Brawijaya.
4. Mrs. Andriani Kusumawati, S.Sos., M.Si., DBA and Mr. Inggang Perwangsa Nuralam, SE, MBA as the Supervisor who has the pleasure to spend time,

- provide knowledge, guidance and input patiently to the researcher so this thesis can be resolved.
5. All Lecturers and Staff Employees of Faculty of Administrative Sciences, Brawijaya University who has provided science and facilities to researchers.
 6. Dear parents of researchers, Irman A. Wahab and Siti Komalasari who tirelessly provide prayers and moral support and material as long as researchers study.
 7. The best sister and brother of researcher, Nurwahidiya and Imam Fauzi who has always been best personal supporter for researcher.
 8. The best family of researcher, Ihwan A. Wahab, Eny Anggriani, Asep Suryana, Taswin A. Wahab, Tante Yuni, Aryanisa Pratiwi, Fira Nuramalina, Kiki, Fina, Fathan, Nabila who always been the best family in Malang city.
 9. Dear Bestfriend of researchers from K Class, Antonius Ewaldo P, Nanda Dwipamurti, Dito Haekal, Warits Firdaus, Tirta Perkasa, Galih Rakkasiwi Nasya Zuniga, Rani Rachmawati, Dewa Ayu Mitha A, Laras Ayu, Henry Pamungkas, Leny Vasidatur, Vickycrot, Iqbal Favian, Hendra Kurniawan, Dianta Esa, Diva Maulana Pramudya.
 10. Friends of researchers from Himabis 2017, Aan Suryana, Husnul Alfisyah, Dania Nabila, Veve, Kristolove, Ahmad Zain, Febri Rosalina, Taufik, Rakka, Gilbal, Rani.



11. Friends of Researchers from Himabis Department AD-O 2017, Naurah Anandya, Andre Tori, Armand Indrawan, Nidya, Lusi, Alfarez, Mazidatul, Nahla Rosidah, Syifa Ananda, Yalissa Adela, Putra Penuam, Mirza, Anniza
12. Friends researchers from fellow generation 2014, Dezsla, Kurni, Yuci, Vitra, Lubi, Namira, Ardelia, Ciresta, Mia, Nadya, Agung, Sabda, Dicky, Febre, Juan Dela, Ryan, Farah, Nurul, almer ray, Sabda.
13. All parties who assist in the completion of this thesis which can not be mentioned one by one.

The researcher expressed gratitude for all the support and assistance that has been given during the making of the thesis. Researchers realize that there are still many shortcomings and mistakes in the dissertation of this thesis. So the authors expect criticism and suggestions in order to improve for the better.

Malang, 2018

Researcher

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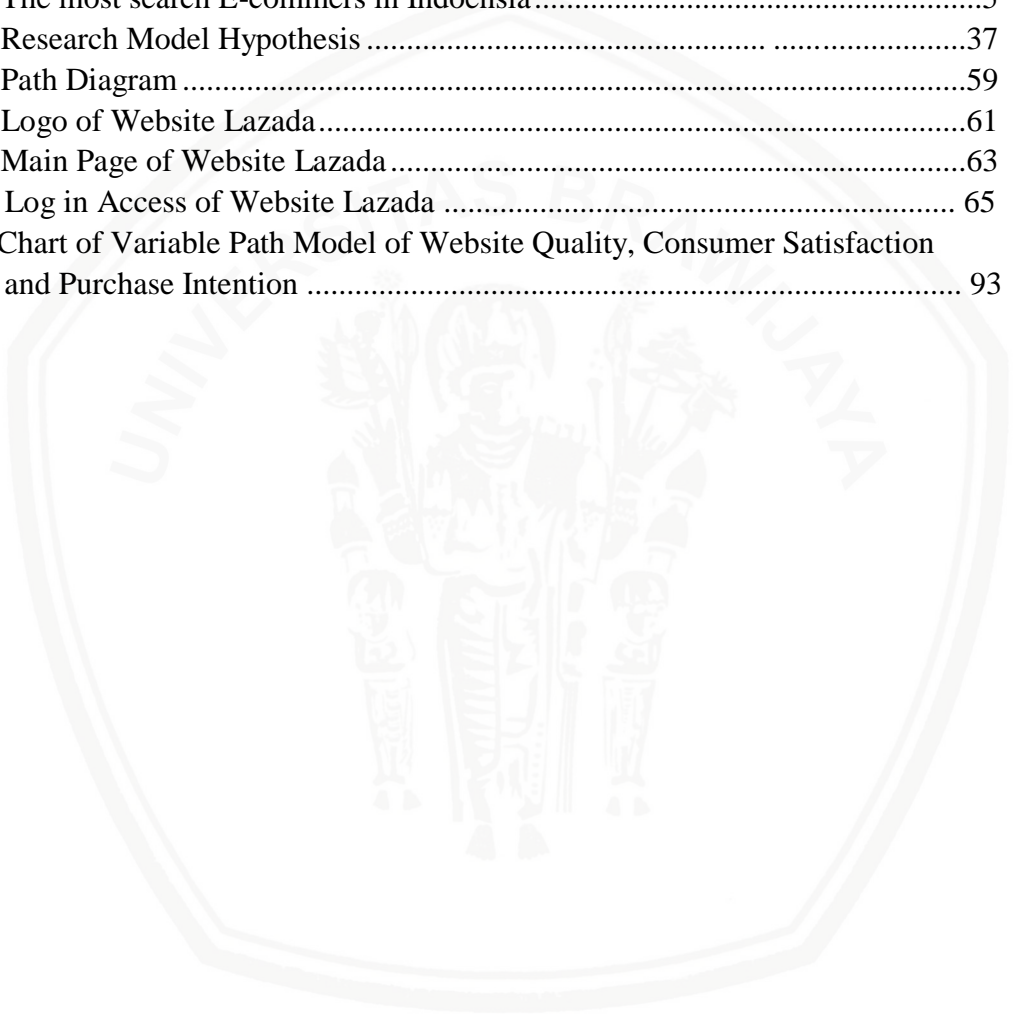
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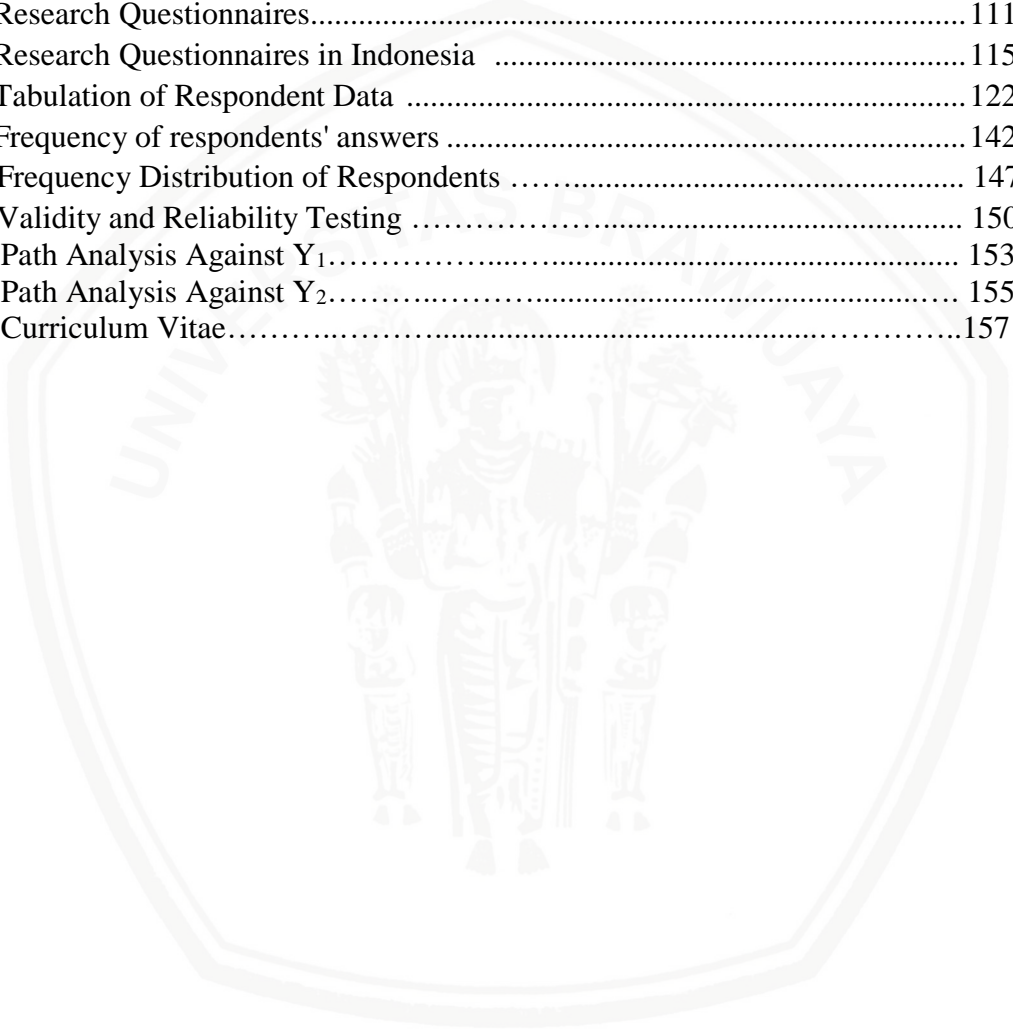
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CHAPTER I

INTRODUCTION

A. Background

In this global era, the development of technological information and communication is growing rapidly, which make society rely more to internet to do business. Aside from being easily accessed and is able to be used anywhere and anytime, the information that internet provides is always up-to-date. Indonesia as one of the biggest populated country (262 million people) has approximately 132 million internet users. According to *www.techinasia.com*.



Figure 1: The Data of Digital Users in Indonesia
 Source : *www.techinasia.com* (2017)

According to data from the web of Techinasia (2017) which stated that Indonesia as much as 51% are internet users stated that Indonesia is one of the biggest internet users in the world. Technological developments have made

many changes in the present, such as to get what people need almost on the internet.

E-commerce, which is a part of e-lifestyle that allows sale and purchase transactions conducted online from any corner of the place (Hidayat, 2008: 5). With the use of internet access, almost everyone can easily do shopping with the assistance of technology, Indonesian e-commerce is developing rapidly in advance, since people do not have much time to do shopping when they are busy, so society started to make the solution and utilize the use of internet. E-commerce is the purchase, sale, and goods and services via electronic (Wong, 2010: 33). E-commerce can also be interpreted as a process of doing business by using electronic technology that connects companies, consumers, and society in the form of electronic transactions and the exchange or sale of goods, services and information electronically (Munawar, 2009: 1). According to the experts above, e-commerce can be defined as a condition that allows individuals or groups to run business activities via internet easily. Since then, online trade becomes an alternative way to facilitate the transaction, and needless to be bothered to buy goods to the conventional store which can almost be said as a waste of time. E-commerce attendance that is when shopping using e-commerce system will greatly save time and cost needed compared to buy conventional store that is so exhausting, cost and time and this is the reason of why researcher takes e-commerce as a research object.

One of the most influential now to get what people need is often known as website, a platform where society can access every information online. The examples are such as the search engines (Mozilla Firefox, Google, etc), Online store (Lazada, Tokopedia etc), News sites (Detik.com, CNN, etc) and Academic services (Google Scholar, etc). Website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali, 2016). According Hidayat (2010: 6) website is the entire web pages contained in a domain that contains information. A website is usually built on many interconnected website pages. So it can be said that the definition of the website is a collection of pages which is used to display text, silent or moving images, animations, sounds, and aggregations of all, both static and dynamic, forming an interlocking set of buildings, each linked to the network pages, which means that the website is a page that contains the information to be given to website visitors, visitors can find what they are looking for example, Lazada website that provides goods information they sell with a specific and clear, to attract interest in purchase Lazada provides information of creativity such as, adding photos of the product and digital files.

With complete information and feel pleasing in visit a website will make visitors feel satisfaction in the information and create sense to buy obtained after visiting. Satisfaction referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor

in order to measure the attitude (satisfaction/pleasing) of the respondents (Jiradilok *et al.* 2014). Satisfaction arises when the product offered in accordance or exceed customer expectations it can to say that customers feel satisfaction and if the customer's perception of goods or services not in accordance with expectations it can be said customers are not satisfied. Satisfaction itself not only for goods but also about services, for example from an online store or e-commerce, online store or e-commerce that provides satisfaction information and service on their website about goods they sold will create a feeling purchase intention of online store.

Purchase intention is one dimension of behavioral intention (Zeithaml *et al.* 1996). According to Kotler (2000) purchase intention is consumer behavior occurs when consumer stimulated by external factors and come to purchase decision based their personal characteristics and decision making process. Purchase intention is the attention directed to a product accompanied by feelings of pleasure towards the goods and then the interest is causing the desire that arises feeling to have a product that has the benefit or just a desire and decided to have goods or product by buying. For an example interested in an item sold in online stores such as lazada.co.id as e-commerce that based website to selling the product.

Lazada Indonesia as one of Indonesian online store company has been has been one of the dominating online shops all over Indonesia. Launched in March 2012, it is growing rapidly and became a part of the online retail

network of Lazada Group, located in six countries of Southeast Asia (Lazada Indonesia, Lazada Malaysia, Lazada Thailand, Lazada Vietnam, Lazada Singapore and Lazada Philippines). Lazada as a company engaged in e-commerce in Indonesia sell various categories of products ranging from fashions, electronic products, home decor, health products to beauty products, with enough access to sites and applications from Lazada. It is also advanced by multiple payment methods, and various promos and discounts to attract consumers to find the latest goods they need.



Figure 2: Most Searched E-Commerce in Indonesia 2017
Source: www.digitalnewsasia.com (2017)

Based on the statistic data from www.digitalnewsasia.com (2017),
Lazada is the most searched e-commerce on internet in Indonesia and this

proves that Lazada still becomes one of the best e-commerce in Indonesia, followed by Tokopedia, Bukalapak, Shopee and Blibli.

Lazada Indonesia is a website based company where every activity is done on its website itself. Therefore the website has a very important role for the company. The higher and better the quality of a website, the more users will access the website (Astuti and Sari 2017).

Based on the background of the research mentioned and the results of previous research, the authors are interested to conduct research entitled "The Impact of Website Quality on Consumer satisfaction and Purchase Intention" and survey on consumers of E-commerce Lazada in Malang City.

B. Problem Formulation

Based on the background then the formulation of the problem in this research are:

1. Does the Website Quality has significant influence on Consumer Satisfaction?
2. Does the Website Quality has significant influence on Purchase Intention?
3. Does the Consumer Satisfaction has significant influence on Purchase Intention?

C. Research Objective

Based on the problem formulation, the objectives that achieved in this research are:

1. Identifying and explaining the influence of Website Quality on Cosnsumer Satisfaction
2. Identifying and explaining the influence on Website Quality on Purchase Intention
3. Identifying and explaining the influence Consumer Satisfaction on Purchase Intention

D. Research Contribution

The benefits of this study are expected to provide benefits of the theoretically and practically as follows:

1. Academic Constribution

This research is expected to be utilized as an additional knowledge in the field of marketing science, the contribution of thought in the development of the world of marketing, especially building a website that can be the capital of the opportunity to formulate a new strategy for business actors or companies. Discourse materials and references for further research relating to the impact website quality on consumer satisfaction and purchase intentions e-commerce.

2. Practical Contribution

This research is expected to provide an overview of information, view, and suggestion in preparing the Electronic Website Quality. Consumer Satisfaction becomes one of the aspects that must be studied to determine Purchase Intention, so hopefully this research can also provide lessons to achieve these goals through the proper way of interacting.

E. Systematic of Minor Thesis

Broadly speaking systematics of writing in this study are arranged in five chapters as follows:

CHAPTER I INTRODUCTION

This chapter contains the explanation of background, research problems, research objectives, contribution of research and systematic discussion

CHAPTER II LITERATURE REVIEW

This chapter contains the explanation of theoretical basis of the research. This chapter discusses the theories used in this research include celebrity endorser and purchase intention.

CHAPTER III RESEARCH METHODS

This chapter contains the description of techniques used in this research. The research techniques include the type of research, variables, indicators, and its, population and

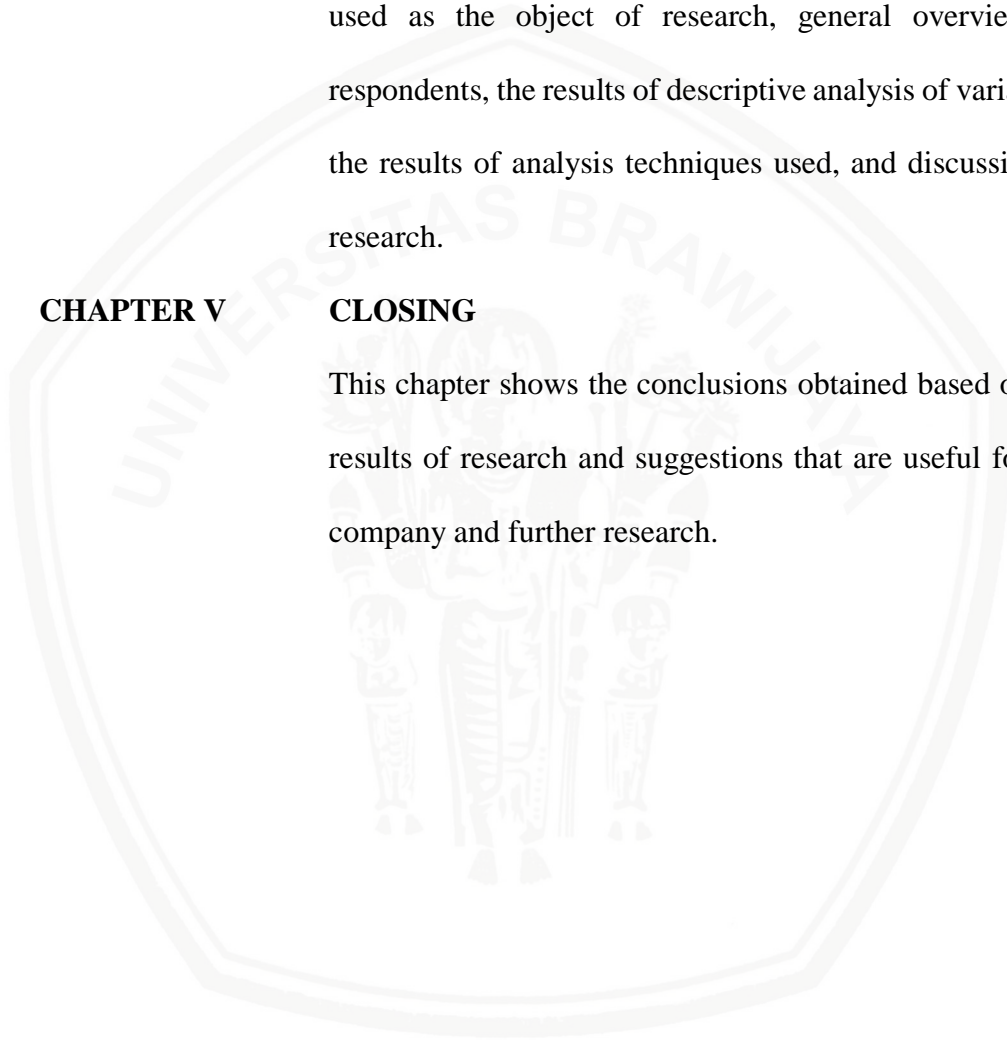
sample, sampling techniques, data collecting technique, instrument testing, and data analyzing technique.

CHAPTER IV RESULTS AND DISCUSSIONS

This chapter contains a general description of the company used as the object of research, general overview of respondents, the results of descriptive analysis of variables, the results of analysis techniques used, and discussion of research.

CHAPTER V CLOSING

This chapter shows the conclusions obtained based on the results of research and suggestions that are useful for the company and further research.



CHAPTER II

LITERATURE REVIEW

A. Empirical Review

To give empirical review of this research, there are several studies discussed in this chapter.

1. Previous Research

a. Bai *et al.* (2008)

Research conducted by Billy Bai, Law, and Ivan Wen (2008), entitled “The Impact of Website Quality on Consumer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitor.” This study aims to ask how the influence of the intensity of online purchases can be influenced by the quality of the website. Samples from this study are Chinese people who have visited the travel website in the last year. Data were obtained from three Hotels three-star during five-stars hotels in shanghai, between July and August 2005. A total of 180 questionnaires were received. Method of analysis in this research is *Confirmatory factor analysis (CFA)*

The results of this study indicate the quality of the website has a direct impact and positive impact on customer satisfaction and customer satisfaction directly affect the purchase intentions and there is the influence of quality websites to satisfaction and purchase intentions.

b. Jiradilok *et al.* (2014)

Research Conducted by Taweerat Jiradilok, Malisuwan, Madan, and Sivarakas (2014) entitled “The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand” This study aim utilizes a quantitative method to test the conceptual framework of customer satisfaction that leads to online purchase intentions for all online users, experienced online purchasers and inexperienced online purchasers. The total number of samples used in this study is 400 internet user and the target populations of this study are Thailand internet users who can be both shoppers who have at least onetime experience in purchasing online and Thai internet users who have never purchased online. Method of analysis in this study uses Multiple regression analysis

The results of this study will increase researcher’s comprehension on difference in factors that influence online purchase intentions of experience and inexperienced online purchasers.

c. Ali (2016)

Research conducted by Faizan Ali (2016) entitled “Hotel Website Quality, Perceived Flow, Customer Satisfaction and Purchase Intention”. This study aims to examine the relationships between hotel website quality, perceived flow, customer satisfaction and purchase intentions. Furthermore,

this study also examines if perceived flow mediates the relationships between hotel website quality, customer satisfaction and purchase intentions.

The stimulus-organism-response framework is used as the theoretical framework for this study. A total of 441 valid online questionnaires were collected to empirically test the measurement and structural model using partial least square path modeling approach. The study sample includes hotel guests who booked their hotels via online travel agencies and/or hotel websites. The data obtained in this study were analyzed using Structural Equation Model (SEM)

The result this study explicate a number of significant issues related to website quality and its effects on customer perceptions and behaviors. Empirical findings of this study validate that hotel website quality is a second-order complex construct with three primary dimensions including hotel website usability, hotel website functionality and hotel website security and privacy.

d. Hsu *et al.* (2011)

Research conducted by Chia-Lin Hsu, Kuo-Chien Chang and Mu-Chen Chen (2011) entitled “The Impact of Website Quality on Customer Satisfaction and Purchase Intention: Perceived Playfulness and Perceived Flow as Mediators”. This study aims to examine whether perceived playfulness and perceived flow would mediate the relationships among

website quality, customer satisfaction, and purchase intention, as well as to assess the degree of reciprocity between perceived playfulness and perceived flow in an online travel agency context.

The study sample included respondents who had visited any travel websites in the last 12 months. The data obtained in this study were analyzed using *Structural Equation Model (SEM)*

The result of this study showed that website quality affects customers' perceived playfulness and perceived flow, and in turn, would influence their satisfaction and purchase intention. Notably, this study finds that the service quality is more important than information and system quality in influencing customer satisfaction and purchase intention.

e. Puspitasari *et al.* (2013)

Research conducted by Puspitasari, Kumadji and Sunarti (2013) entitled "The Impact of Website Quality on Perceived Value, Satisfaction and Loyalty: Study at Customer www.iwearup.com". This study aims to identify and analyze the impact of website quality on perceived value, satisfaction and loyalty in online shop www.iwearup.com

This research includes explanatory research. Sampling using a probability sampling technique using random sampling with sample of 102 respondents. The data obtained were analyzed using *path analysis*.

The results showed that (1) the quality of the website had a significant effect on the perceived value, (2) the quality of the website had a significant effect on customer satisfaction, (3) the quality of the website had a significant effect on customer loyalty, (4) the perceived value significantly influenced the customer satisfaction, (5) the quality of the website has a significant effect on customer loyalty through the perceived value, (8) the quality of the website has a significant effect on customer loyalty through satisfaction customers, (9) perceived value significantly influence customer loyalty through customer satisfaction.

f. Chang *et al.* (2014)

Research Conducted by Kuo-Chien Chang, Nien-Te Kuo, Chia-Lin Hsu, and Yi-Sung Cheng entitle “The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators”. The Purpose This study investigates the relationships between website quality, brand website, perceived trust, perceived value, and purchase intention in the hotel industry.

The study sample was a target chain hotel in Taiwan (i.e., Sheraton). A statistical analysis of the collected questionnaires was computed from a web-based survey. Using the structural equation modeling (SEM) technique.

The results reveal that perceived trust is positively influenced by website quality, and purchase intention is positively influenced by perceived

trust. Therefore, purchase intention is indirectly influenced by website quality through the mediator of perceived trust. Furthermore, the relationship between website quality and perceived trust is stronger for customers who perceive better website brand while the relationship between perceived trust and purchase intention is found to be stronger for customers who perceive high service value.

g. Kim and Niehm (2009)

Research Conducted by Hyejeong Kim and Linda S. Niehm (2009) entitled “The Impact of Website Quality on Information Quality, Value, and loyalty Intentions in Apparel Retailing”. This study aims to strive to expand the scope of the study of the quality of website design in the literature by investigating the effects of website quality.

The sample in the study a total 300 questionnaires just for women who like to shop online. Data obtained in this study were analyzed using Structural Equation Model (SEM).

The result of this research shows that the quality of the website has significant impact on information quality, value, and loyalty intentions. A good quality website will attract consumers, especially women who like to shop online.

h. Astuti and Sari (2016)

Research Conducted by Alvina Puji Astuti, Puspita Kencana Sari (2016) entitle “Lazada Indonesia Analysis Website Quality Based on Webqual 4.0 Method and Its Impact Toward User Satisfaction”. This study aims to determine the effect of quality website Lazada Indonesia website Quality based on WebQual 4.0 method consisting of 3 variables that is the quality of usability, information quality and service quality interaction to user satisfaction.

Sample in this research 162 female respondents and 108 male respondents that have been visit in Lazada website. Data obtained in this study were analyzed using Multiple Regression Analysis.

The result in this study based on user research website Lazada Indonesia included into good category Both partially and simultaneously, the quality dimensions of the website Lazada Indonesia based on WebQual 4.0 which includes usability quality, information quality and service interaction quality simultaneously have a significant effect on user satisfaction website Lazada Indonesia in the city of Bandung.

i. Noronha and Rao (2017)

Research Conducted by Ajay Kaushik Noronha and Potti Srinivas Rao (2017) entitle “Effect of Website Quality on Customer Satisfaction and Purchase Intention in Online Travel Ticket Booking Websites”. The purpose

of this study was to understand the effect of website quality on customer satisfaction and purchase intention.

The data was collected from respondents of the Manipal region of Karnataka state. The target population students and faculty of a particular university having ten thousand populations. The study was total 109 sample restricted to maximum age limit of 40 years and minimum of 18 years. The respondents were individuals' who had booked travel tickets online at least once in the last one year. This study is based on a quantitative survey of website quality with respect to online travel ticket booking websites. SMART PLS was used to analyze the descriptive statistics, reliability, and validity.

The result from this study reveal that information quality and customer satisfaction are important and positive user perceptions towards purchase intention in online ticket booking websites. System quality, service quality, and website design also have positive effect on customer satisfaction, but create less significant effect.

j. Sertoglu *et al.* (2014)

Research conducted by Aysegul Ermec Sertoglu, Sezer Korkmaz and Ozlem Catli (2014) entitle "Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey". The purpose of this study is to test whether the source credibility affects buying

intention and measure the perceived credibility differences between created spokesperson and celebrity endorser.

The sample of this study a total of 174 female and 152 male students participated in the survey. Analysis of this study was used Analysis of Moment Structure (AMOS).

The results showed that all of the three credibility dimensions for both celebrity endorser and created spokesperson have a positive relationship with purchase intention. Created spokesperson is perceived to be more trustworthy and competent whereas the celebrity endorser is found to be more attractive by the respondents.

The Previous research Mapping in this study show in Table below as follows:

Table 1 Previous Researchs Mapping

No	Authors	Title	Purpose	Research Method			Result
				Sample	Variable	Analyzed Method	
1.	Bai, Law and Wen (2008)	The Impact of Website Quality on Consumer Satisfaction and Purchase Intentions: Evidence From Chinese Online Visitor.	This study aims to ask how the influence of the intensity of online purchases can be influenced by the quality of the website.	180 questionnaires were shared at 3 hotels that 3 till 5 stars.	Independent: -Website Quality Dependent: -Satisfaction -Purchase Intention	Confirmatory Factory Analysis (CFA)	The results of this study indicate the quality of the website has a direct impact and positive impact on customer satisfaction and customer satisfaction directly affect the purchase intentions and there is the influence of quality websites to satisfaction and purchase intentions.
2.	Jiradilok, Malisuwan, Madan and Sivaraks (2014)	The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand	This study aim utilizes a quantitative method to test the conceptual framework of customer satisfaction that leads to online purchase intentions for all online users, experienced online purchasers and inexperienced online purchasers.	400 questioner internet user in Thailand that have been purchased in website travel	Website -Satisfaction -Purchasing	Multiple Regression Analysis	The results of this study will increase researcher's comprehension on difference in factors that influence online purchase intentions of experience and inexperienced online purchasers.

Continued from Table 1

No	Authors	Title	Purpose	Research Method			Result
				Sample	Variable	Analyzed Method	
3.	Ali (2016)	Hotel Website Quality, Perceived Flow, Customer Satisfaction And Purchase Intention	This study aims to examine the relationships between hotel website quality, perceived flow, customer satisfaction and purchase intentions. Furthermore, this study also examines if perceived flow mediates the relationships between hotel website quality, customer satisfaction and purchase intentions.	441 valid questionnaires was used to empirically test the structural relationships between reflective latent constructs	-Website Quality -Perceived flow -Satisfaction -Purchase Intentions	Structural Equation Model (SEM)	The result this study explicate a number of significant issues related to website quality and its effects on customer perceptions and behaviors. Empirical findings of this study validate that hotel website quality is a second-order complex construct with three primary dimensions including hotel website usability, hotel website functionality and hotel website security and privacy.
4.	Hsu, Chang, Chen (2011)	The Impact of Website Quality on Customer Satisfaction and Purchase Intention: Perceived Playfulness and Perceived Flow as Mediators	This study aims to examine whether perceived playfulness and perceived flow would mediate the relationships among website quality, customer satisfaction, and purchase intention, as well as to assess the degree of reciprocity between perceived playfulness and perceived flow in an online travel agency context.	The study sample included respondents who had visited any travel websites in the last 12 months.	-Website Quality -Satisfaction -Purchase Intentions -Playfulness -Perceived Flow	Structural Equation Model (SEM)	The result this study showed that website quality affects customers' perceived playfulness and perceived flow, and in turn, would influence their satisfaction and purchase intention. Notably, this study finds that the service quality is more important than information and system quality in influencing customer satisfaction and purchase intention.

Continued from Table 1

No	Authors	Tittle	Purpose	Research Method			Result
				Sample	Variable	Analyzed Method	
5.	Puspitasri, Kumadji and Sunarti (2013)	The Impact of Website Quality on Perceived Value, Satisfaction and Loyalty: Study at Customer www.iwearup.com.	This study aims to identify and analyze the impact of website quality on perceived value, satisfaction and loyalty in online shop	102 Questionnaire with Sampling Probability.	-Website Quality -Perceived Value -Satisfaction -Loyalty	Path Analysis Method	The results showed that (1) the quality of the website had a significant effect on the perceived value, (2) the quality of the website had a significant effect on customer satisfaction, (3) the quality of the website had a significant effect on customer loyalty, (4) the perceived value significantly influenced the customer satisfaction, (5) the quality of the website has a significant effect on customer loyalty through the perceived value, (8) the quality of the website has a significant effect on customer loyalty through satisfaction customers, (9) perceived value significantly influence customer loyalty through customer satisfaction.
6.	Chang, Kuo, Hsu, and Cheng (2014)	The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators	The Purpose This study investigates the relationships between website quality, brand website, perceived trust, perceived value, and purchase intention in the hotel industry	Hotel websites served as the objects of this study	-Website Quality -Perceived Trust -Purchase Intention	Structural Equation Model (SEM)	The results reveal that perceived trust is positively influenced by website quality, and purchase intention is positively influenced by perceived trust. Therefore, purchase intention is indirectly influenced by website quality through the mediator of perceived trust. Furthermore, the relationship between website quality and perceived trust is stronger for customers who perceive better website brand while the relationship between perceived trust and purchase intention is found to be stronger for customers who perceive high service value.

Continued from Table 1

No	Authors	Title	Purpose	Research Method			Result
				Sample	Variable	Analyzed Method	
7.	Kim and Niehm (2009)	The Impact of Website Quality on Information Quality, Value, and loyalty Intentions in Apparel Retailing	This study aims to strive to expand the scope of the study of the quality of website design in the literature by investigating the effects of website quality	300 questionnaires only for women who like to shop online	-Website Quality -Information Quality -Value -Loyalty intentions	Structural Equation Model (SEM)	The result of this research shows that the quality of the website has significant impact on information quality, value, and loyalty intentions. A good quality website will attract consumers, especially women who like to shop online.
8.	Astuti and Sari (2016)	Lazada Indonesia Analysis Website Quality Based on Webqual 4.0 Method and Its Impact Toward User Satisfaction	This study aims to determine the effect of quality website Lazada Indonesia website Quality based on WebQual 4.0 method consisting of 3 variables that is the quality of usability, information quality and service quality interaction to user satisfaction.	162 female respondents and 108 male respondents.	-Website quality, WebQual 4.0 (Quality of Usability, Information Quality, Service Quality) -Satisfaction	Multiple Regression Analysis	Based on user research website Lazada Indonesia included into good category. Both partially and simultaneously, the quality dimensions of the website Lazada Indonesia based on WebQual 4.0 which includes usability quality, information quality and service interaction quality simultaneously have a significant effect on user satisfaction website Lazada Indonesia in the Bandung city.

Continued from Table 1

No	Authors	Title	Purpose	Research Method			Result
				Sample	Variable	Analyzed Method	
9.	Noronha and Rao (2017)	Effect of Website Quality on Customer Satisfaction and Purchase Intention in Online Travel Ticket Booking Websites	The purpose of this study was to understand the effect of website quality on customer satisfaction and purchase intention.	Total 109 sample restricted to maximum age limit of 40 years and minimum of 18 years	-Website Quality -Satisfaction -Purchase Intention	SMART PLS	The result from this study reveal that information quality and customer satisfaction are important and positive user perceptions towards purchase intention in online ticket booking websites. System quality, service quality, and website design also have positive effect on customer satisfaction, but create less significant effect.
10.	Sertoglu, Korkmaz and Catli (2014)	Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey	The purpose of this study is to test whether the source credibility affects buying intention and measure the perceived credibility differences between created spokesperson and celebrity endorser.	total of 174 female and 152 male students participated in the survey	-Endorser -Credibility -Buying Intention	Analysis of Moment Structure (AMOS).	The results showed that all of the three credibility dimensions for both celebrity endorser and created spokesperson have a positive relationship with purchase intention. Created spokesperson is perceived to be more trustworthy and competent whereas the celebrity endorser is found to be more attractive by the respondents.

B. Theoretical Review

1. Website Quality

a. Definition of Website Quality

According to Dave Chaffey (2009:13) E-business is all electronically mediated information exchanges, both within an organization and with external stakeholders supporting the range of business processes. Marketing through website can be regarded as e-business due to marketing through media information and marketing electronically. According to Jiradilok *et al.* stated that. E-commerce is the conduct of business via internet which relates to activities of information searching, information sharing, purchasing or exchanging products and services; also maintaining customer relationship without face to face meeting unlike transaction done in traditional way.

Website quality has gained great attention from academic and practitioners equally because of its vital role in developing customers' purchase intentions defined website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali 2016). The website can be defined as direct marketing because when visitors open the website or visit the website the visitors will feel directly the facilities and Information about the product in the website.

In the era modern now technology increasing significantly, marketing through the Internet is increas rapidly. Has a lot of e-commerce is so much today due to the ease and advantages in online marketing. Marketers should have a strategy to attract consumers with one of them being for lower advertising costs, marketers should provide efficient information to buyers.

There are several steps to design a website to consider what to do in online marketing.

a) Designing Website

According to Zemke and Connellan (2001: 60-68) there are several basic design design that must be met by the company are:

1) Be useful

A website should give visitors the convenience to access to get information about the product that visitors are looking for and not too many useless ads that make the visitor feel uncomfortable.

2) Don't waste consumer time

Giving direct access from one page to another and always upgrade the website to always help the visitor in searching what they looking for some product

3) Make everything obvious

Provide something with information obvious, such as giving the category of a product in the page to clarify if the visitor wants to find a type of product.

4) Encourage Customer to make contact if they want help

If visitors feel confused and if visitor is having trouble give them a link "contact us" that can be contacted by the visitor if have difficulty.

5) Put a price with every product

Visitors will compare prices with online stores on other websites so show the price of each product on description.

6) How they can return items and make it simple

Provide information for the return of the goods if the goods are damaged or a shipping error occurs before reaching the buyer's place.

7) Make the checkout process fast and painless

When buyers finish shopping they want is check out immediately quickly and easily.

8) Deliver Product on time

Provide information on the order that has been sent and the estimated time of the order will reach the place of the consumer. If the delivery time is more than expected inform immediately and explain the order could be missed.

b) Measuring Website

To measure website can use *webQual* 4.0 method. The *WebQual* 4.0 method is a method for measuring a website this method that has developed. In previous research conducted by Astuti, Sari (2016). Explains *WebQual* 4.0 is the result of analysis on *WebQual* that brings to the identification of three dimensions e-commerce website quality, namely: usability, information quality and service interaction quality. In this *WebQual* 4.0 are:

- 1) Usability relating to website design such as appearance, ease of use, navigation and also the display presented in the website. Usability focuses on how users view and interact with websites: is it easy to navigate? Does the design fit the type of website?
- 2) The quality of information is the quality of the content of the website, the suitability of information for users such as format, accuracy and also relevance.

- 3) Quality of interaction service that is experienced by website users, manifested in the form of trust and empathy for example about the transaction.

2. Consumer Satisfaction

a. Definition of Satisfaction

The previous research of Hsu *et al.* (2011) defined satisfaction is the consumer's fulfilment response, and he further defined satisfaction as the summary psychological state resulting when the emotion surrounding discursive about the consumer experience. It is very important that consumers are content with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchases which will increase profitability of that particular e-commerce company.

Satisfaction is will be referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the attitude satisfaction as pleasing of the respondents (Jiradilok *et al.* 2014). Satisfaction in this study more focused on prepurchase for example in a website can be said pleasing in accessing a website to get information, about content and something to look for by the visitor and it will be make consumer feel satisfied before they buying a product. A Broad definition of satisfaction is that it is an emotional respond to the use of the product or service and it is also a complex human process which involves cognitive and affective process as well as other psychological and

psychological influences (Oliver, 1981). Anderson and Srinivasan (2003) defined e-satisfaction as the contentment of the consumer with respect to his or her on accessing experience with a given e-commerce firm. Satisfaction process in this study leads to the satisfaction of respondents in accessing a website one of the factors that influence satisfaction is quality.

b. Satisfaction Measurement

Companies need to measure customer satisfaction to see feedback and feedback that can be taken by the company for the purpose of developing and implementing customer satisfaction improvement strategies. Kotler (1999: 54) suggests that there are four methods to measure customer satisfaction are:

1) Complaint and suggestion system

Every customer-centered company needs to give its customers the opportunity to share their suggestions, opinions and complaints. Many restaurants and hotels provide guests with forms to find out about their likes and complaints. This information flow provides many good ideas and companies can move quickly to solve problems.

2) Survey of customer satisfaction

Companies can't assume that complaints and suggestions systems can best describe customer satisfaction and disappointment. Responsive companies measure customer satisfaction by conducting regular surveys.

They send out a list of questions or call a random group from their buyers to find out how they feel about various aspects of the company's performance. The company also asks buyers' opinions about the performance of the competing companies.

3) Ghost Shopping

This method is implemented by hiring some people (ghost shopper) to act as customers or potential buyers of competing company's products to report strong points as well as weak points they experience when buying a company product or a competitor's product. Ghost shopper can also observe how to handle each complaint.

4) Lost customer analysis

Companies should contact customers who have stopped buying or who have moved their suppliers to understand why this is happening and in order to take further improvement or refinement policy.

Measuring customer satisfaction is one strategy to assess the performance or product of the company itself in doing business. And the company can infer what should be improved in the company's performance.

c. Factors that affect satisfaction

According to Irawan (2009:130) as for factors that can affect consumer satisfaction is as follows:

1) Quality of product

Customers are satisfied if after buying and using the product turned out good product quality.

2) Service quality

Satisfaction with service quality is usually difficult to imitate. Quality of service is a factor that has many dimensions, one of which is the popular servqual.

3) Product Price

For sensitive customers, usually the price of cheap products is an important source of satisfaction because customers will get high value for money.

4) Emotional Factor

Customers will feel satisfied (proud) because of the emotional value provided by the brand of the product.

5) Cost and convenience

Customers will be more satisfied if relatively easy, convenient and efficient in getting the product or service.

3. Purchase Intention

a. Definition Purchase Intention

There are several definitions of purchase intention according to the experts are. According to Nugroho (2013:342) purchase intention is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is an option that is presented cognitively as a desire to behave. The definition of purchase intention according to Thamrin, (2003: 142) is a part of the component of consumer behavior in the attitude of consuming, the tendency of respondents to act before buying decisions actually implemented. On Purchase intentions, purchase intention arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices about the product to be bought on the basis of brand and interest (Kotler, Bowen and Makens 1999: 156).

Purchase intention is formed from the process of thinking and learning into a perception. It can be said that purchase intention is a

consumer perception that reflects purchasing plans and interests that are formed in making purchases consumer perceptions that must fill their needs of what is in their mind.

b. Factor Purchase Intention Formed

According to Bearman in Semuel and Wijaya (2008: 35-54), the growth of purchase intention is caused by elements consisting of three stages:

1) Stimulation

It is a condition intended to encourage or cause someone acted.

2) Awareness

It is something that enters one's thinking and is influenced by the products and services themselves.

3) Search information

Internal information sourced from the consumer's own self within choose a product or service that can satisfy itself, information externally obtained from outside the consumer, for example through advertising or social sources (friends, family, and colleagues).

C. Correlations between Variables

1. *Website Quality and Consumer Satisfaction (H₁)*

Website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali, 2016). Bai *et al.* (2008) The stimulus is the website quality as it affects the internal states of the customer. Researchers have indicated that website quality include all the cues used to design the website such as the quality of information, system, and service.

Form previous research conducted by Naronha and Rao (2017) showed that factor of website quality have significant influence to customer satisfaction by using analysis SMART PLS to measurement and also In the results of research conducted Atuti and Sari (2016) Multiple linear regression analysis used in this study found that the website quality has affect the user satisfaction and Puspitasari *et al.* (2013) in his research that using path analysis method also founded that website quality had a significant effect on customer satisfaction. If discussing the quality of the website will definitely discuss e-service because it is indeed part of the facility of a website. E-service quality is important to for two reasons. First, it greatly influences consumer satisfaction and intention to shop online and second, the e-service quality is critical in attracting potential consumer (cai and Jun, 2003). Zeithaml (2002) believes that online companies should focus on all aspects of e-service quality before during and after transaction. According to his definition quality is the

extent to which website facilities, efficient and effective shopping, purchasing and delivery.

2. Website Quality and Purchase Intention (H₂)

Website quality is a vital concept in e-commerce as the customers' perceptions of website quality directly drive their purchase intentions (Bai *et al.* 2008). Website quality has gained great attention from academic and practitioners equally because of its vital role in developing customers purchase intentions Ali (2016). Website quality affects would influence their satisfaction and purchase intention with measurement using Structural Equation Model (SEM) method (Hsu *et al.* 2011). Purchase intention is indirectly influenced by website quality the study using Structural Equation Model (SEM) in measurement the research (Chang *et al.* 2014). From several previous research although with other variables but stated that the website quality has significant effect on purchase intentions. According Laleh Nosrati (2008) stated Quality of the website has a strong impact on satisfaction and also e-trust has a reasonable impact on quality and through quality affects satisfaction. In this study indicates that reliability of website in serving website visitors is the most important indicator of quality from Iranian online book shoppers perspective. Zeithaml and Bitner (2000) stated Quality is the antecedent of satisfaction and quality assessment focuses primarily on dimension of service and perceived quality is not only a component of customer satisfaction but also influenced by treatment, price, customer factor

and situational factor. Pitt *et al.* (1995) in Laleh Nosrati (2008) believes the service quality is the key to measure user Satisfaction. Thus, researchers have paid much attention to the close relationship between service quality and consumer satisfaction.

3. Satisfaction and Purchase Intention (H_3)

The relationship between satisfaction and purchase intention has found that overall satisfaction with online service encounters led to customer purchase intention towards the service provider. Customer satisfaction is positively associated on purchase intention online travel agency (Hsu *et al.* 2011) and also Conducted by Naronha and Rao (2017) It is also evident that customer satisfaction leads to purchase intention with SMART PLS analysis to measure in this study. According to Ali (2016) that stated satisfaction as one of the factors in this research shows that satisfaction as one of the variables has a positive effect on purchase intention which examines the quality of a hotel website. Quality is important that can affect customer satisfaction online which cause purchase intention. The data obtained in his study were analyzed using Structural Equation Model (SEM)

D. Research Model Hypothesis

The next step in doing research is to make Hypothesis Research Model, which is the description of the hypothesis to be tested. (Arikunto 2006:71) defines

the hypothesis as a temporary answer to the research problem, until proven through the collected data. While Maholtra (2009: 56) explained the hypothesis is a statement or proposition that has not been proven about the factors or phenomena that the researchers concerned.

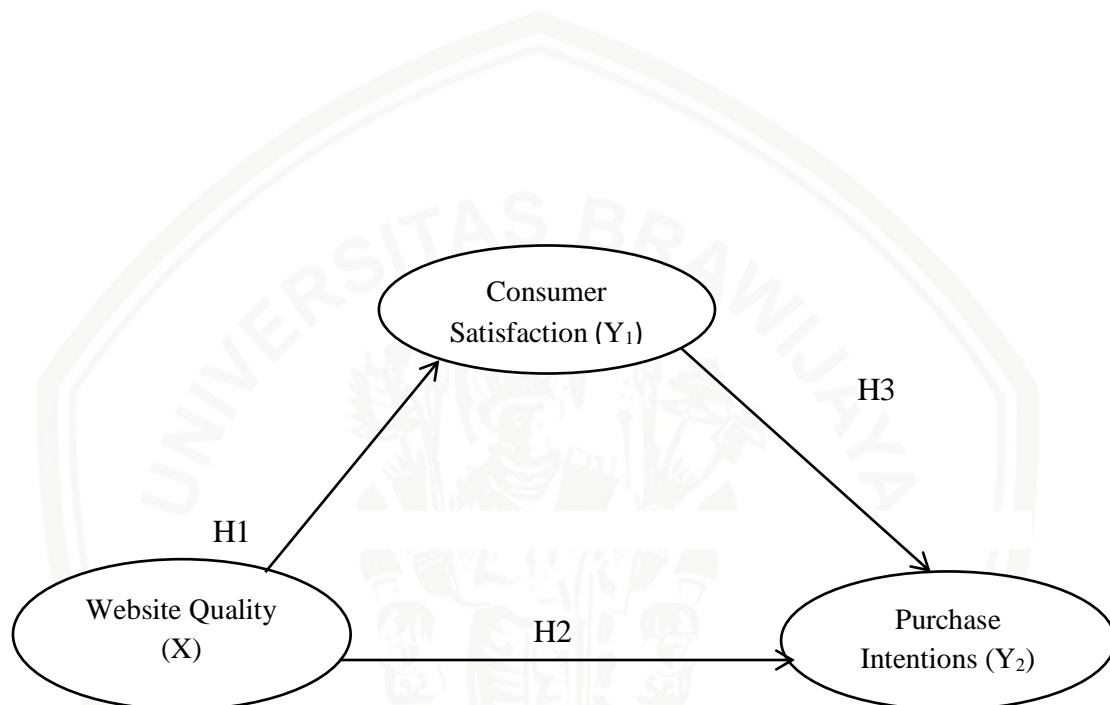


Figure 3: is a model of hypothesis that is done in this research :

From the relationship between variables as shown in Figure 3 formulated the following hypothesis:

H_1 : *Website Quality* have significant effect on *Consumer Satisfaction*

H_2 : *Website Quality* have significant effect to *Purchase Intention*

H_3 : *Consumer satisfaction* have a significant effect on *Purchase Intention*

CHAPTER III

RESEARCH METHOD

A. Type of Research

The type of research using an explanatory research. A study that measures social phenomena, concept development, and collects facts and explains the causal relationship between the variables through hypothesis testing, the research is no longer called descriptive research but research hypothesis testing or explanatory research (singarimbun and Effendi, 2006: 5). The approach taken in this research is quantitative approach. Quantitative method of research is one type of research whose specifications are systematic, well planned and structured clearly from the beginning to the design of research according to Sugiyono (2013: 13). This quantitative approach occurs when the process of simplification into a form that is easier to read and interpret. This process starts from a theory that is derived into a hypothesis. Retraction of the hypothesis is done so that the conclusion of the required sample of the whole population is done correctly by the researchers (Malhotra, 2009: 161).

B. Research Location

This research was conducted on the consumer on Lazada online store who lived in Malang City. The number of internet users in Indonesia in 2017, reaching about 132 million people reported by techinasia.com 24th January 2018. Of that number, 86 percent of them are located in Java Island, of the 86 percent, 30 percent

or 24 million internet users come from East Java reported by merdeka.com 27th April 2018. Malang City is chosen as the object of research, because Malang city is one city with high mobility level and is the second largest city in east java after Surabaya. The other reason is because this location is an easily accessible location and easy to find the respondents according to criteria. Because most of the inhabitants of Malang City are migrants from other cities who come to undergo lectures reported by Tribunnews.com 27th April 2018. This matches the criterion of the researcher who is one criteria above the age of 18 years.

C. Variables, Definition of Operational Variables, and Measurement Scale

1. Variable

Variable is an attribute or the nature or value of people, objects or activities that have certain variations set by researchers to be studied and then drawn conclusions (Sugiyono, 2012: 61). Sekaran (2007: 115) defined the variable is anything that distinguishes or brings variations on the value. The independent variable in this research is *Website Quality (X)*. While dependent variable or usual called dependent variable of a variable is the result or which influenced by Independent variable. The dependent variables in this study are *Satisfaction (Y₁)* and *purchase Intentions (Y₂)*.

2. Operational Definition

According to Effendi in Singarimbun and Effendi (2006: 46) operational definition is the element of research that likes to shave and According to Sarwono (2006: 27) Operational definition is definition that

makes the variables being studied to be operational in relation to the process of measuring these variables. It can be concluded that the definition of operational variables is a scientific information that is very helpful to other researchers who want to use the same variable in his research. The operational definitions of the variables in this study are:

a. Independent Variable

1) Website Quality

Website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali, 2016). According to Chang and Chen (2008) in Ali (2016) the definition of overlooking the significance of customer needs and defined it as, user evaluation of whether a website features meet user's needs and reflect the overall excellence of the website. Research conducted by Barnes and Vidgen (2002) and Tarigan (2008) in Astuti and Sari (2016) to examine the quality of a website using WebQual 4.0 method developed by Barnes and Vidgen (2002). WebQual 4.0 consists of three dimensions of quality usability, information quality and service interaction quality. Usefulness comes with website design, for example appearance, navigation and operate. Quality of information is the quality of the website, the suitability of information for its users such as format, accuracy and relevance. Quality of service interaction is the quality of service interaction performed by website users, embodied in the form of transaction and easy to communicate with the organization, examples of transactions and

information, product delivery, and communication with website owners. Three-dimensional quality factors play a key role in the satisfaction of online customers, and thus helps improve their purchase intention (Bai *et al.* 2008).

The indicators used in *Website Quality* (Astuti *et al.* 2016) are:

a) *Usability*

Usability is the focus on the view of how users view and interact with the website. The usability of the Lazada website about navigation and as well as the appearance that is displayed by the Lazada website.

Usability has several items:

- 1) Easy to learn to operate
- 2) Interaction with the site is the clear and understandable
- 3) site easy to navigate
- 4) Site easy to use
- 5) Attractive appearance

b) *Information*

Information is the content of the website the suitability of information for users such as format, accuracy and also relevance. How consumers who visit the Lazada website about the information obtained in browsing the website.

Information has several items:

- 1) Accurate information
- 2) Believeable information
- 3) Relevant information
- 4) Easy to understand information

c) *Service Interaction*

Interaction services that are experienced by website users, manifested in the form of trust and empathy can convince consumers who must have a good reputation and about transactions that make consumers confident about the trust in a website.

Service Interaction has several items:

- 1) Safe to complete the transactions
- 2) Personal information feels secure
- 3) Easy to communicate with the organization

b. Dependent Variable

The dependent variable in this study there are two variables namely *Satisfaction* (Y_1) and *Purchase Intention* (Y_2).

1) Consumer Satisfaction (Y₁)

Satisfaction in this study can be said Consumer satisfaction in the virtual environment. Bai *et al.* (2008) states that service quality leads to consumer satisfaction. Parasuraman *et al.* (1988) in Bai *et al.* (2008) Service quality defined as the outcome measure of effective service delivery and it occurs when consumer received service that exceeds their expectation. Anderson and Srinivasan in Hsu *et al.* (2011) Proposed that satisfaction may be best understood as an ongoing evaluation of the surprise inherent in a product acquisition and/or consumption experience. Satisfaction is one of significant consumer outcome in business to consumer online environment (Cheung and Lee 2005). Satisfaction is not only the major driver of consumers' online shopping continuance intention (Bhattacharjee, 2001). Satisfaction in this study focuses on before the purchasing for example in a website can be said pleasing in accessing to Lazada website to get information and something to look for by the visitor and consumers who experience in accessing the Lazada website of information obtained and ease in understanding the information provided by Lazada website.

The indicators used in Satisfaction are:

a) Information Quality

Information quality represents the aspect of quality of information provided on webpage such as timeliness, currency and entertainment of the information (Jiradilok *et al.* 2014). The items of Quality Information are :

- 1) Informativeness
- 2) Entertainment

b) System Quality

Represents to the engineering performance such as Access and Interactivity (Jiradilok *et al.* 2014). The items system quality are:

- 1) Interactivity
- 2) Access

c) Service Quality

Service quality, often cited by many researchers, represents quality of service provided by the vendors such as Responsibility, and Empathy (Jiradilok *et al.* 2014).

Items of Service quality are:

- 1) Responsiveness
- 2) Empathy

2) Purchase Intention (Y₂)

According to Zeithaml *et al.* (1996) in Bai *et al.* (2008) Purchase intention since customers' behavior can be predicted by their intention, purchase intention is one dimension of behavioral intention. To examine consumers' behavioural patterns, purchase intention has been used to predict

actual behaviour due to it is related to actual behaviour Ajzen and Fishbein (1980).

Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future.

Purchase Intention in this research will be measured using two indicators are:

a) Level of Desire

According to Kotler and Keller (2013:6). Consumers have a desire to buy a product based on a brand. Item of desire is:

- 1) After seeing the lazada website that provide good offers there is interest to buy

b) Level of Interest

According to Sudirman (2003: 76) Interest of a person to an object will be more visible if the object is in accordance with the target and related to the wishes and needs of someone concerned. Item of Interest is:

- 1) After seeing Lazada website interest to buy arises

The Variable, indicator and item in this study show in Table below as follows:

Table 2 is a variable, indicator and item in the research.

Variable	Definition	Indicator	Definition	Item
Website Quality (X)	Website quality as the overall excellence or effectiveness of a website in delivering intended messages to its audience and viewers (Ali, 2016)	<i>Usability</i> (Barnes and Vidgen, 2002)	Focus on the view of how users view and interact with the website (Astuti and Sari, 2017)	<ol style="list-style-type: none"> 1. Easy to learn to operate 2. Interaction with the site is the clear and understandable 3. Site easy to navigate 4. Site easy to use 5. Attractive appearance
	<i>Information</i> (Barnes and Vidgen, 2002)	<i>Information</i> (Barnes and Vidgen, 2002)	Information is the content of the website, the suitability of information for users such as format, accuracy and also relevance (Astuti and Sari, 2017)	<ol style="list-style-type: none"> 1. Accurate information 2. Believeable information 3. Relevant information 4. Easy to understand information
	<i>Service interaction</i> (Barnes and Vidgen, 2002)	Experienced by website users, manifested in the form of trust and empathy (Astuti and Sari, 2017)	Experienced by website users, manifested in the form of trust and empathy (Astuti and Sari, 2017)	<ol style="list-style-type: none"> 1. Safe to complete the transactions 2. Personal information feels secure 3. Easy to communicate with the organization

Continued from Table 2

Variable	Definition	Indicator	Definition	Item
Consumer Satisfaction (Y₁)	Referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the attitude (satisfaction/pleasing) of the respondents (Jiradilok, Malisuwan, Madan, and Sivaraks, 2014)	<i>Information Quality</i> (Jiradilok, Malisuwan, Madan and Sivaraks, 2014)	Information quality represents the aspect of quality of information provided on webpage such as timeliness, currency and entertainment of the information (Jiradilok, Malisuwan, Madan, and Sivaraks, 2014)	1. Informativeness 2. Entertainment
		<i>System Quality</i> (Jiradilok, Malisuwan, Madan, and Sivaraks, 2014)	Represents to the engineering performance such as Access and Interactivity (Jiradilok, Malisuwan, Madan, and Sivaraks (2014)	1. Interactivity 2. Access
		<i>Service Quality</i> (Jiradilok, Malisuwan, Madan, and Sivaraks, 2014)	Represents quality of service provided by the vendors such as Responsibility, and Empathy (Jiradilok, Malisuwan, Madan, and Sivaraks, 2014)	1. Responsiveness 2. Empathy
Purchase Intention (Y₂)	Purchase intention is one dimension of behavioral intention (Zeithaml, Berry, and Parasuraman, 1996)	<i>Level of Desire</i> (Sertoglu, Korkmaz and Catli, 2014)	Consumers have a desire to buy a product based on a brand (Kotler and Keller, 2013:6)	1. After seeing the lazada website that provide interesting offers there is interest to buy
		<i>Level of Interest</i> (Sertoglu, Korkmaz and Catli, 2014)	Interest of a person to an object will be more visible if the object is in accordance with the target and related to the wishes and needs of someone concerned (Sudirman, 2003: 76)	2. After seeing lazada website interest to buy arises

3. Measurement Scale

Scale is a tool used to differentiate variables from one another in research (Bryman and Bell, 2007: 732). Measurements are numbers or symbols chosen for certain characteristics of objects measured in accordance with predetermined rules (Malhotra, 2012: 278). Scale used in this research is Likert scale. Likert scale is a measurement scale with five response categories ranging from "strongly agree" to "strongly disagree" that requires respondents to determine their degree of agreement or disagreement with each of a series of statements about stimulus objects (Malhotra, 2009: 298). Likert scale is a widely used scale that asks respondents to mark the degree of approval or disapproval of each of a series of questions about the object stimulus (Malhotra, 2009: 298). In this research using a five-point Likert scale:

Table 3 Likert Scale

Alternatif	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: Sugiyono (2012:133)

D. Population, Sample, and Decision Making Technique

1. Population

According to Arikunto (2006: 130) population is the whole subject of research. According to Malhotra (2009: 364) explains that the population is a composite of all elements, which have a set of similar characteristics, which include the universe for the sake of the problem of marketing research. Population and this study is www.lazada.co.id in Malang. In the research the characteristics are:

- a. Respondent that have been visit Lazada's Website.
- b. Respondent that have been purchase the product in Lazada.co.id.
- c. Respondents above aged 18 years old, because it is considered able to make their own decisions.

2. Sample Size

According to Malhotra (2009: 364) the sample is a subgroup of selected population elements to participate in a study. To collect data should use an easy sample, because if the population is limited as time, energy and funds because the samples taken into the reflection or that represent the population in the segmentation of research.

According to Sugiyono (2011: 364) suggested the sample is part of the amount and characteristics possessed by that population. According to Malhotra

(2009:364) said sample is subgroup elements of the population that elected to participate in the research. Due the number of population in this research is not known, then the determination of the number of samples using the formula of Machin and Champbell (1997:168-169) as follows: Z_1

For the first iteration:

$$U'\rho = \frac{1}{2} \ln\left(\frac{1+\rho}{1-\rho}\right)$$

$$n = \frac{(z_{1-\alpha} + z_{1-\beta})^2}{(U'\rho)^2} + 3$$

Second and third iteration

$$U\rho = \frac{1}{2} \ln\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2(n-1)}$$

Description

$U\rho$: Standard normal random variable corresponding to particular value of the correlation coefficient ρ

$U\rho'$: Initial estimate of $U\rho$

n : Sample size

$Z_{1-\alpha}$: Prices obtained from the standart normal distribution table with the spesification alpha, $\alpha = 5\%$

$Z_{1-\beta}$: Prices obtained from the standart normal distribution table with the specified beta, $\beta = 10\%$

ρ : The correlation coefficient of the smallest which is expected to be detected significantly

Based on the consideration above that when the lowest estimated value of r will be obtained through this research is $r = 0.30$; $\alpha = 0.10$ on testing two way and $\beta = 0.05$ then obtained the minimum $n = 116$ samples. So in this research will be search 116 respondents.

3. Sampling Technique

Sampling technique in this research use purposive sampling, that is part of nonprobability sampling. According to the Sekaran (2006: 135) design of retrieval by non-probability means that the possibility of each member of the population not getting equal opportunity to be a sample means that the findings from the study of the sample can not be convincingly generalized to the population, that the purposive sampling is this sampling takes into consideration certain characteristics that are considered relevant or may represent the object under study. According Arikunto (2010: 183) explains that "purposive sampling is done by taking the subject instead. Based on strata, random or area but based on the existence of a particular purpose. "Similarly, according Sugiyono (2010: 85) purposive sampling is" the technique of determining the sample with certain considerations ".

E. Data Collection Technique

1. Data Type

According to Ruslan (2010:26) Data is element or main component in conducting a research. It means there will be no research if we do not have data and in this research is a true data. In this research using primary data. According Sarwono (2006: 129) primary data is data originating from the original or first source. This data should be searched through sources or in terms of technical respondents. In this study, researchers obtained primary data from respondents' answers through questionnaires distributed to Lazada visitor and consumer that have been purchased in Lazada website.

2. Data Collecting Methods

According Malhotra (2009: 325). Questionnaire is a structured technique to obtain data consisting of a series of written or verbal questions answered respondents. The questionnaire in this study was made in online and in a paperless with the help of Google form because sampling technique used in this research is from social media, therefore this research is using online questionnaire and also can save time as well, can increase the accuracy of the appropriate sample. The result of the respondent's answer will be use to measure to the Impact of website quality on consumer satisfaction and purchase intention. The researcher will do several ways to get the criteria.

- a) The Researcher will select the respondent according to the population criteria
- b) The online questionnaire will be distributing through social networks like Whatsapp, Line, Email, etc.
- c) In order get the respondents have will to fill in a questionnaire. The researcher will give a reward to the luck respondents, if the questionnaire has been filled.

3. Research Instrument

In the research required tools in the form of research instruments as a facility for research. According to Arikunto (2010: 265), data collection instrument is a tool selected and used by researchers in their activities to collect data so that the activity becomes systematic and facilitated by it. While according to Arikunto and Suharsimi (2006: 149) research instrument is a tool for facilities used by researchers in data collection so that work easier and better results which means meticulous, complete and systematic so that more easily processed. This instrument used in this study is online questionnaire. The research is design with several ways, such as:

- a) The questionnaire will be written using Bahasa, because the respondents of research are mostly Indonesian
- b) In the introduction of the questionnaire will be given the information on the requirement as respondents will provide clear provisions on the criteria

of respondents who are entitled to fill out the questionnaire in collection data in this research.

- c) The first page of questionnaire is state to obtain information about the identity of respondents.
- d) The second page of questionnaire is to obtain responses of respondents about the variable of this research.

F. Validity and Reability

1. Validity Testing

According to arikunto (2006: 168) Validity is a measure that indicates the validity levels of an instrument. Because in this study using a questionnaire that makes the validity test is important. Because it can determine a valid or invalid questionnaire and this questionnaire applies if the statement of the respondent is able to uncover something investigated in the questionnaire. The validity of the question items is determined by correlating between the scores obtained by each question item using Pearson Product Moment correlation or comparing the correlation coefficient of the moment product of $R_{calculate}$ with its critical value which $R_{calculate}$ is achieved by the following formula (Arikunto, 2013: 213).

$$r = \frac{n \sum XY - (\sum X) \cdot (\sum Y)}{\sqrt{[(n \sum X^2 - (\sum X)^2) [n \sum Y^2 - (\sum Y)^2]}}$$

Information :

r = Correlation Coefficient

n = Number of Samples

X = Item X score

Y = Item Y score

If the value of r is more or equal with 0,3 so the instrument is valid, otherwise if r less than 0,3 so the instrument is not valid. If in the calculation found that there are statement that not valid or not significant can be cause of the wording of the statement is poorly understood, so it will be giving a different interpretations.

2. Reliability Testing

According to Sunyoto (2009: 67) Reliability is a tool to measure a questionnaire which is an indicator of the variable or construct. In a research that's using a questionnaire method, the questionnaire should be reliable and not only valid. Such as questionnaire shared to the same respondent and the data is the same as well, the questionnaire can be regarded as a questionnaire that can be reliable. Reliability testers are the process of testing the items in the questionnaire (reliable or not). If any of these questions are replaced by another question. This research uses reliability test through Alpha Cronbach approach formula as follows:

$$r_{11} = \left(\frac{k}{(k-1)} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Information:

r_{11} = Instrument Reliability

k = The number of questions

$\sum \sigma_b^2$ = Number of grain variance

σ_t^2 = Total Varians

3. The results of Validity Test

The validity of test results for each of the item variable from 116 respondents in this study show in Table 4 as follows:

Table 4 Research Instrument of Validity Test

Variable	Item	r Hitung	Sig.	r Table	Description
Website Quality	X.1.1.1	0.705	0.000	0.3	Valid
	X.1.1.2	0.711	0.000	0.3	Valid
	X.1.1.3	0.758	0.000	0.3	Valid
	X.1.1.4	0.758	0.000	0.3	Valid
	X.1.2.1	0.667	0.000	0.3	Valid
	X.1.2.2	0.710	0.000	0.3	Valid
	X.1.2.3	0.727	0.000	0.3	Valid
	X.1.3.1	0.723	0.000	0.3	Valid
	X.1.3.2	0.741	0.000	0.3	Valid
Consumer Satisfaction	Y1.1.1	0.789	0.000	0.3	Valid
	Y1.2.1	0.800	0.000	0.3	Valid
	Y1.2.2	0.708	0.000	0.3	Valid
	Y1.3.1	0.806	0.000	0.3	Valid
	Y1.3.2	0.801	0.000	0.3	Valid
Purchase Intention	Y2.1.1	0.916	0.000	0.3	Valid
	Y2.2.1	0.910	0.000	0.3	Valid

Source : Appendix 7

From Table 4 above can be seen that the value of sig. r question item is smaller than 0.05 ($\alpha = 0.05$) which means that each variable item is valid, so it can be concluded that the items can be used to measure the research variables.

4. The Results of Reliability

The results of reliability testing on variable Website Quality, Consumer Satisfaction and Purchase Intention shown in Table 5 as follows :

Table 5 Research Instrument of Reliability Test

No.	Variabel	Reability Coefficient	Description
1	Website Quality (X)	0.879	Reliabel
2	Customer Satisfaction (Y1)	0.840	Reliabel
3	Purchase Intention (Y2)	0.800	Reliabel

Source: Appendix 7

From Table 5 it is known that the value of alpha cronbach for all variables is greater than 0.6. From the previously mentioned provisions, all the variables used for research are reliable.

G. Data Analysis

1. Descriptive Analysis

According to Arikunto (2006: 239) descriptive analysis is quantitative data collected in correlational, comparative or experimental research processed with statistical formulas that have been provided. Statistical analysis that have a purpose is to find out a problem and then designed a program in solving the problem under research. The results of descriptive analysis are useful to support interpretations that use other methods than this method.

2. Path Analysis

Sarwono (2007: 1) suggests Path Analysis is an analytical technique used to analyze the causal relationships that are aligned between variables that are arranged based on the temporary sequence by using the path coefficient as the amount of value in determining the magnitude of the effect of the independent

variable to the dependent variable. In this research using path analysis. According to Solimun (2002:47) the steps of path analysis are:

1. Design model in this research

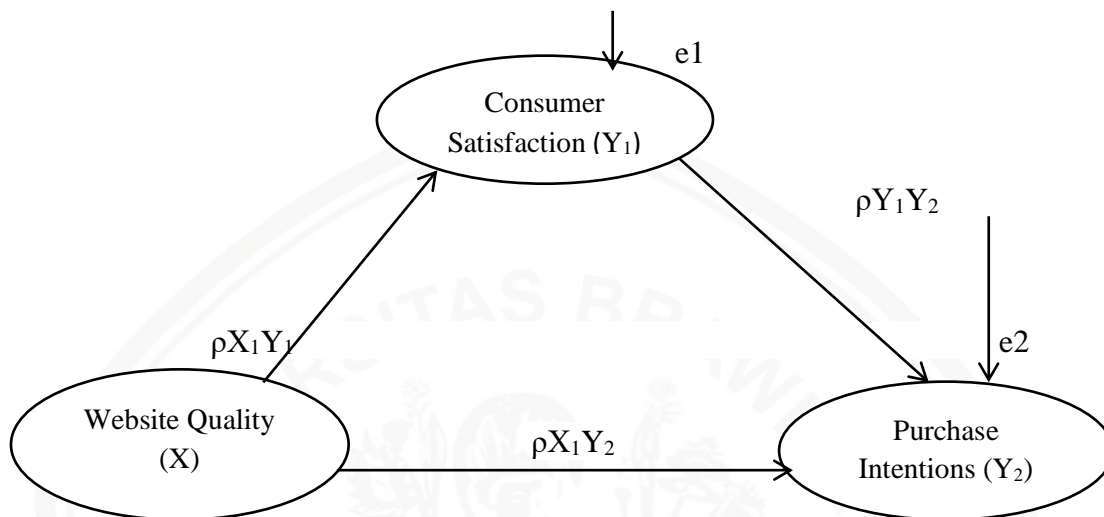


Figure 4 Path Diagram

Equation:

$$Y_1 = \rho_{Y_1 X_1} X_1 + e_1$$

$$Y_2 = \rho_{Y_2 X_1} X_1 + \rho_{Y_2 Y_1} Y_1 + e_2$$

Explanation:

X : Website Quality

Y₁ : Consumer Satisfaction

Y₂ : Purchase Intention

ρ : Coefficient

e : Residual

2. Assumptions that underlying the path analysis are:

- a) In path analysis model, the relationship between variables is linear and additive
- b) Only recursive models that can considered, which only causal system flow in one direction
- c) The dependent variable at least a measuring scale interval
- d) Valid and reliable measurement instrument
- e) The model that specified analyzed (identified) correctly based on relevant theories and concepts.

1) For one-way

Use instituted recurrence calculations, incomplete in each condition. From the coefficient the way this calculation gets a direct impact. The parameter estimation is performed by utilizing the SPSS program and confirmed through the recurrence check, which is performed on any incomplete condition.

2) Examination of validity model

There are two guidelines for the legitimacy shown in the investigation, the coefficient of certainty of the marking coefficient of the guarantee aggregate.

3) Interpretation of analytical result

With regard to the validity of the model. Both calculate the total effects of each variable that has a causal influence on the dependent variable.

BAB IV

RESULTS AND DISCUSSION

A. General Description of Objek Research

1. Name and Company Overview



Figure 5 Logo of Lazada

Source: www.lazada.co.id (2018)

LAZADA was launched in March 2012 and is growing rapidly to date. Lazada Indonesia is the fastest growing online shopping site in the country. Lazada is also present in Indonesia, Malaysia, Thailand, Vietnam, Singapore and Philippines and had raise approximately 550 million over several users from six countries. Lazada offers the widest range of products in categories from electronics, fashions, home appliances, healths and beautys, babies and kids, sports equipments and travel luggages, groceries, automotives and medias. To let the consumer access easily Lazada can be accessed through mobile app launched for online shopping for all apps (Android and IOS). In accordance with the tagline Effortless Shopping, Lazada Indonesia provides an online shopping website in www.lazada.co.id. Lazada guarantees consumers convenience when consumers are browsing the products and also ensures secure payment options. Lazada's payment options include credit cards,

cash on delivery, bank transfers, mobile banking and even through online payment services like HelloPay. In fact, Lazada application has its own promo that is different from Lazada desktop version.

Lazada as a company engaged in e-commerce retail in Indonesia hopes to provide convenience for buyers in various circles for a variety of products easily by applications of Lazada. Supporting by multiple payment facilities including cash-on-delivery, making it easy for consumers, especially in Indonesia, to get the latest items they need. In addition to provides ease of transaction Lazada also provide a lot of promo and discount at low price and offers that are certainly attractive to buyers. For information about all products can be accessed on the Lazada website at lazada.co.id. Lazada is a pioneer of e-commerce in some of the fastest growing countries in the world with some fast, safe and comfortable online shopping experiences. For Lazada the highest priority to create the best online shopping experience for every customer in Indonesia.

Since three years of operations in Indonesia since March 2012, Lazada has managed to record some remarkable achievements. In September 2014 and then Lazada Indonesia managed to sell exclusively smartphone Xiaomi Redmi 1S successfully sold out within seven minutes. In the same month, Lazada referred to as the most popular e-commerce sites in Indonesia based on research by Nusa Research. Then in December 2014 Lazada also managed to hold the Online Revolutin 12.12 event, which is a promo event initiated by Lazada and also followed by some giant e-commerce companies homeland, which managed to record 10

million visits on sites and applications Lazada in the span 24 hours. Until the end of December 2014 last year recorded total value of goods sold (GMV-Gross Merchandising Volume) in Lazada is \$ 384 million and increased 300% over the previous year.

Lazada was founded by a German incubator, Rocket Internet, in 2011. Its head office is located in Singapore and Lazada Group's CEO at that time was Max Bittner, which finally began in 2016, Alibaba Group Holding officially acquired Lazada with an injection of US \$ 1 billion or equivalent to Rp. 137 billion. The move made Alibaba as Lazada's shareholder around 67 percent.

a. Vision of the Company

Become a trusted online shopping place and provide the best quality in terms of quality and service to consumers.

b. Mision of the Company

Serving all the needs of consumers both from ordering to shipping the goods to the place of the consumers.

2. Lazada's Website

Lazada is a company-based website where every activity is carried out on the website itself. Therefore the website has a very important role for the company, the better quality the website has, the more users will access the website.

Lazada website is designed simply and clear so that consumers need to find the product or information they need based on consumer's gender and age. Lazada Website has a good level of security because not all consumers can buy the product before the consume logs in using their email. which aims to facilitate consumers' importance. They want to know, and not to forget Lazada.

This is the apperance of Zalora's Website:

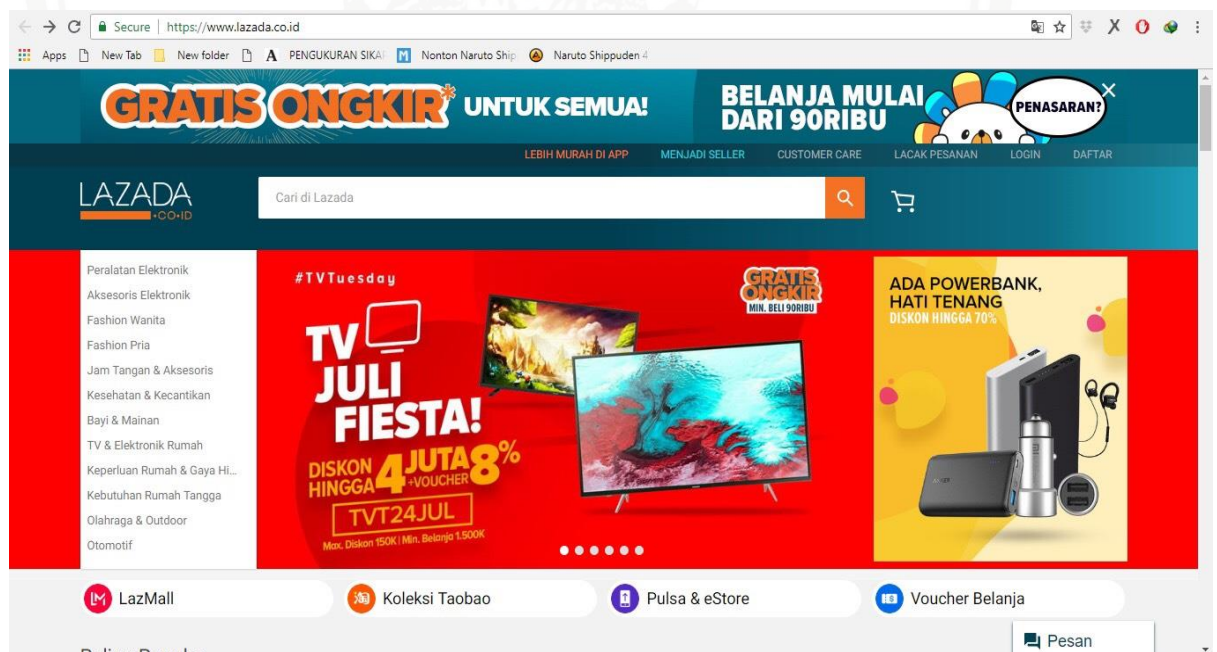


Figure 6 Main Page of Lazada's Website

Source : www.lazada.co.id (2018)

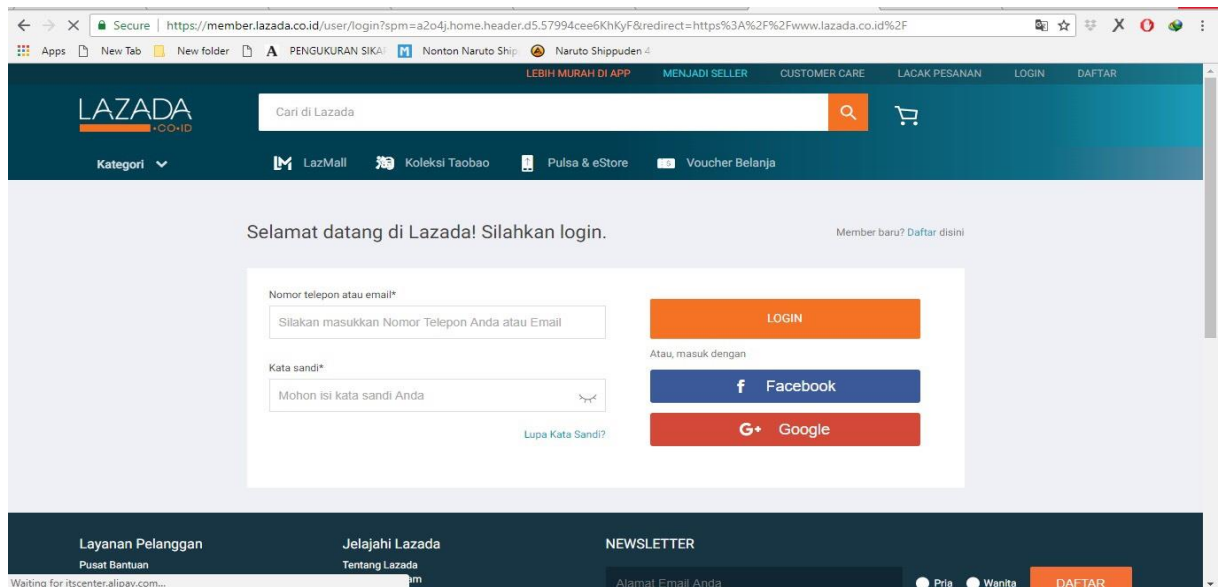


Figure 7 Log in Access in Lazada's Website
 Source : www.lazada.co.id (2018)

B. General Description of Respondents

Respondents in this study amounted to 116 people. Respondents consist of Lazada's website aged above 18 years old, have been shopping at Lazada, and knowing Information about Lazada on the internet. Characteristics of respondents based on gender, age, occupation, income or allowance, have visited Lazada's website on the internet, how many times have been shopping in Lazada for the last 6 months, whether Website quality really make consumers satisfied. Based on the research that has been done, it can be explained description of respondents who have researched as follows:

1. Respondent's Profile Based on Gender

Based on the Table 6 there are 51 people (43.97%) were male. Meanwhile, female respondents were 65 people (56.03%). Based on the data it can be concluded that the female respondents dominates in this study. The overview of respondents by gender can be seen in Table 6 as follows :

Table 6 Frequency Distribution of Respondents based on Gender

No	Gender	Number of Respondents (People)	Percentage (%)
1	Male	51	43.97
2	Female	65	56.03
	Total	116	100

Source: Appendix 6

Based on Table 6, female are dominating in this study because identically they tend to have shopping as a hobby. That can be seen by the amount of the gender of the respondents. Unlike male, who only buy goods based on their needs.

2. Respondent's Profile Based on Age

Choice of answers for age is made open to free respondents in answering questions. So for the division of age of the respondents which is calculated using the formula Sturges (Supranto, 2000:61) are as follows:

$$K = 1 + 3.3 \log n$$

Information:

K = Number of interval classes

N = Number of samples

Log = Logartima

Calculation:

$$K = 1 + 3.3 \log 116$$

K = 7.813 rounded to 8 classes

Specifies the length of the interval

C = class range / many classes

$$C = (41-18) / 8$$

C = 2.5 rounded up to 3 classes

Based on these calculations, the number of classes is eight and the interval is three. The age distribution of respondents is shown by Table 7 as follow :

Table 7 Frequency Distribution of Respondents based on Age

No	Age	Number of Respondents (People)	Percentage (%)
1	18-20 years old	5	4.31
2	21-23 years old	58	50.00
3	24-26 years old	26	22.41
4	27-29 years old	15	12.93
5	30-32 years old	9	7.76
6	33-35 years old	1	0.86
7	36-38 years old	1	0.86
8	39-41 years old	1	0.86
	Total	116	100

Source : Appendix 6

Based on the results from Table 7 it can be seen that the results of Frequency Distribution of Respondents based on Age stated that 116 respondents were dominated by ages 21-23 years old were 58 people (50.00%). After that followed by the age of 24-26 years old were 26 people (22.41%). Then, the results of respondents

aged 27-29 years old were 15 people (12.93%). And then respondents aged 30-32 years old were 9 people (7.76%). Then respondents aged 18-20 years old were 9 person (7.72%). While respondent aged 33-35 years old only 1 person (0.86%). Respondent aged 36-38 years only 1 person (0.86%). Then respondent aged 39-41 years old only 1 person (0.86%). These results indicate that the consumers of Lazada is dominated by the ages of 21-23 years old who are students and it is part of the millennial generation tend to do online shopping. This proves that all respondents have been appropriate based on the criteria of respondents which have been set. In addition, the results have shown that at the age of 21-23 years old, the highest number of people in the research are teenagers who tend to like practical things so that online shopping is one of the ways that is done to meet consumer needs practically.

3. Respondent's Profile based on Job

Table 8 shows the distribution according to the job. The frequency of student respondents is dominant with the number of 60 people (51.72%). Furthermore, respondents with job of Private Employees amounted to 25 people (21.55%), then the respondents with job of Government Employees amounted 10 people (8.62%), then with Entrepreneur to 7 people (6.03%), then respondents with the work of Honorary Employees amounted to 5 people (4.32%), then the respondents with the work of Dentist amounted to 3 people (2.59), then respondents with others work amounted to 6 people (5.17%), the results indicate that student is in the stage to follow the fashion trends that are happening nowadays than people who have some job. This is consistent with the distribution

of respondents based on age where at the age of 21-23 the majority of consumers are students.

Table 8 Frequency Distribution of Respondents based on Job

No	Job	Number of Respondents (People)	Percentage (%)
1	Not Working (Students)	60	51.72
2	Private Employees	25	21.55
3	Government Employees	10	8.62
4	Enterpreuner	7	6.03
5	Honorary Employees	5	4.32
6	Others	6	5.17
7	Dentist	3	2.59
	Total	116	100

Source: Appendix 6

4. Respondent's Profile based on Allowance

The respondent's description of income or allowance per month can be seen in Table 9. The answer option is made open to free the respondents in answering the question. Then to determine the interval class is calculated by the formula of Sturges, the following calculations.

$C = \text{class range} / \text{many classes}$

$$C = (\text{Rp. } 15,000,000 - \text{Rp } 1,000,000) / 8$$

$$C = \text{Rp. } 1,750,000$$

Based on these calculations, the number of classes is eight and the interval of Rp. 1,750,000. Distribution of income or pocket money per month of the respondents is shown by Table 9 as follows.

Table 9 Frequency Distribution of Respondents based on Allowance

No	Allowance	Number of Respondents	Percentage (%)
1	Rp. 1,000,000 - Rp. 2,750,000	63	54.31
2	>Rp. 2,750,000 - Rp. 4,500,000	18	15.52
3	>Rp. 4,500,000 – Rp. 6,250,000	18	15.52
4	>Rp. 6,250,000 – Rp 8,000,000	8	6.90
5	>Rp. 8,000,000 – Rp. 9,750,000	6	5.17
6	>Rp. 9,750,000 – Rp. 11,500,000	2	1.72
7	>Rp. 11,500,000 – Rp. 13,250,000	0	0
8	>Rp. 13,250,000 – Rp. 15,000,000	1	0.86
	Total	116	100

Source : Appendix 6

Based on Table 9 it can be seen that the respondents with income between Rp. 1,000,000-Rp 2,750,000 become the dominant consumer of Lazada website counted 63 people (54.31%) of 116 respondents. And it is the income from the average of a student. Then respondent with income more than Rp. 2,750,000 - Rp. 4,500,000 amounted 18 people (15.52%), then respondent income more than Rp. 4,500,000 - Rp. 6,250,000 amounted 18 people (15.52%), then the respondent with income more than Rp. 6,250,000 – Rp. 8,000,000 amounted 8 people (6.90%), then respondent income more than Rp. 8,000,000 – Rp. 9,750,000 amounted 6 people (5.17%), then respondent income more than Rp. 9,750,000 – Rp. 11,500,000 amounted 2 people (1.72%) then, respondents with the highest income is above Rp. 13,250,000 – Rp 15,000,000 only 1 person (0.86%) which indicates the income of Consumers Lazada website who is still students . So this study indicates that student income dominates

in Lazada Consumer and student income nowadays is quite high and it makes the desire to buy something more because the considerable income. This shows that even though the income of students is not so much which is around Rp. 1,000,000-Rp. 2,750,000, it still makes them as the majority of Lazada consumers. This is because the products sold in Lazada are affordable and supported by the desire of students who want to look fashionable.

5. Respondent's Profile based on Knowing about Lazada's Website

Respondents who know about Lazada website are 116 people (100%). This indicates that all respondents in this study knew about Lazada website. This proves that all respondents have been appropriate based on the criteria of respondents which have been set. This shows that the media website is able to make people familiar with Lazada products. This shows that respondents are very aware of the lazada website, which means Lazada is one of the most popular websites for online shopping.

6. Respondent's Profile based on Visiting Lazada's Website

Frequency of respondents who have visited Lazada's website as many as 116 people (100%) while no respondents who have never visited Lazada website. This shows that in this study all respondents ever visited Lazada website. This proves that all respondents have been appropriate based on the criteria of respondents which have

been set. This shows that Lazada is one of consumers favorite choices in shopping online.

7. Respondent's Profile based on ever bought a product on the Lazada's Website.

Frequency of respondents who ever bought a product on the Lazada website as many as 116 people (100%). This shows that all respondents ever bought a product from Lazada website. This proves that all respondents have been appropriate based on the criteria of respondents which have been set.

8. Respondent's Profile based on shopping in Lazada for the last 6 months.

General description of respondents based on shopping in Lazada for the last 6 months can be seen from the following table:

Description of respondents based on shopping in Lazada in the last six months can be seen in Table 10. This study chose a period of six months of use in the hope that consumers can still remember about the shopping experience in Lazada. The answer option is made open to free the respondents in answering the question. So to determine the interval class is calculated by the formula of Sturges, the following calculations.

$C = \text{class range} / \text{many classes}$

$C = (5-0) / 8$

$C = 1$

Table 10 Frequency Distribution of Respondents based on shopping in Lazada for the last 6 months.

No	Shopping in Lazada for the last 6 months	Number of Respondents (People)	Percentage (%)
1	0 times	5	4.31
2	1 times	60	51.73
3	2 times	38	32.76
4	3 times	9	7.76
5	4 times	2	1.72
6	5 times	2	1.72
	Total	116	100

Sources: Appendix 6

In Table 10 it can be seen that the frequency of respondents based on Lazada shopping over the last six months of 116 respondents majority of 60 respondents (51.73%) shop 1 time in the last six months. There were 38 respondents (32.76%) shop 2 time to occupy the second position. Then, there were 9 respondents (7.76%) shop 3 times occupied the third position. Then, there were 4 respondents (3.50%) shop 4 and 5 same collecting 2 times. This indicates if most consumers within a few months must be shopping online shopping in Lazada and the intensity of people buying products online at nowadays is also high enough. What is meant by 0 times in the answer choices is that consumers who have bought Lazada products outside the last 6 months were 5 people. During the last 6 months there have been 60 people who have bought 1 time, the results prove that the majority of consumers have bought at least 1 time in a period of 6 months.

9. Respondent's Profile based on bad experience during shopping in Lazada.

In table 11 it can be seen frequency distribution of respondents based on bad experience during shopping in Lazada of 116 respondents majority of 108 respondents (93.10%) do not have a bad experience in shopping at Lazada, then there were 5 respondents (4.32%) have problems with late delivery, then there were 3 respondents (2.58%) have problems in different item sizes. From 116 respondents, the majority of consumers have been satisfied shopping at Lazada were 108 respondents (93.10%), but there were 8 respondents (6.90%) having bad experience, this is caused by seller mistakes when giving products size that is not in accordance with consumers demand, aside from the long duration the delivery takes.

Table 11 Frequency Distribution of Respondents based on bad experience during shopping in Lazada.

No	Bad experience during shopping in Lazada	Number of Respondents (People)	Percentage (%)
1	No bad experience	108	93.10
2	Long Delivery Time	5	4.32
3	Size	3	2.58
	Total	116	100

Sources: Appendix 6

10. Respondent's Profile based on Website Quality Satisfaction.

Frequency of respondents who ever satisfied the website quality as many as 116 people (100%). This shows that all respondents agree if website quality can make

satisfied during accessing the website. This proves that the quality of Lazada website is good that makes consumers feel satisfied, this forming the desire of consumers to buy products in Lazada.

C. Descriptive Analysis Results

According to Supranto (2008: 74) the magnitude of the interval of Likert scale scores can be calculated by the following formula:

$$\text{Interval} = \frac{\text{biggest observation} - \text{smallest observation}}{\text{class}} = \frac{5-1}{5} = 0,8$$

Table 12 Average value

No.	Average Value	Description
1.	1-1,8	Not Very Good
2.	>1,8-2,6	Not Good
3.	>2,6-3,4	Medium
4.	>3,4-4,2	Good
5.	>4,2-5	Very Good

Source: Supranto (2008:74)

Table 13 Frequency Distribution of Website Quality (X)

Indicator	Item	SCORE DISTRIBUTION										Total		Mean of Item	Mean of Indica-tor
		SA		A		N		D		SD					
		5		4		3		2		1					
		f	%	f	%	f	%	F	%	f	%	Total	%		
Usability	X _{.1.1.1}	14	12.07	90	77.59	8	6.90	3	2.59	1	0.86	116	100	3.97	3.96
	X _{.1.1.2}	16	13.79	84	72.41	12	10.34	3	2.59	1	0.86	116	100	3.96	
	X _{.1.1.3}	10	8.62	92	79.31	12	10.34	1	0.86	1	0.86	116	100	3.94	
	X _{.1.1.4}	13	11.21	88	75.86	12	10.34	2	1.72	1	0.86	116	100	3.95	
Information	X _{.1.2.1}	7	6.03	62	53.45	33	28.45	12	10.34	2	1.72	116	100	3.52	3.74
	X _{.1.2.2}	13	11.21	95	81.90	6	5.17	1	0.86	1	0.86	116	100	4.02	
	X _{.1.2.3}	7	6.03	76	65.52	24	20.69	8	6.90	1	0.86	116	100	3.69	
Service Interaction	X _{.1.3.1}	9	7.76	88	75.86	15	12.93	3	2.59	1	0.86	116	100	3.87	3.83
	X _{.1.3.2}	7	6.03	84	72.41	21	18.10	3	2.59	1	0.86	116	100	3.80	
Website Quality														3.84	

Sources: Appendix 5

Information:

- SD : Strongly Disagree
 D : Disagree
 N : Neutral
 A : Agree
 f : Frekuensi
 % : Percentage
 X_{1.1.1} : Website Quality help the site easy to learn to operate
 X_{1.1.2} : Website Quality help me to interaction with the site is clear and understandable
 X_{1.1.3} : Website Quality helped the site easy to navigate
 X_{1.1.4} : Website Quality help the site fast to access
 X_{1.2.1} : Website Quality help me to get the provides accurate information
 X_{1.2.2} : Website Quality help me to get the provides relevant information
 X_{1.2.3} : Website Quality help me to provides easy to understand information
 X_{1.3.1} : Website Quality makes It feels safe to complete the transactions
 X_{1.3.2} : Website Quality makes it easy to communicate with the organization/ Lazada side

1. Frequency Distribution of Website Quality (X)

Here is the response of respondents about Website Quality which consists of 3 indicators, namely Usability, Information, and Service Interaction. Respondents' results of the 9 questions can be seen in Table 13 below.

a. Indicator Usability (X_{1.1.1} – X_{1.1.4})

Based on Table 13, from 116 respondents in item X_{1.1.1} stating that Website Quality make the site easy to learn to operate in Lazada website, states strongly disagree only 1 respondent (0.86%), then only 3 respondents (2.58%) stated disagree, then there are 8 respondents (6.90%) who stated neutral, respondents who agreed as many as 90 respondents (77.59%) and respondents who stated strongly agree were 14 respondents (12.07%). Known mean of item is 3.97 which

means the result is included in good category. Based on these results it can be concluded that most of consumers really feel that website quality is very helpful to the respondents make them easier to access Lazada website.

Based on Table 13, from 116 respondents in item X_{1.1.2} which stated that website quality helps them to interact with the site in clear and understandable way, only 1 respondent (0.86%) was strongly disagree, then only 3 respondents (2.58%) stated disagree, then there are 12 respondents (10.34%) who stated neutral, respondents who agree were 84 respondents (72.41%) and respondents who stated strongly agree were 16 respondents (13.79%). The mean of item known was 3.96 which means the result included in the good category. Based on these results it can be concluded that most consumers strongly feel that website quality help them to interact with the site in clear and understandable way.

Based on Table 13, from 116 respondents in item X_{1.1.3} stated that website quality is helped the site easy to navigate, only 1 respondent (0.86%) was strongly disagree, then only 1 respondent (0.86%) was strongly disagree, then there were 12 respondents (10.34%) who stated neutral, respondents who agreed were 92 respondents (79.31%) and respondents who stated strongly agree were 10 respondents (8.62%). The mean of item known was 3.94 which means the result is included in the category good. Based on these results it can be concluded that most consumers strongly feel that website quality helped the site easily to navigate.

Based on Table 13, from 116 respondents in item X.1.1.4 stated that website quality helps the site to access fastly, only 1 respondent (0.86%) was strongly disagree, then only 2 respondents (1.72%) stated disagree, then there were 12 respondents (10.34%) who stated neutral, respondents who agreed were 88 respondents (75.86%) and respondents who stated strongly agree were 13 respondents (11.21%). The mean of item known was 3.95 which means the result is included in the good category. Based on these results it can be concluded that most consumers strongly feel that website quality help the site to be access fastly.

b. Indicator of Information (X.1.2.1 – X.1.2.3)

Based on Table 13, from 116 respondents in item X.1.2.1 stated that website quality helps them to get the accurate information, only 2 respondents (1.72%) stated strongly disagree, then were 12 respondents (10.34%) stated disagree, then there were 33 respondents (28.45%) who stated neutral, respondents who agreed were 62 respondents (53.45%) and respondents who stated strongly agree were 7 respondents (6.03%). The mean of item known was 3.52 which means the result is included in the good category. Based on these results it can be concluded that most consumers strongly feel that website quality help them to get the accurate information.

Based on Table 13, from 116 respondents in item X.1.2.2 which states that Website Quality is help them to get the provides relevant information only 1 respondent (0.86%) was strongly disagree, then only 1 respondent (0.86%) stated

disagree, then there were 6 respondents (5.17%) who stated neutral, respondents who agreed were 95 respondents (81.90%) and respondents who stated strongly agree were 13 respondents (11.21%). The mean of item known was 4.02 which means the result is included in the good category. Based on these results it can be concluded that most consumers strongly feel that website quality helps them to get the relevant information.

Based on Table 13, from 116 respondents in item X_{1.2.3} stated that website quality helps them to provide easy to understand information, only 1 respondent (0.86%) was strongly disagree, then as many as 8 respondents (6.90%) stated disagree, then there were 24 respondents (20.69%) who stated neutral, respondents who agreed were 76 respondents (65.52%) and respondents who stated strongly agree were 7 respondents (6.03%). The mean of item known was 3.69 which means the result is included in the good category. Based on these results it can be concluded that most consumers strongly feel that website quality helps them to provides easy way to understand information.

c. Indicator of Service Interaction (X_{1.3.1}-X_{1.3.2})

Based on Table 13, from 116 respondents in item X_{1.3.1} stated that website quality makes them feels safe to complete the transactions, only 1 respondent (0.86%) was strongly disagree, then only 3 respondents (2.59%) stated disagree, then there were 15 respondents (12.93%) who stated neutral, respondents who agreed were 88 respondents (75.86%) and respondents who stated strongly agree

were 9 respondents (7.76%). The mean of item known was 3.87 which means the results is included in the good category. Based on these results it can be concluded that most consumers strongly feel that website quality make them feels safe to complete the transactions.

Based on Table 13, from 116 respondents in item X._{1.3.2} which states that website quality makes them easy to communicate with the organization/seller, only 1 respondent (0.86%) was strongly disagree, then only 3 respondents (2.59%) stated disagree, then there were 21 respondents (18.10%) who stated neutral, respondents who agreed were 84 respondents (72.41%) and respondents who stated strongly agree were 7 respondents (6.03%). The mean of item known was 3.80 which means the result is included in the category good. Based on these results it can be concluded that most consumers strongly feel that website quality makes them easy to communicate with the organization/seller.

2. Frequency Distribution of Consumer Satisfaction (Y₁)

Here is the response of respondents about Consumer Satisfaction which consists of 3 indicators, Information Quality, System Quality, and Service Quality. Respondents' results of the 5 questions can be seen in Table 14 below.

Table 14 Frequency Distribution of Consumer Satisfaction (Y₁)

Indicator	Item	SCORE DISTRIBUTION										Total		Mean of Item	Mean of Indicator
		SA		A		N		D		SD					
		5		4		3		2		1					
		f	%	f	%	f	%	f	%	f	%	Total	%		
Information Quality	Y _{1.1.1}	17	14.66	67	57.76	28	24.14	3	2.59	1	0.86	116	100	3.83	3.83
System Quality	Y _{1.2.1}	14	12.07	72	62.07	27	23.28	2	1.72	1	0.86	116	100	3.83	3.80
	Y _{1.2.2}	9	7.76	79	68.10	23	19.83	4	3.45	1	0.86	116	100	3.78	
Service Quality	Y _{1.3.1}	12	10.34	55	47.41	44	37.93	4	3.45	1	0.86	116	100	3.63	3.65
	Y _{1.3.2}	12	10.34	65	56.03	29	25.00	9	7.76	1	0.86	116	100	3.67	
															3.76

Sources: Appendix 5

Information:

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

f : Frekuensi

% : Percentage

Y_{1.1.1} : Information about Lazada is Profesional for them.

Y_{1.2.1} : The consumer feel that all Lazada features can be used maximally.

Y_{1.2.2} : The consumer feel that Website Lazada reliable in serving the needs of them.

Y_{1.3.1} : The website of Lazada makes it easy for them to shop with a complete payment system.

Y_{1.3.2} : The Lazada Features ease them to do online shopping activities

a. Indicator Information Quality ($Y_{1.1.1}$)

Based on Table 14, from 116 respondents in item $Y_{1.1.1}$ regarding Information about Lazada is Profesional for consumers, 1 respondent (0.86%) was strongly disagree, then there were 3 respondents (2.58%) who stated disagree, then 28 respondents (24.14%) stated neutral, who stated agree 67 respondents (57.76%), and 17 respondents (14.66%) stated strongly agree. The mean of item known was 3.83 which means the result is included in the category good. Based on these results it can be concluded that most consumers feel that information about Lazada profesional for the consumers.

The overall mean of the sample indicators ($Y_{1.1.1}$) was 3.83. These results fall into good category. This indicates that most respondents feel Lazada provides profesional Information for the consumers.

b. Indicator System Quality ($Y_{1.2.1}$ - $Y_{1.2.2}$)

Based on Table 14, from 116 respondents in item $Y_{1.2.1}$ regarding the consumer feel that all Lazada features can be used maximally, only 1 respondent (0.86%) was strongly disagree, then there were 2 respondents (12.07%) who stated disagree, then 27 respondent (23.28%) stated neutral, then who stated agree 72 respondents (62.07%), and 14 respondents (12.07%) stated strongly agree. The mean of item known was 3.83 which means the results is included in the good category. Based on these results it can be concluded that most consumers feel that all Lazada features can be used maximally.

Based on Table 14, from 116 respondents in item Y_{1.2.2} regarding website Lazada reliable in serving the needs of them, only 1 respondent (0.86%) was strongly disagree, then there were 4 respondents (3.45%) who stated disagree, then 23 respondents (19.83%) states neutral, who stated agree were 79 respondents (68.10%), and 9 respondents (7.76%) stated strongly agree. The mean of item known was 3.78 which means the result is included in the good category. Based on these results it can be concluded that most consumers feel that website Lazada reliable in serving the needs of them.

c. Indicator Service Quality (Y_{1.3.1}-Y_{1.3.2})

Based on Table 14, from 116 respondents in item Y_{1.3.1} stated Lazada makes it easy for them to shop with a complete payment system, only 1 respondent (0.86%) was strongly disagree and who stated disagree 4 respondents (3.45%), then there were 44 respondents (37.93%) stated neutral, respondents who stated agree were 55 respondents (47.41%) and respondents who stated strongly agree were 12 respondents (10.34%). The mean of item known was 3.63 which means the result is included in the good category. Based on these results it can be concluded that most consumers feel that Lazada makes it easy for them to shop with a complete payment system.

Based on Table 14, from 116 respondents in item Y_{1.3.2} stated that Lazada Features ease them to do online shopping activities, only 1 respondent (0.86%) was strongly disagree and there were 9 respondents (7.76%) stated disagree, then

there were 29 respondents (25.00%) stated neutral, respondents who stated agree were 65 respondents (56.03%) and respondents who stated strongly agree were 12 respondents (10.34%). The mean of item known was of 3.67 which means the result is included in the good category. Based on these results it can be concluded that most consumers feel that Lazada Features ease them to do online shopping activities.

It can be summed up the mean or grand mean on the Consumer Satisfaction (Y_1) variable was 3.76, which means that this result belongs to good category. It shows that most of respondents stated agree with all questions of Consumer Satisfaction (Y_1) variable in the research questionnaire. So it can be concluded also that most respondents really feel Consumer Satisfaction in the form of Information Quality, System Quality and Service Quality, can increase consumer confidence in Satisfaction on accessing Lazada website and improve consumer action based on the consumer expectation.

3. Frequency Distribution of Purchase Intention (Y_2)

Here is the response of respondents about Purchase Intention which consists of 2 indicators, Level of Desire and Level of Interest. Respondents results of the 2 questions can be seen in Table 15 below.

Table 15 Frequency Distribution of Purchase Intention (Y2)

Indicator	Item	SCORE DISTRIBUTION										Total		Mean Of Item	Mean of Indicator
		SA		A		N		D		SD					
		5		4		3		2		1					
		f	%	f	%	f	%	f	%	f	%	Total	%		
Level of Desire	Y _{2.1.1}	11	9.48	83	71.55	16	13.79	5	4.31	1	0.86	116	100	3.84	3.84
Level of Interest	Y _{2.2.1}	19	16.38	77	66.38	18	15.52	1	0.86	1	0.86	116	100	3.97	3.97
Purchase Intention														3.91	

Sources: Appendix 5

Information:

SD : Strongly Disagree

D : Disagree

N : Neutral

A : Agree

f : Frekuensi

% : Percentage

Y_{2.1.1} : Lazada gives a good offer it makes the level of desire to buy them increases at Lazada

Y_{2.2.1} : The consumer feel interest in shopping at Lazada after seeing the variant product

a. Indicator Level of Desire (Y_{2.1.1})

Based on Table 15, from 116 respondents in item Y_{2.1.1} stated that Lazada gives a good offer it makes the level of desire to buy them increasing at Lazada, only 1 respondent (0.86%) was strongly disagree and there were 5 respondents (4.31%) stated disagree, then there were 16 respondents (13.79%) stated neutral, respondents who agreed were 83 respondents (71.55%) and respondents who stated strongly agree were 11 respondents (9.48%). The mean of item known was 3.84 which means the result is included in the good category. Based on these results it can be concluded that most consumers feel that Lazada gives a good offer it makes the level of desire to buy them increases at Lazada.

b. Indicator Level of Interest (Y_{2.2.1})

Based on Table 15, from 116 respondents in item Y_{2.2.1} stated that the consumer feel interest in shopping at Lazada after seeing the variant product, only 1 respondent (0.86%) was strongly disagree and also only 1 respondent (0.86%) stated disagree, then there were 18 respondents (15.52%) stated neutral, respondents who stated agree were 77 respondents (66.38%) and respondents who stated strongly agree were 19 respondents (16.38%). The mean of item known was 3.97 which means the result is included in the good category. Based on these results it can be concluded that most consumers feel interested in shopping at Lazada after seeing the variant products.

It can be summed up that the mean or grand mean on the Purchase Intention (Y₂) variable was 3.91, which means that this result belongs to good category. It

shows that most of respondents stated agree with all questions of Purchase Intention (Y_2) variable in the research questionnaire and the consumer really need to get information before purchasing any product.

D. Path Analysis Results

The path analysis model in this study has two dependent variables and one independent variable. The results of the path analysis of Website Quality (X), Consumer Satisfaction (Y_1), and Purchase Intention (Y_2) variables are described as follows:

1. Path Coefficient of Consumer Satisfaction

Table 16 The Result of Path Coefficient Testing of Consumer Satisfaction

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
Website Quality (X)	Consumer satisfaction (Y_1)	0.687	10.092	0.000	Significant
Dependent Variable Y_1					
R square (R^2) : 0.472					

Sources: Appendix 8

Sub Structur I : $Y_1 = 0.687 X$

a. Path Coefficient Testing on Website Quality through Consumer Satisfaction

The result of Website Quality test of Consumer Satisfaction can be seen in Table 16 The research hypothesis tested as follows:

H₁: Website Quality has significant effect on Consumer Satisfaction

Its is shown in Table 16 that the beta coefficient of 0.687 indicates that the influence of Website Quality on Consumer Satisfaction, which has a positive direction means that Website Quality increases will give rise to Consumer Satisfaction. The t value is 10,092 and the probability is 0,000 ($p < 0,05$), then the decision which H₀ is rejected, which mean that the hypothesis and states that the Website Quality has a significant effect on Consumer Satisfaction is accepted.

The coefficient of determination is 0.472 or 47.2%. This result shows that Website Quality's contribution to Consumer Satisfaction is 47.2%, while the contribution of other variables outside this research model is 52.8%.

2. Path Coefficient of Purchase Intention

Table 17 The Result of Path Coefficient Testing of Purchase Intention

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	P-value	Notes
Website Quality (X)	Purchase Intention (Y ₂)	0.309	3.509	0.001	Significant
Dependent Variable		Y ₂			
R square (R ²)		: 0.539			

Sources: Appendix 9

Sub Struktur II : $Y_2 = 0.309 X + 0.487 Y_1$

b. Path Coefficient Testing on Website Quality and Purchase Intention

The results of testing the influence of Website Quality on Purchase Intention can be seen in Table 17. The research hypothesis tested is as follows:

H₂: Website Quality has a significant effect on Purchase Intention

It is shown in Table 17 that the beta coefficient of 0.309 with a positive direction, indicates that with the increasing of Website Quality, the Purchase Intention will also increase, with t of 3.509 and probability of 0.000 ($p < 0.05$), the decision is H₀, resulted with rejected meaning hypothesis which states that Website Quality has a significant effect on Purchase Intention is accepted.

3. Path Coefficient on Purchase Intention

Table 18 The Result of Path Coefficient Testing on Purchase Intention

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
Consumer Satisfaction (Y ₁)	Purchase Intention (Y ₂)	0.487	5.539	0.000	Significant
Dependent Variable			Y ₂		
R square (R ²)			: 0.539		

Sources: Appendix 9

Sub Struktur II : $Y_2 = 0.309 X + 0.487 Y_1$

c. Path Coefficient Testing on Consumer Satisfaction and Purchase Intention

The results of testing the influence of Customer Satisfaction on Purchase Intention can be seen in Table 18. The research hypothesis tested is as follows:

H₃: Customer satisfaction has a significant effect on Purchase Intention.

Table 18 shows the beta coefficient of 0.487 which has a positive correlation direction, indicating that an increase in Consumer Satisfaction will give rise to Purchase Intention, with *t* equal to 5.539 and a probability of 0.000 ($p < 0.05$), then the decision resulted with rejected H₀, which mean that the hypothesis that states Consumer Satisfaction has significant effects on Purchase Intention is accepted.

The coefficient of determination is 0.539 or 53.9%. These results indicate that the contribution of Website Quality and Customer Satisfaction to Purchase Intention is 53.9%, while the contribution of other variables outside this research model is 46.1%.

4. Consumer Satisfaction Testing as Intervening Variable in Website Quality Correlation to Purchase Intention

In the correlation between Website Quality and Purchase Intention, there are alleged Consumer Satisfaction variables as an intervening variable. The

calculation of the effect of Consumer Satisfaction as an intervening variable is as follows:

Structural equation:

$$Y = PY1X + (PY1X \times PY1Y2)$$

Direct Effect Website Quality on Purchase Intention is 0.309

$$\begin{aligned} \text{Indirect Effect (IE)} &= PY1X \times PY1Y2 \\ &= 0,687 \times 0,487 \\ &= 0,334 \end{aligned}$$

$$\begin{aligned} \text{Total Efect (TE)} &= PYX + (PZX \times PYZ) \\ &= 0,309 + 0,334 \\ &= 0,643 \end{aligned}$$

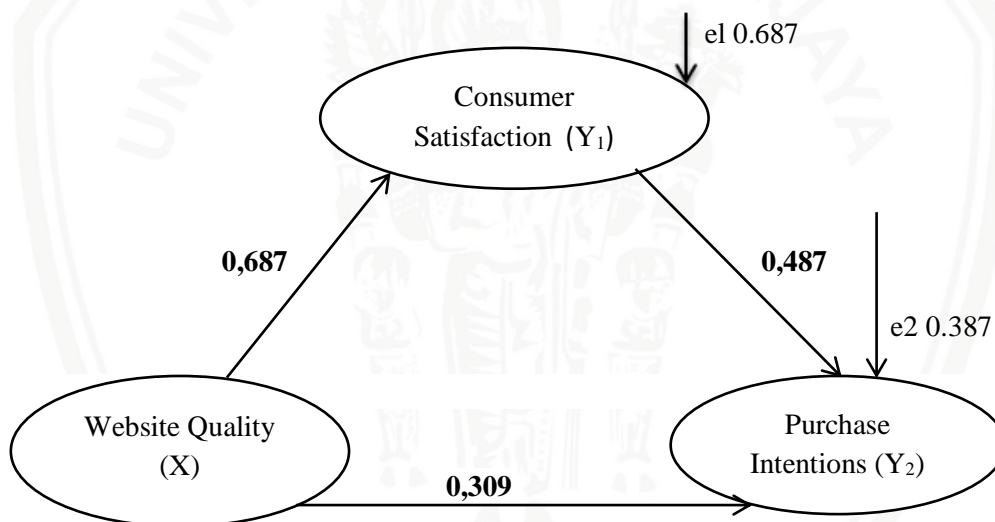
From the results of these calculations, it is indicated that Consumer Satisfaction is proven as an intervening variable in the correlation between Website Quality and Purchase Intention. This is proven by the results of the Indirect Effect calculation which is 0.309. The total influence of Website Quality on Purchase Intention through Consumer Satisfaction is 0.643.

Direct influences, indirect effects, and the total effect of the correlation between variables have been presented in the summary of results. The summary can be seen in the Table 19.

Table 19 Recapitulation of Direct, Indirect, and Total Influence

Variable Relation	Direct Influence	Indirect Influence	Total Influence	Notes
$X \rightarrow Y_1$	0.687	-	0.687	Significant
$X \rightarrow Y_2$	0.309	-	0.309	Significant
$Y_1 \rightarrow Y_2$	0.487	-	0.487	Significant
$X \rightarrow Y_1 \rightarrow Y_2$	-	$0.334 = 0.687 \times 0.487$	$0.643 = 0.309 + 0.334$	

Source: Appendix 8

5. Correlations Between Paths**Figure 7 Chart of Variable Path Model of Website Quality, Consumer Satisfaction, and Purchase Intention**

Note:

X as exogenous variable (independent) Website Quality

Y₁ as mediation variable (intervening) Consumer SatisfactionY₂ as endogenous variable (dependent) Purchase Intention

Before Calculation of e value:

$$\begin{aligned}\rho_{e1} &= \sqrt{1 - R_1^2} \\ &= \sqrt{1 - 0.539} \\ &= 0.687\end{aligned}$$

$$\begin{aligned}\rho_{e2} &= \sqrt{1 - R_2^2} \\ &= \sqrt{1 - 0.472} \\ &= 0.487\end{aligned}$$

The results of the path analysis in Figure 7 have the following equation:

$$\text{Sub Structure I} \quad : Y_1 = 0.687 X$$

$$\text{Sub Structure II} : Y_2 = 0.309 X + 0.487 Y_1$$

From the whole calculations that have been done, this research emerges coefficient path between variables. Figure 7 shows the overall path analysis result diagram. The Website Quality coefficient variable to Consumer Satisfaction is 0.687. Coefficient of Consumer Satisfaction variable to Purchase Intention is 0.487. The coefficient of Consumer Satisfaction variable to Purchase Intention is 0.309. The coefficient variable of Consumer Satisfaction as intervening in the influence of Website Quality on Purchase Intention is 0.334. The role variable Consumer Satisfaction as an intervening cannot be ignored, which means that Consumer Satisfaction as Intervening variable has a high influence on Purchase Intention.

6. Assessment Model

The hypothesis model determination of this research data is measured from the correlation coefficient of determination (R^2) in both equations. The model results as follows:

$$\begin{aligned}
 R^2_{\text{model}} &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (1 - 0,472) (1 - 0,539) \\
 &= 1 - (0,528) (0,461) \\
 &= 1 - 0,2434 \\
 &= 0,7566 \text{ atau } 75,66\%
 \end{aligned}$$

The calculation result of model determination equal to 75.66% explained that the feasible model to explain the structural relationship of the variables studied was 75.66%. While the rest is 24.34% compared to other models that are not contained in this research model.

E. Discussion of the Research

Website Quality on Consumer Satisfaction and Purchase Intention have three results of hypothesis testing in this research that is Website Quality (X) which have a significant effect on Consumer Satisfaction (Y_1), Website Quality (X) have a significant effect on Purchase Intention variable (Y_2), and Consumer Satisfaction (Y_1) have a significant effect on Purchase Intention variable (Y_2).

1. The Influence of Website Quality (X) and Consumer Satisfaction (Y₁)

Based on the Table 16, the calculation resulted the influence of Website Quality on Consumer Satisfaction. This can be proved by the beta coefficient of 0.687 and the probability of ($0.000 < 0.05$). The hypothesis states that Website Quality has a significant influence on Consumer Satisfaction and is accepted. The amount of influence of Website Quality variable to Consumer Satisfaction variable can be seen from the value of coefficient of determination (R²) that is equal to 0.472 or 47.2% with influence of other variable which is not found in this research equal to 0.528 or 52,8%.

In Table 13 the questions X_{1.1.1} to X_{1.3.1} which contains Usability opinions with others Lazada consumers, and provide positive experience to access Lazada website have a mean above 3.4, this indicates that the current Website Quality is greatly helping to increase pleasure during accessing a website. Moreover, in Table 13 all respondents with mostly consumer replied that Website Quality is very satisfying and it proves that a Website Quality is able to increase the Consumer Satisfaction.

Bai *et al.* (2008) and Puspitasri *et al.* (2013) concludes that indicate the quality of the website has a direct impact and positive impact on consumer satisfaction. Consumers can directly feel the quality of a website since first time accessing and searching for information contained there about the Usability,

Information and E-service of a website. Good quality provided by a website in accessing and giving informative things can provide pleasure for website visitors.

A Research from Astuti and Sari (2016) found that the influence of Website Quality is Usability. The question from this research based on Table 13 form X.1.1.1 until X.1.1.4 have mean more than 3.4 which means is a good category and it means that Website Quality that easily operated accessed quickly can lead consumers feel pleasure in accessing it, and it means that Website Quality by Usability can help to increase Consumer Satisfaction.

2. The Influence of Website Quality (X) and Purchase Intention (Y₂)

Based from Table 17, the calculation result of the influence of Website Quality on Purchase Intention shows the significant influence. This can be proved by beta coefficient of 0.309 and the probability of ($0.000 < 0.05$), and Website Quality has significant influence on Purchase Intention. The hypothesis stated that Website Quality has a significant influence on Purchase Intention is accepted. The amount of influence of Website Quality variable to Purchase Intention variable can be seen from the value of coefficient of determination (R²) that is equal to 59.7% with influence of other variable which is not found in this research equal to 40.3%.

The Information as a part of the Website Quality that effect the Purchase Intention, discovered that mostly respondents agreed. It indicates that Website Quality can increase consumer desire to take decision in buying a product. In table 14 Y_{2.1.1} and Y_{2.1.2} on level desire and interest all items above 3.4 which mean good,

it explained that consumers are increasingly interested to shop in Lazada after seeing good offer and various goods in Lazada website. This indicates that the feeling of consumer purchase intention of level of desire and interest increase after they find good Information.

Noronha and Rao (2017) and Sertugle *et al.* (2014) showed that Website Quality is the most effective factor affecting Purchase Intention. The concept of Website Quality is an effective means of consumer Purchase Intention. Supported by technological advance that facilitate every consumer to access and get information by all users. It is shown in Table 17 that at the question of Y_{2.1.1} and Y_{2.2.1}, most of the respondents choose to agree.

Based on the research of Ali (2016) it is found that Website Quality which include Information and functionality to Purchase Intention have effective influence to satisfy. Consumer need some innovation such as timesaving and convenient and also have much various goods and offer products that is purchased online such an effective tool to satisfy the consumer who want to buy some products, and the first thing that consumer do is searching the information of the product from online store or e-commerce.

3. The Influence of Consumer Satisfaction (Y₁) and Purchase Intention (Y₂)

Based on the Table 17, the calculated result of the influence of Consumer Satisfaction on Purchase Intention. Can be proven by the beta coefficient of 0.487 and the probability of (0.000<0.05). The hypothesis that Consumer Satisfaction

has a significant influence on Purchase Intention is accepted. The amount of influence of Consumer Satisfaction variable to Purchase Intention variable can be seen from the value of coefficient of determination (R^2) that is equal to 0.472 or 47.2% with influence of other variable which is not found in this research equal to 0.528 or 52,8%.

Based on the Table 10 it is shown that average consumer will definitely shop at 6 months average consumer buying product in Lazada 1 time reached 51.75 within 6 months. There is no doubt that consumer Satisfaction has an effect on Purchase Intention. This indicates that satisfaction in consumer of Lazada is high for this online shop and it makes the consumers not worry to do online shopping again. Table 11 has shown a bad experience rate to Lazada, 93.10% stated they did not have a bad experience at Lazada. This Proves that Lazada has such a quality of online hopping that is satisfying and increases the consumer Purchase Intention.

Research of Hsu, Chang and Chen (2011) and Noronha and Rao (2017) conclude that Satisfaction has a significant effect on Purchase Intention. The result of this research supports another research study from Jiradilok *et al.* (2014) which asserts that satisfaction will be referred in term of outcome by comparing the prior expectation and the perceived performance for each antecedent factor in order to measure the pleasure of the respondents. Consumers want to get the information from the quality information of the website to increase feeling about purchase intention, information quality which part of the website quality item which affects

purchase intention. From Table 14 $Y_{1.1.1}$ about the Information that Lazada good for the consumer, and from 116 respondents there are 17 respondent stated strongly agree and 67 respondents stated agree. It means that the consumers the consumer feel satisfied toward Lazada because Lazada give the profesional information to consumers. Related with question $Y_{2.1.1}$ and $Y_{2.2.1}$ in the Table 15 it is shown that most respondents feel interest and desired to buy some products in Lazada after seeing the information. It means the information quality which part of website quality item can increase consumers feeling toward purchase intention.

Based on the direct and indirect effect calculation, it can be concluded that the direct effect from Website Quality variable on Purchase Intention variable is a little less than the indirect effect from Website Quality variable on Purchase Intention variable through Consumer Satisfaction. This showed that Website Quality and Consumer Satisfaction is important variable influencing Purchase Intention. Lazada provides several factors in influence Consumer Satisfaction to shop at Lazada website, which can be seen from Figure 6 main page of Lazada website. Lazada front page provides free shipping promos for all consumers who shop at certain time and discount on their website, also Lazada website put the complete product categories that makes it easier for consumers to find the desired item and the various payment systems make it easier for consumers to do transaction.

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

This research is conducted to know and analyze the influence of Website Quality on Consumer Satisfaction and Purchase Intention on the E-Commerce Lazada. Based on the results of the research by using path analysis, then obtained the following conclusions:

1. The results have shown significant influence of Website Quality (X) on Consumer Satisfaction (Y_1). It means that Website Quality can influence Consumer Satisfaction to Lazada consumer. Website Quality that provide Usability, Information, and Service from Lazada's Website can increase the Satisfaction in consumer about Lazada.
2. The results have shown significant influence of Website Quality (X) on Purchase Intention (Y_2). It means information quality which part of the Website Quality item can increase Lazada consumers in Purchase Intention to buy a product based on desire of the consumers.
3. The results have shown significant influence of Consumer Satisfaction (Y_1) on Purchase Intention (Y_2). It means that the that consumer created from Satisfaction on get information in online shop can increase the consumer in terms of Purchase Intention to buy some product in Lazada.

B. Suggestion

Based on the conclusion, therefore the suggestion from this research as follows:

1. Practical Suggestion

- a. Based on questionnaire about the Satisfaction can increase the respondent's Purchase Intention and the important of Quality all of the respondents 100% said Yes, and it actually means that Website Quality is the strategy which can increase marketing activities. Marketers can find out the importance of the Quality which will create buyer Satisfaction and Intention to buy the products in the website.
- b. Based on Table 11 about Lazada shopping experience, it is categorized as good 93.10% of respondents answered not so badly experience since the consumer order some product, but there were some respondents who were dissatisfied with delivery time, it would be better if Lazada to manage or give an other relative way to solve the problem of consumer about delivery time. So, the marketers can provide good service then, it can increasing the consumer Satisfaction of consumer feeling.
- c. Based on Table 13 frequency distribution of Websites Quality on information indicators the lowest point is the accuracy of information items because the respondents reaction is not good to giving point about accurate information, so the seller is should be more careful to

give information related to product marketer to increase consumer confidence by indirectly leading to a sense of satisfaction in real information.

- d. Based on Table 14 frequency distribution on indicator about information, the lowest value item that touches on the payment system that is easily resumed. The Payment System on the Lazada website is complete, but Lazada must provide information about payment method more clearly so that consumers are more understand better.
- e. From this research, it can be seen that consumers from Lazada are mostly students or consumers under age of 30 years wich includes part of the millenial generation that prefer to shop online and like using internet. In this situation the marketers must know that the Quality of the website is important thing to maintain consumers.

2. Academic Suggestion

- a. For further research, research can be done on other online shopping because nowadays many kind online shopping that people used.
- b. For the next researcher, it is better to add another variable outside the model that can lead to the Consumer Satisfaction and improve Purchase Intention, to make more this study completed because there are still other variable outside this study.

- c. For the next researcher can using more preliminary questions with open-ended questions relating to the variables studied, in order to free respondents in answering and assisting in more in-depth explanations of research discussions and research suggestions.



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APPENDIX

Appendix 1 Sample Calculation

1. First Iteration

$$U^1\rho = \frac{1}{2} \ln \left(\frac{1 + \rho}{1 - \rho} \right)$$

$$U^1\rho = \frac{1}{2} \ln \left(\frac{1 + 0.3}{1 - 0.3} \right) = 0.30952$$

$$n = \frac{(1.645 + 1.645)^2}{(0.30952)^2} + 3 = 115.9836 \text{ (rounded up to 116)}$$

2. Second Iteration

$$U^2\rho = \frac{1}{2} \ln \left(\frac{1 + \rho}{1 - \rho} \right) + \frac{\rho}{2(n - 1)}$$

$$U^2\rho = \frac{1}{2} \ln \left(\frac{1 + 0.3}{1 - 0.3} \right) + \frac{0.3}{2(116 - 1)} = 0.30987$$

$$n = \frac{(1.645 + 1.645)^2}{(0.30987)^2} + 3 = 115.7278 \text{ (rounded up to 116)}$$

3. Third Iteration

$$U^3\rho = \frac{1}{2} \ln \left(\frac{1 + 0.3}{1 - 0.3} \right) + \frac{0.3}{2(116 - 1)} = 0.30987$$

$$n = \frac{(1.645 + 1.645)^2}{(0.30987)^2} + 3 = 115.7278 \text{ (rounded up to 116)}$$

So the sample used in this research is 116 people.

Appendix 2 Questionnaire

RESEARCH QUESTIONNAIRE

The Impact of Website Quality on Consumer Satisfaction and Purchase Intention

(Study Case of E-Commerce Lazada Indonesia in Malang City)

Assalamualaikum Wr. Wb

I am, M. Tantowi Jauhari. Student of Business Administration Faculty of Administration Faculty Universitas Brawijaya in this case is doing research to prepare thesis entitled "The Impact of Website Quality on Consumer Satisfaction and Purchase Intention (Study Case of E-Commerce Lazada Indonesia in Malang City)

The respondents who aimed at this research are as follows:

1. Consumers who have visited the Lazada Website
2. Consumers who have purchased products in Lazada
3. Consumers above aged 18 years old

Please acknowledge your respondents who are selected to fill the questionnaire. For your help, your time and cooperation I would like to thank.

Best regards,

M. Tantowi Jauhari

145030207121009

I. Identity of Respondents

Charging instructions

Please read / fill in the following list by giving an answer or ticking (√) according to the circumstances.

1. Name of Respondent :
2. Gender : Male/Female *)^{Cross the unnecessary one}
3. Age : years old
4. Job :
5. Allowance :
6. Have you ever known the Lazada's Website:

 Yes No
7. Have you ever visit Lazada's Website:
8. Have you ever purchased a product on the Lazada Website:

 Yes No
9. Over the last 6 months, how many times have you been shopping in Lazada:

times
10. Do you have a bad experience while shopping at Lazada:

 Yes,.....

 No
11. If there is any bad experience in shopping at the Lazada Website, please explain.....
12. Based on your experience, can the Website Quality of Lazada affect your shopping satisfaction ?

 Yes

 No

II. Research Questionnaire

Instructions Charging Questionnaire

Put a Sign (√) on the answer that best fits your choice

Information:

SA: Strongly Agree

A: Agree

N: Neutral

D: Disagree

SD: Strongly Disagree

* Website Quality is the quality of a website that can help consumers to do online shopping.

Website Quality

No	Pertanyaan	Penilaian				
		SA	A	N	D	SD
	Usability (Kegunaan)					
1.	Lazada Website is easy to operate					
2.	Lazada website in interaction is easy to understand					
3.	Lazada Website is easy to explore					
4.	Lazada Website is fast to access					
	Information (Informasi)					
5.	Lazada website provides accurate information					
6.	Lazada website provides relevant information					
7.	Lazada website provides information that is easy to understand					
	Service Interaction (Interaksi layanan)					
8.	Lazada website is safe to transact					

9.	Lazada / Seller is easy to contact if there are problems in transactions through the website					
----	--	--	--	--	--	--

Consumer Satisfaction

No	Pertanyaan	Penilaian				
		SA	A	N	D	SD
	Information Quality (Kualitas Informasi)					
1.	Lazada website Professional in providing information					
	System Quality (Kualitas Sistem)					
2.	All features of Lazada website can be used optimally					
3.	Lazada website is reliable in serving my needs as a website user					
	Service Quality (Kualitas Layanan)					
4.	Lazada website makes it easy for me to shop with a complete payment system					
5.	Lazada website feature makes it easy for me to do online shopping activities					

Purchase Intention

No	Pertanyaan	Penilaian				
		SA	A	N	D	SD
	Level of Desire (Tingkat Keinginan)					
1.	Lazada website give a good offer, it makes the level of desire to buy me increase					
	Level of Interest (Tingkat Minat)					
3.	Lazada website offers a variety of product variants, which makes me interested in buying products sold					

-THANK YOU-

Appendix 3 Questionnaire in Indonesia

KUESIONER PENELITIAN

The Impact of Website Quality on Consumer Satisfaction and Purchase Intention (Study Case of E-Commerce Lazada Indoensia in Malang City)

Assalamualaikum Wr. Wb

Saya, M. Tantowi Jauhari. Mahasiswa Jurusan Administrasi Bisnis Fakultas Ilmu Adminitrasi Universitas Brawijaya dalam hal ini sedang melakukan penelitian untuk menyusun skripsi dengan judul “The Impact of Website Quality on Consumer Satisfaction and Purchase Intention (Study Case of E-Commerce Lazada Indoensia in Malang City)”

Adapun respondent yang dituju pada penelitian ini adalah sebagai berikut:

1. Konsumen yang pernah mengunjungi Website Lazada
2. Konsumen yang pernah membeli produk di Lazada
3. Konsumen berusia diatas 18 tahun

Mohon kesadaran Saudara/i yang sesuai dengan responden yang dipilih untuk berkenan mengisi kuisoner. Atas bantuan, kesediaan waktu dan kerjasama saudara/i saya ucapkan terima kasih.

Hormat Saya,

M. Tantowi Jauhari
145030207121009

The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-commerce (Study Case of E-commerce Lazada Indonesia in Malang City)

Assalamualaikum Wr. Wb

Saya, M. Tantowi Jauhari, Mahasiswa Jurusan Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Malang dalam hal ini sedang melakukan penelitian untuk menyusun skripsi dengan judul "The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-Commerce (Study Case of E-Commerce Lazada Indonesia in Malang City)"

Mohon kesadaran Saudara/i yang sesuai dengan responden yang dipilih untuk berkenan mengisi kuisioner. Atas bantuan, kesediaan waktu dan kerjasama Saudara/i saya ucapkan terimakasih.

* Wajib

Kriteria Responden

1. Responden yang pernah mengunjungi Website Lazada
2. Responden yang pernah membeli Produk di Website Lazada
3. Responden berusia diatas 18 tahun

I. IDENTITAS RESPONDEN

Petunjuk Pengisian

Mohon saudara/i bersedia mengisi daftar isian berikut dengan cara memberikan jawaban sesuai dengan keadaan sebenarnya.

1. Nama Lengkap *

2. Jenis Kelamin *

Tandai satu oval saja.

- Laki-Laki
 Perempuan

3. Usia *

8/15/2018 The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-commerce (Study Case of E-commerce Lazada Indo...

4. Pekerjaan *

Tandai satu oval saja.

- PNS
- BUMN
- Wiraswasta
- Mahasiswa
- Honorer
- Pegawai Swasta
- Yang lain: _____

5. Pendapatan / Uang Saku Anda Perbulan *

6. Apakah Anda mengetahui Website Lazada? *

Tandai satu oval saja.

- Ya
- Tidak

7. Apakah Anda pernah mengunjungi Website Lazada? *

Tandai satu oval saja.

- Ya
- Tidak

8. Apakah Anda pernah membeli produk di Website Lazada? *

Tandai satu oval saja.

- Ya
- Tidak

9. Selama 6 bulan terakhir, berapa kali Anda berbelanja di Website Lazada? *

10. Apakah Anda mempunyai pengalaman buruk saat berbelanja di Website Lazada? *

Tandai satu oval saja.

- Ya
- Tidak

11. Jika ada pengalaman buruk apa dalam berbelanja di Website Lazada silahkan Anda ceritakan

12. Berdasarkan Pengalaman Anda, Apakah Kualitas Website Lazada bisa mempengaruhi Keputusan berbelanja anda didalam wesbite Lazada? *

Tandai satu oval saja.

- Ya
- Tidak

II. Kuesioner

Mohon memberikan pilihan jawaban dari pernyataan-pernyataan dibawah ini sesuai dengan pilihan Saudara/i

Keterangan :

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Ragu-Ragu
- 4 : Setuju
- 5 : Sangat Setuju

Website Quality adalah kualitas operasional yang memungkinkan pembeli untuk melakukan aktifitas e-shopping mereka dengan mudah dan efisien.

Website Quality

Website Quality dari Website Lazada membantu Saya untuk melakukan aktifitas e-shopping

13. 1. Website Lazada mudah dioperasikan *

Tandai satu oval saja.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

14. 2. Website Lazada dalam berinteraksi mudah dimengerti *

Tandai satu oval saja.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

15. 3. Website Lazada mudah untuk ditelusuri *

Tandai satu oval saja.



5 The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-commerce (Study Case of E-commerce Lazada Indo

16. 4. Website Lazada cepat untuk di akses *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

17. 5. Website Lazada memberikan informasi yang akurat *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

18. 6. Website Lazada memberikan informasi yang relevan *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

19. 7. Website lazada memberikan informasi yang mudah dimengerti *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

20. 8. Website Lazada aman untuk bertransaksi *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

21. 9. Pihak Lazada Mudah dihubungi jika terjadi kendala dalam transaksi melalui websitenya? *

Tandai satu oval saja.

	1	2	3	4	5	
Sangat Tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Satisfaction

Konsep Konsumen

8/15/2018 The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-commerce (Study Case of E-commerce Lazada Indo...

22. 1. Website Lazada Profesional dalam memberikan informasi *

Tandai satu oval saja.

1	2	3	4	5		
Sangat Tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

23. 2. Semua fitur website Lazada dapat digunakan secara maksimal *

Tandai satu oval saja.

1	2	3	4	5		
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

24. 3. Website Lazada handal dalam melayani kebutuhan saya sebagai pengguna website

Tandai satu oval saja.

1	2	3	4	5		
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

25. 4. Website Lazada memudahkan Saya berbelanja dengan sistem pembayaran yang lengkap *

Tandai satu oval saja.

1	2	3	4	5		
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

26. 5. Fitur website Lazada memudahkan saya dalam melakukan kegiatan belanja online *

Tandai satu oval saja.

1	2	3	4	5		
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Purchase Intention

Minat beli Konsumen

27. 1. Website Lazada memberikan penawaran yang bagus, hal tersebut membuat tingkat keinginan untuk membeli saya meningkat *

Tandai satu oval saja.

1	2	3	4	5		
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

U15/2018 The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-commerce (Study Case of E-commerce Lazada Indo...

28. **2. Website Lazada menawarkan varian product yang beranekaragam , hal tersebut membuat saya tertarik untuk membeli produk yang dijual ***

Tandai satu oval saja.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

The Impact of Website Quality on Consumer Satisfaction and Purchase Intention E-commerce (Study Case of E-commerce Lazada Indonesia in Malang City)

Terimakasih atas waktu anda untuk mengisi kuisioner ini yang dimana nantinya akan membantu penelitian saya. Semoga anda diberikan kelancaran dalam segala hal. Wa'alaikumsalam Wr.Wb

Diberdayakan oleh
 Google Forms

Appendix 4 Tabulation of Respondent Data

No	Name of Respondent	Gender	Age	Job	Allowance
1	Nur istighfarin	Perempuan	23	Mahasiswa	1.000.000
2	Ismi Novitasari	Perempuan	20	Mahasiswa	1.500.000
3	Eka Septyan Muhzidan	Laki-Laki	23	Mahasiswa	2.000.000
4	Dianta Esa Negara	Laki-Laki	22	Mahasiswa	2.000.000
5	Antonius Ewaldo P. P.	Laki-Laki	22	Mahasiswa	1.500.000
6	Eti Setiawati	Perempuan	21	Mahasiswa	2.500.000
7	Nurfidari Gaffar	Perempuan	19	Mahasiswa	1.500.000
8	Nu'man Mubarak	Laki-Laki	22	Mahasiswa	2.000.000
9	Aan Suryana	Laki-Laki	22	Mahasiswa	1.500.000
10	Yustici Yuci W.	Perempuan	22	Mahasiswa	1.200.000
11	Rani Rachmawati	Perempuan	22	Mahasiswa	1.600.000
12	Febriana Rosaliana	Perempuan	22	Mahasiswa	2.000.000
13	Ainun Salsabila	Perempuan	23	Promotor	1.600.000
14	Dito Haekal	Laki-Laki	22	Mahasiswa	1.800.000
15	Mitha Avriyanti	Perempuan	22	Mahasiswa	2.500.000
16	Tania Azhari	Perempuan	19	Mahasiswa	2.000.000
17	Irenne Manoy	Perempuan	27	Wiraswasta	>5.000.000
18	Muhammad Fuadi	Laki-Laki	21	Mahasiswa	2.000.000
19	Syarif Zulfikar	Laki-Laki	25	Wiraswasta	>15.000.000
20	Henry Pamungkas	Laki-Laki	22	Mahasiswa	1.500.000
21	Muchlis	Laki-Laki	25	Wiraswasta	>8.000.000
22	Nurul Desya Arfiani	Perempuan	22	Mahasiswa	2.000.000
23	Saiful fathan	Laki-Laki	28	PNS	5.000.000
24	Emi Sulismiyati	Perempuan	30	Ibu Rumah Tangga	3.000.000
25	Nurwahidiyah	Perempuan	29	PNS	6.000.000
26	Hurul'in nabila Diniyah	Perempuan	21	Mahasiswa	1.500.000
27	Imam Fauzi	Laki-Laki	20	Mahasiswa	1.000.000
28	Iqbal Favian	Laki-Laki	22	Mahasiswa	2.000.000
29	Nasya Zuniga	Perempuan	22	Mahasiswa	3.000.000
30	Fitri Melani Rahman	Perempuan	26	Wiraswasta	>8.000.000
31	Leny Vasidatur	Perempuan	22	Mahasiswa	1.500.000
32	I Gusti Agung Nanda D.	Laki-Laki	22	Mahasiswa	2.000.000
33	Vitra Islami Ananda W.	Perempuan	20	Mahasiswa	1.500.000

No	Name of Respondent	Gender	Age	Job	Allowance
34	Galih Rakasiwi	Laki-Laki	22	Mahasiswa	4.000.000
35	Respaty Ramandini	Perempuan	25	Ibu Rumah Tangga	3.000.000
36	Alfiansyah	Laki-Laki	32	BUMN	7.000.000
37	Shofi Anjani	Perempuan	24	Promotor	2.000.000
38	Fitri Indriani Wulandari	Perempuan	26	Promotor	2.000.000
39	Angelina Triani	Perempuan	21	Mahasiswa	1.700.000
40	Della Amanda	Perempuan	31	PNS	5.000.000
41	Tarra Simandang	Laki-Laki	24	Pegawai Swasta	8.000.000
42	Aldila Gayatri Putri	Perempuan	27	BUMN	5.500.000
43	M. Akbar Ilhami	Laki-Laki	26	Dokter Gigi	5.000.000
44	Soraya Novianti	Perempuan	26	Dokter Gigi	5.000.000
45	Awan Septiawan	Laki-Laki	24	Polisi	4.500.000
46	Fitrah Ramadhan	Perempuan	25	Pegawai Swasta	4.000.000
47	Chandra Mustakim	Laki-Laki	30	Pegawai Swasta	10.000.000
48	Firdania Putri Kirana	Perempuan	22	Mahasiswa	1.500.000
49	Raimatul Mukarim	Laki-Laki	22	Mahasiswa	1.500.000
50	Sofian Putra	Laki-Laki	23	Honorar	1.200.000
51	Yan Putra Hardi	Laki-Laki	28	PNS	4.500.000
52	Hanna Melanti D.	Perempuan	32	BUMN	9.000.000
53	Nurul Waruda	Perempuan	25	Pegawai Swasta	4.000.000
54	Ainul Uswatun	Perempuan	27	Pegawai Swasta	4.500.000
55	Chana Andrianti	Perempuan	25	Pegawai Honorar	1.200.000
56	Arman Syahputra	Laki-Laki	29	Pegawai Swasta	6.500.000
57	Azlan Muhibbudinsyah	Laki-Laki	23	Mahasiswa	2.000.000
58	Sri Mulyani Usman	Perempuan	31	BUMN	8.000.000
59	Taufik Putra Abandi	Laki-Laki	23	Mahasiswa	2.500.000
60	Sisca Riani	Perempuan	27	Pegawai Bank	4.000.000
61	Anjani	Perempuan	21	Mahasiswa	2.000.000
62	Bryan Putra	Laki-Laki	22	Mahasiswa	1.500.000
63	Zulfani Avrianty	Perempuan	22	Mahasiswa	1.500.000
64	Rofianita	Perempuan	28	Pegawai Swasta	5.000.000
65	Ovilia Refa	Perempuan	25	Pegawai Honorar	1.000.000
66	Dimas Anggara	Laki-Laki	29	Wiraswasta	>9.000.000
67	Diana Saddah	Perempuan	25	Pegawai Swasta	7.000.000

No	Name of Respondent	Gender	Age	Job	Allowance
68	Dian Sofarlina	Perempuan	22	Mahasiswa	3.000.000
69	Revalina Z. S.	Perempuan	23	Mahasiswa	2.000.000
70	Dwi Malika	Laki-Laki	22	Mahasiswa	1.200.000
71	Putra Sanjaya	Laki-Laki	24	Pegawai Swasta	4.500.000
72	Acha Natasya	Perempuan	31	BUMN	9.000.000
73	Ryan Zalfahreza	Laki-Laki	28	PNS	5.000.000
74	Yuni Ayunda Putri	Perempuan	26	Pegawai Swasta	5.500.000
75	Dewi Arisanti	Perempuan	24	Pegawai Honorer	3.000.000
76	Yuris Fiestaria	Perempuan	25	Pegawai swasta	4.500.000
77	Akhsany Taqwin	Laki-Laki	22	Mahasiswa	1.500.000
78	Agung Darmawan	Laki-Laki	23	Mahasiswa	2.000.000
79	Lastiko Bakti Maulana	Laki-Laki	29	PNS	6.350.000
80	Heni Susilowati	Perempuan	39	Pegawai Swasta	8.000.000
81	Audrey Calista Jollie	Perempuan	22	Mahasiswa	2.000.000
82	Divani Amanda	Perempuan	22	Mahasiswa	2.000.000
83	Shohib Gibran	Laki-Laki	21	Mahasiswa	1.500.000
84	Lutvi Afriza	Perempuan	22	Mahasiswa	2.500.000
85	Dody Herlambang	Laki-Laki	22	Mahasiswa	1.500.000
86	Rizki Setiawan	Laki-Laki	23	Pegawai Honorer	3.500.000
87	Fikri Maulana M.	Laki-Laki	22	Mahasiswa	1.000.000
88	Ratu Salsabilla	Perempuan	25	Pegawai Bank	4.500.000
89	Okki Apri Yanta	Laki-Laki	25	Wiraswasta	>8.000.000
90	Deddy Setiawan	Laki-Laki	22	Mahasiswa	1.500.000
91	Indra Kharisma Wijayanto	Laki-Laki	29	Wiraswasta	>10.000.000
92	Azhar Zulfikar	Laki-Laki	32	PNS	5.500.000
93	Endang Susilowati	Perempuan	35	PNS	5.500.000
94	Ria Oktarismayani	Perempuan	25	Pegawai Swasta	6.000.000
95	Dewi Siswantoro	Perempuan	25	Pegawai Swasta	6.000.000
96	Didin Wahyudin	Laki-Laki	22	Mahasiswa	2.000.000
97	Fitri Andriani	Perempuan	25	Pegawai Swasta	4.000.000
98	Nur Laila Amalina	Perempuan	21	Mahasiswa	1.500.000
99	Angelina Triani	Perempuan	22	Mahasiswa	2.000.000
100	Alfares Samudra	Perempuan	22	Mahasiswa	1.500.000
101	Andi Aziz	Laki-Laki	29	BUMN	6.000.000
102	I Dewa Gede Mayun	Laki-Laki	22	Mahasiswa	2.000.000

No	Name of Respondent	Gender	Age	Job	Allowance
103	Lalu Indra Laksana	Laki-Laki	37	PNS	4.250.000
104	Rizka Rahmania Amelia	Perempuan	22	Mahasiswa	2.500.000
105	Nada Safitri	Perempuan	21	Mahasiswa	2.000.000
106	M. Andre Mahmudi	Laki-Laki	23	Mahasiswa	2.000.000
107	Dadang Tri Hamzah	Laki-Laki	30	PNS	5.000.000
108	Cahya Budiman	Laki-Laki	26	Pegawai Swasta	6.000.000
109	Nidda Amaliya Regizsya	Perempuan	27	Dokter Gigi	5.500.000
110	Yayat Budiharjo	Laki-Laki	24	Pegawai Swasta	6.500.000
111	Selvina Agustina	Perempuan	22	Mahasiswa	2.000.000
112	Fadila Rahmatunnisa	Perempuan	22	Mahasiswa	1.000.000
113	Irvan Sanjaya	Laki-Laki	21	Mahasiswa	2.000.000
114	Veronica Maharani Putri	Perempuan	22	Mahasiswa	1.500.000
115	Salsabilla Adzikya	Perempuan	22	Mahasiswa	2.500.000
116	Ayu Wandira Astuti	Perempuan	22	Mahasiswa	2.000.000



No	Have you ever knowing the Lazada's Website	Have you ever visit Lazada's Website	Have you ever purchased a product on the Lazada Website
1	Ya	Ya	Ya
2	Ya	Ya	Ya
3	Ya	Ya	Ya
4	Ya	Ya	Ya
5	Ya	Ya	Ya
6	Ya	Ya	Ya
7	Ya	Ya	Ya
8	Ya	Ya	Ya
9	Ya	Ya	Ya
10	Ya	Ya	Ya
11	Ya	Ya	Ya
12	Ya	Ya	Ya
13	Ya	Ya	Ya
14	Ya	Ya	Ya
15	Ya	Ya	Ya
16	Ya	Ya	Ya
17	Ya	Ya	Ya
18	Ya	Ya	Ya
19	Ya	Ya	Ya
20	Ya	Ya	Ya
21	Ya	Ya	Ya
22	Ya	Ya	Ya
23	Ya	Ya	Ya
24	Ya	Ya	Ya
25	Ya	Ya	Ya
26	Ya	Ya	Ya
27	Ya	Ya	Ya
28	Ya	Ya	Ya
29	Ya	Ya	Ya
30	Ya	Ya	Ya
31	Ya	Ya	Ya
32	Ya	Ya	Ya
33	Ya	Ya	Ya
34	Ya	Ya	Ya



No	Have you ever knowing the Lazada's Website	Have you ever visit Lazada's Website	Have you ever purchased a product on the Lazada Website
35	Ya	Ya	Ya
36	Ya	Ya	Ya
37	Ya	Ya	Ya
38	Ya	Ya	Ya
39	Ya	Ya	Ya
40	Ya	Ya	Ya
41	Ya	Ya	Ya
42	Ya	Ya	Ya
43	Ya	Ya	Ya
44	Ya	Ya	Ya
45	Ya	Ya	Ya
46	Ya	Ya	Ya
47	Ya	Ya	Ya
48	Ya	Ya	Ya
49	Ya	Ya	Ya
50	Ya	Ya	Ya
51	Ya	Ya	Ya
52	Ya	Ya	Ya
53	Ya	Ya	Ya
54	Ya	Ya	Ya
55	Ya	Ya	Ya
56	Ya	Ya	Ya
57	Ya	Ya	Ya
58	Ya	Ya	Ya
59	Ya	Ya	Ya
60	Ya	Ya	Ya
61	Ya	Ya	Ya
62	Ya	Ya	Ya
63	Ya	Ya	Ya
64	Ya	Ya	Ya
65	Ya	Ya	Ya
66	Ya	Ya	Ya
67	Ya	Ya	Ya
68	Ya	Ya	Ya



No	Have you ever knowing the Lazada's Website	Have you ever visit Lazada's Website	Have you ever purchased a product on the Lazada Website
69	Ya	Ya	Ya
70	Ya	Ya	Ya
71	Ya	Ya	Ya
72	Ya	Ya	Ya
73	Ya	Ya	Ya
74	Ya	Ya	Ya
75	Ya	Ya	Ya
76	Ya	Ya	Ya
77	Ya	Ya	Ya
78	Ya	Ya	Ya
79	Ya	Ya	Ya
80	Ya	Ya	Ya
81	Ya	Ya	Ya
82	Ya	Ya	Ya
83	Ya	Ya	Ya
84	Ya	Ya	Ya
85	Ya	Ya	Ya
86	Ya	Ya	Ya
87	Ya	Ya	Ya
88	Ya	Ya	Ya
89	Ya	Ya	Ya
90	Ya	Ya	Ya
91	Ya	Ya	Ya
92	Ya	Ya	Ya
93	Ya	Ya	Ya
94	Ya	Ya	Ya
95	Ya	Ya	Ya
96	Ya	Ya	Ya
97	Ya	Ya	Ya
98	Ya	Ya	Ya
99	Ya	Ya	Ya
100	Ya	Ya	Ya
101	Ya	Ya	Ya
102	Ya	Ya	Ya



No	Have you ever knowing the Lazada's Website	Have you ever visit Lazada's Website	Have you ever purchased a product on the Lazada Website
103	Ya	Ya	Ya
104	Ya	Ya	Ya
105	Ya	Ya	Ya
105	Ya	Ya	Ya
107	Ya	Ya	Ya
108	Ya	Ya	Ya
109	Ya	Ya	Ya
110	Ya	Ya	Ya
111	Ya	Ya	Ya
112	Ya	Ya	Ya
113	Ya	Ya	Ya
114	Ya	Ya	Ya
115	Ya	Ya	Ya
116	Ya	Ya	Ya

No	Over the last 6 months, how many times have you been shopping in Lazada	Do you have a bad experience while shopping at Lazada? *) If you please tell us	Can the quality of Lazada's website affect your shopping satisfaction in Lazada's website?
1	1	Tidak	Ya
2	1	Tidak	Ya
3	2	Tidak	Ya
4	1	Tidak	Ya
5	1	Tidak	Ya
6	1	Tidak	Ya
7	3	Tidak	Ya
8	1	Tidak	Ya
9	1	Tidak	Ya
10	1	Tidak	Ya
11	1	Tidak	Ya
12	2	Tidak	Ya
13	2	Tidak	Ya
14	1	Tidak	Ya
15	1	Tidak	Ya
16	2	Tidak	Ya
17	3	Tidak	Ya
18	2	Tidak	Ya
19	2	Tidak	Ya
20	1	Tidak	Ya
21	2	Tidak	Ya
22	1	Tidak	Ya
23	2	Tidak	Ya
24	0	Tidak	Ya
25	1	Tidak	Ya
26	2	Tidak	Ya
27	2	Tidak	Ya
28	1	Tidak	Ya
29	1	Tidak	Ya
30	1	Tidak	Ya
31	1	Tidak	Ya
32	2	Tidak	Ya
33	1	Tidak	Ya

No	Over the last 6 months, how many times have you been shopping in Lazada	Do you have a bad experience while shopping at Lazada? *) If you please tell us	Can the quality of Lazada's website affect your shopping satisfaction in Lazada's website?
34	2	Pengiriman telat	Ya
35	1	Tidak	Ya
36	0	Tidak	Ya
37	2	Size Kebesaran	Ya
38	1	Tidak	Ya
39	1	Tidak	Ya
40	0	Tidak	Ya
41	1	Tidak	Ya
42	2	Tidak	Ya
43	2	Tidak	Ya
44	1	Tidak	Ya
45	1	Tidak	Ya
46	1	Tidak	Ya
47	2	Tidak	Ya
48	1	Tidak	Ya
49	2	Tidak	Ya
50	1	Tidak	Ya
51	2	Tidak	Ya
52	1	Lama nyampe barangnya	Ya
53	1	Tidak	Ya
54	1	Tidak	Ya
55	2	Tidak	Ya
56	1	Tidak	Ya
57	3	Tidak	Ya
58	0	Tidak	Ya
59	1	Tidak	Ya
60	2	Tidak	Ya
61	1	Tidak	Ya
62	2	Tidak	Ya
63	1	Tidak	Ya
64	3	Barang Lama datang	Ya
65	1	Tidak	Ya
66	5	Tidak	Ya

No	Over the last 6 months, how many times have you been shopping in Lazada	Do you have a bad experience while shopping at Lazada? *) If you please tell us	Can the quality of Lazada's website affect your shopping satisfaction in Lazada's website?
67	3	Tidak	Ya
68	2	Tidak	Ya
69	2	Tidak	Ya
70	1	Tidak	Ya
71	3	Tidak	Ya
72	1	Tidak	Ya
73	2	Tidak	Ya
74	2	Tidak	Ya
75	1	Tidak	Ya
76	2	Tidak	Ya
77	1	Barang Telat datang	Ya
78	1	Tidak	Ya
79	1	Tidak	Ya
80	5	Estimasi pengiriman telat	Ya
81	3	Tidak	Ya
82	2	Tidak	Ya
83	1	Tidak	Ya
84	2	Tidak	Ya
85	1	Tidak	Ya
86	1	Tidak	Ya
87	0	Tidak	Ya
88	1	Tidak	Ya
89	4	Size terlalu besar	Ya
90	1	Tidak	Ya
91	1	Tidak	Ya
92	1	Tidak	Ya
93	2	Tidak	Ya
94	1	Tidak	Ya
95	2	Tidak	Ya
96	1	Tidak	Ya
97	2	Tidak	Ya
98	1	Tidak	Ya
99	2	Tidak	Ya

No	Over the last 6 months, how many times have you been shopping in Lazada	Do you have a bad experience while shopping at Lazada? *) If you please tell us	Can the quality of Lazada's website affect your shopping satisfaction in Lazada's website?
100	1	Tidak	Ya
101	3	Tidak	Ya
102	2	Tidak	Ya
103	4	Tidak	Ya
104	2	Tidak	Ya
105	2	Tidak	Ya
106	1	Size tidak sesuai, kebesaran	Ya
107	1	Tidak	Ya
108	1	Tidak	Ya
109	2	Tidak	Ya
110	2	Tidak	Ya
111	1	Tidak	Ya
112	1	Tidak	Ya
113	2	Tidak	Ya
114	1	Tidak	Ya
115	3	Tidak	Ya
116	1	Tidak	Ya

No	X _{1.1.1}	X _{1.1.2}	X _{1.1.3}	X _{1.1.4}	X _{1.2.1}	X _{1.2.2}	X _{1.2.3}	X _{1.3.1}	X _{1.3.1}	X
1	4	4	4	4	4	4	4	3	3	34
2	5	5	4	4	5	5	4	4	5	41
3	5	5	5	5	4	4	4	4	4	40
4	4	4	4	4	4	3	4	4	4	35
5	3	4	3	4	4	4	3	4	4	33
6	5	4	4	4	4	4	5	5	4	39
7	4	5	5	4	3	4	4	3	5	37
8	4	4	4	4	4	4	3	4	3	34
9	4	4	4	4	4	5	3	4	4	36
10	4	4	4	3	3	3	3	3	3	30
11	4	3	4	4	3	4	3	3	3	31
12	4	3	4	4	4	4	4	4	4	35
13	4	4	4	4	4	4	4	4	4	36
14	4	4	4	4	4	4	4	4	4	36
15	4	4	3	4	3	4	4	4	3	33
16	4	4	3	4	4	5	3	4	4	35
17	4	3	3	3	3	2	2	3	3	26
18	4	4	4	4	4	4	4	4	4	36
19	4	4	4	4	4	4	4	4	4	36
20	4	2	4	2	2	4	2	3	2	25
21	4	4	2	4	2	3	3	3	3	28
22	4	4	4	4	4	4	4	4	4	36
23	4	4	4	4	4	4	4	4	4	36
24	4	4	4	4	4	4	4	4	4	36
25	4	4	4	4	3	4	4	4	3	34
26	2	4	3	4	4	4	4	4	4	33
27	4	4	4	4	4	4	4	4	4	36
28	2	3	4	3	4	3	3	4	4	30
29	4	4	4	4	4	4	4	4	4	36
30	4	4	4	4	4	5	3	4	5	37
31	4	4	4	4	4	4	3	3	4	34
32	4	4	4	4	4	4	4	3	3	34
33	4	4	4	4	4	4	4	4	3	35
34	4	5	4	4	4	4	4	4	4	37
35	4	3	4	3	2	4	3	3	3	29
36	4	4	4	4	3	4	4	4	4	35
37	4	4	4	4	3	4	4	4	4	35



No	X _{1.1.1}	X _{1.1.2}	X _{1.1.3}	X _{1.1.4}	X _{1.2.1}	X _{1.2.2}	X _{1.2.3}	X _{1.3.1}	X _{1.3.2}	X
38	3	4	4	4	3	4	2	2	3	29
39	4	5	5	4	4	5	3	4	4	38
40	4	4	4	4	3	4	5	4	4	36
41	4	4	4	4	4	4	4	4	4	36
42	4	4	4	5	3	4	4	4	3	35
43	4	4	4	4	4	4	4	4	4	36
44	4	4	4	3	4	4	4	4	4	35
45	3	4	4	4	3	3	3	4	4	32
46	4	5	4	3	3	5	4	4	3	35
47	3	3	4	4	4	4	4	4	4	34
48	4	4	4	5	5	4	5	4	4	39
49	4	4	4	3	3	4	2	3	4	31
50	4	4	4	4	2	4	4	4	4	34
51	4	4	4	4	4	4	4	4	4	36
52	4	4	4	4	4	4	4	4	4	36
53	4	4	4	4	4	4	4	4	4	36
54	4	4	4	5	4	4	4	4	4	37
55	4	4	4	4	4	4	4	4	3	35
56	4	4	4	4	3	4	4	4	4	35
57	4	4	4	4	3	4	4	4	3	34
58	5	5	3	3	2	3	3	2	4	30
59	5	5	5	5	4	4	4	4	4	40
60	4	4	4	4	4	4	4	4	4	36
61	3	4	5	4	3	4	4	4	4	35
62	4	4	4	4	2	4	4	4	4	34
63	4	4	4	4	4	4	4	4	4	36
64	4	4	3	4	4	4	4	4	4	35
65	4	4	4	5	4	4	4	4	4	37
66	4	3	4	3	4	4	4	4	4	34
67	5	4	4	4	3	4	4	4	4	36
68	4	2	4	5	4	4	4	4	4	35
69	4	4	4	4	4	4	4	4	4	36
70	4	3	4	4	4	4	3	4	4	34
71	4	4	4	4	4	4	4	4	4	36
72	3	4	3	3	3	4	2	3	2	27
73	4	4	4	4	2	4	4	4	4	34
74	4	4	4	4	2	4	2	5	4	33



No	X.1.1.1	X.1.1.2	X.1.1.3	X.1.1.4	X.1.2.1	X.1.2.2	X.1.2.3	X.1.3.1	X.1.3.2	X
75	5	5	5	5	5	5	4	4	4	42
76	5	5	5	4	5	5	4	5	4	42
77	3	2	3	2	3	4	2	4	2	25
78	5	5	5	5	5	5	5	5	5	45
79	4	4	4	4	4	4	4	4	4	36
80	4	4	4	4	3	4	4	4	3	34
81	4	4	4	4	3	4	4	4	4	35
82	4	4	4	4	4	4	3	4	4	35
83	4	4	4	4	4	4	4	4	4	36
84	4	4	4	4	2	4	3	3	4	32
85	4	4	4	4	4	4	4	4	4	36
86	4	4	4	4	4	4	4	4	5	37
87	4	4	4	4	5	4	3	4	4	36
88	4	4	3	4	3	4	4	4	4	34
89	4	3	4	4	3	4	4	4	3	33
90	4	4	4	4	3	4	4	4	4	35
91	4	3	4	3	3	4	4	3	5	33
92	4	4	3	4	3	4	3	2	3	30
93	5	5	4	4	4	4	4	4	4	38
94	5	5	5	5	5	5	5	5	5	45
95	5	5	5	5	4	5	4	5	4	42
96	4	4	4	4	4	4	4	4	4	36
97	4	4	4	4	4	4	3	3	4	34
98	4	4	4	3	3	4	4	4	4	34
99	4	4	4	4	3	4	4	4	4	35
100	4	4	4	4	4	4	4	4	4	36
101	3	4	4	4	3	4	4	4	3	33
102	5	3	4	4	2	5	5	5	4	37
103	4	4	4	3	4	3	2	5	4	36
104	4	4	4	5	4	4	3	4	4	36
105	4	4	4	4	4	4	4	4	4	36
106	1	1	1	1	1	1	1	1	1	9
107	5	5	4	4	4	4	5	5	4	40
108	4	4	4	4	4	4	4	4	4	36
109	4	4	4	4	4	4	4	4	4	36
110	2	3	3	4	2	4	3	4	3	28
111	4	5	4	4	3	4	3	4	4	35

No	X.1.1.1	X.1.1.2	X.1.1.3	X.1.1.4	X.1.2.1	X.1.2.2	X.1.2.3	X.1.3.1	X.1.3.2	X
112	4	4	4	4	3	4	4	4	4	35
113	4	4	4	4	1	4	3	4	4	32
114	4	4	4	4	4	4	4	4	4	36
115	4	4	4	4	2	4	4	4	4	34
116	4	4	4	4	4	4	4	4	4	36



No	Y _{1.1.1}	Y _{1.2.1}	Y _{1.2.2}	Y _{1.3.1}	Y _{1.3.2}	Y ₁	Y _{2.1.1}	Y _{2.2.1}	Y ₂
1	4	4	3	3	3	17	3	4	7
2	5	5	4	5	5	24	4	4	8
3	4	4	4	4	4	20	4	4	8
4	4	4	4	3	3	18	3	4	7
5	3	3	2	3	3	14	4	4	8
6	4	4	2	4	2	16	4	4	8
7	3	3	5	4	5	20	4	4	8
8	4	3	4	3	3	17	4	3	7
9	4	3	3	3	3	16	3	3	6
10	3	3	4	3	3	16	3	3	6
11	4	3	4	4	4	19	3	4	7
12	4	4	4	4	4	20	4	4	8
13	3	3	3	3	4	16	3	4	7
14	3	4	4	3	4	18	4	4	8
15	3	4	4	3	2	16	3	3	6
16	5	5	4	4	4	22	4	4	8
17	3	2	4	4	2	15	2	3	5
18	5	5	5	5	5	25	5	5	10
19	4	4	4	4	4	20	4	4	8
20	2	2	4	3	4	15	4	4	8
21	4	4	4	4	4	20	3	3	6
22	3	3	2	4	2	14	2	2	4
23	4	4	4	4	4	20	4	4	8
24	3	3	3	3	3	15	4	4	8
25	3	4	4	4	4	19	3	4	7
26	4	4	4	3	4	19	4	4	8
27	4	4	4	4	4	20	4	4	8
28	4	3	3	3	4	17	4	5	9
29	4	4	4	4	4	20	4	4	8
30	4	4	4	5	5	22	5	5	10
31	4	4	4	4	4	20	4	4	8
32	5	4	5	3	4	21	4	4	8
33	4	3	4	4	4	19	4	4	8
34	4	4	4	4	4	20	4	4	8
35	3	3	3	3	3	15	4	4	8
36	4	4	4	3	4	19	4	4	8
37	4	4	4	4	4	20	4	4	8

No	Y _{1.1.1}	Y _{1.2.1}	Y _{1.2.2}	Y _{1.3.1}	Y _{1.3.2}	Y ₁	Y _{2.1.1}	Y _{2.2.1}	Y ₂
38	4	4	4	3	3	18	3	3	6
39	4	4	4	4	2	18	4	4	8
40	5	4	4	4	4	21	4	5	9
41	4	4	4	4	4	20	4	5	9
42	4	4	3	3	3	17	3	4	7
43	4	4	4	3	3	18	4	5	9
44	4	4	3	4	4	19	4	4	8
45	3	4	3	3	3	16	4	3	7
46	3	3	3	4	4	17	4	4	8
47	4	3	3	3	2	15	4	4	8
48	5	5	5	5	5	25	5	5	10
49	4	4	4	3	4	19	4	4	8
50	4	4	3	3	3	17	3	4	7
51	4	4	4	4	5	21	5	5	10
52	4	4	4	3	3	18	4	4	8
53	4	4	4	3	4	19	4	4	8
54	5	5	3	4	4	21	4	5	9
55	4	5	4	4	4	21	4	4	8
56	5	4	4	3	3	19	3	4	7
57	3	4	3	4	4	18	4	4	8
58	3	3	4	4	4	18	2	4	5
59	4	4	3	3	4	18	5	4	9
60	3	4	4	5	4	20	5	5	10
61	4	4	4	4	4	20	4	3	7
62	4	4	4	4	4	20	4	4	8
63	4	4	4	3	4	19	4	4	8
64	3	4	4	3	2	16	2	3	5
65	4	4	4	4	4	20	4	4	8
66	4	3	4	4	4	19	4	4	8
67	5	4	4	3	3	19	4	3	7
68	3	4	3	3	3	16	3	3	6
69	4	4	3	3	3	17	4	4	8
70	4	4	3	4	4	19	4	4	8
71	4	4	4	4	4	20	4	4	8
72	2	4	4	3	4	17	4	4	8
73	4	4	4	4	4	20	4	4	8
74	4	3	4	2	4	17	4	4	8

No	Y _{1.1.1}	Y _{1.2.1}	Y _{1.2.2}	Y _{1.3.1}	Y _{1.3.2}	Y ₁	Y _{2.1.1}	Y _{2.1.1}	Y ₂
75	4	4	4	5	5	22	5	5	10
76	5	5	4	5	4	23	4	4	8
77	3	3	3	2	2	13	3	3	6
78	5	5	4	5	5	24	5	5	10
79	4	4	4	4	4	20	4	4	8
80	4	3	4	4	3	18	4	3	7
81	4	4	4	3	3	18	4	4	8
82	3	3	3	3	3	15	4	4	8
83	4	4	4	4	4	20	4	4	8
84	4	4	4	3	4	19	4	4	8
85	4	4	4	4	4	20	4	5	9
86	4	4	4	4	4	20	4	5	9
87	3	3	4	3	3	16	3	4	7
88	2	4	4	3	3	16	4	3	7
89	3	3	4	4	4	18	4	4	8
90	3	3	4	3	4	17	4	4	8
91	5	5	4	4	4	22	4	5	9
92	4	3	4	4	3	18	4	3	7
93	4	4	2	4	3	17	4	4	8
94	5	5	5	5	5	25	5	5	10
95	5	5	5	5	5	25	5	5	10
96	4	4	5	5	5	23	5	4	9
97	3	4	4	3	4	18	4	4	8
98	3	3	4	2	2	14	4	4	8
99	4	4	4	4	3	19	4	4	8
100	4	4	4	4	4	20	4	4	8
101	3	3	4	3	3	16	4	4	8
102	4	4	3	3	4	18	4	4	8
103	5	5	5	4	3	22	3	4	7
104	4	4	4	4	4	20	4	4	8
105	4	4	4	4	4	20	4	4	8
106	1	1	1	1	1	5	1	1	2
107	5	5	5	5	5	25	4	5	9
108	4	4	4	4	4	20	4	4	8
109	4	4	4	3	4	19	4	4	8
110	3	4	4	2	3	16	2	3	5
111	4	4	4	3	4	19	4	4	8

No	Y _{1.1.1}	Y _{1.2.1}	Y _{1.2.2}	Y _{1.3.1}	Y _{1.3.2}	Y ₁	Y _{2.1.1}	Y _{2.2.1}	Y ₂
112	4	4	4	4	4	20	4	4	8
113	3	3	3	3	4	16	4	4	8
114	4	4	4	4	4	20	4	4	8
115	5	5	4	4	4	22	4	5	9
116	4	4	4	4	4	20	4	4	8



Appendix 5 frequency of respondents' answers

Frequency Table

Statistics

	N		Mean
	Valid	Missing	
X1	116	0	3.9741
X2	116	0	3.9569
X3	116	0	3.9397
X4	116	0	3.9483
X5	116	0	3.5172
X6	116	0	4.0172
X7	116	0	3.6897
X8	116	0	3.8707
X9	116	0	3.8017
Y1.1	116	0	3.8276
Y1.2	116	0	3.8276
Y1.3	116	0	3.7845
Y1.4	116	0	3.6293
Y1.5	116	0	3.6724
Y2.1	116	0	3.8448
Y2.2	116	0	3.9655

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	8	6.9	6.9	10.3
	4.00	90	77.6	77.6	87.9
	5.00	14	12.1	12.1	100.0
	Total	116	100.0	100.0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	12	10.3	10.3	13.8
	4.00	84	72.4	72.4	86.2
	5.00	16	13.8	13.8	100.0
	Total	116	100.0	100.0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	1	.9	.9	1.7
	3.00	12	10.3	10.3	12.1
	4.00	92	79.3	79.3	91.4
	5.00	10	8.6	8.6	100.0
	Total	116	100.0	100.0	

X4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	2	1.7	1.7	2.6
	3.00	12	10.3	10.3	12.9
	4.00	88	75.9	75.9	88.8
	5.00	13	11.2	11.2	100.0
	Total	116	100.0	100.0	

X5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.7	1.7	1.7
	2.00	12	10.3	10.3	12.1
	3.00	33	28.4	28.4	40.5
	4.00	62	53.4	53.4	94.0
	5.00	7	6.0	6.0	100.0
	Total	116	100.0	100.0	



X6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	1	.9	.9	1.7
	3.00	6	5.2	5.2	6.9
	4.00	95	81.9	81.9	88.8
	5.00	13	11.2	11.2	100.0
	Total	116	100.0	100.0	

X7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	8	6.9	6.9	7.8
	3.00	24	20.7	20.7	28.4
	4.00	76	65.5	65.5	94.0
	5.00	7	6.0	6.0	100.0
	Total	116	100.0	100.0	

X8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	15	12.9	12.9	16.4
	4.00	88	75.9	75.9	92.2
	5.00	9	7.8	7.8	100.0
	Total	116	100.0	100.0	

X9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	21	18.1	18.1	21.6
	4.00	84	72.4	72.4	94.0
	5.00	7	6.0	6.0	100.0
	Total	116	100.0	100.0	



Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	3	2.6	2.6	3.4
	3.00	28	24.1	24.1	27.6
	4.00	67	57.8	57.8	85.3
	5.00	17	14.7	14.7	100.0
Total		116	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	2	1.7	1.7	2.6
	3.00	27	23.3	23.3	25.9
	4.00	72	62.1	62.1	87.9
	5.00	14	12.1	12.1	100.0
Total		116	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	4	3.4	3.4	4.3
	3.00	23	19.8	19.8	24.1
	4.00	79	68.1	68.1	92.2
	5.00	9	7.8	7.8	100.0
Total		116	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	4	3.4	3.4	4.3
	3.00	44	37.9	37.9	42.2
	4.00	55	47.4	47.4	89.7
	5.00	12	10.3	10.3	100.0
Total		116	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	9	7.8	7.8	8.6
	3.00	29	25.0	25.0	33.6
	4.00	65	56.0	56.0	89.7
	5.00	12	10.3	10.3	100.0
	Total	116	100.0	100.0	

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	5	4.3	4.3	5.2
	3.00	16	13.8	13.8	19.0
	4.00	83	71.6	71.6	90.5
	5.00	11	9.5	9.5	100.0
	Total	116	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	1	.9	.9	1.7
	3.00	18	15.5	15.5	17.2
	4.00	77	66.4	66.4	83.6
	5.00	19	16.4	16.4	100.0
	Total	116	100.0	100.0	

Appendix 6 Frequency Distribution of Respondents

Gender

No	Gender	Number of Respondents (People)	Percentage (%)
1	Male	51	43.97
2	Female	65	56.03
	Total	116	

Age

No	Age	Number of Respondents (People)	Percentage (%)
1	18-20 years	5	4.31
2	21-23 years	58	50.00
3	24-26 years	26	22.41
4	27-29 years	15	12.93
5	30-32 years	9	7.76
6	33-35 years	1	0.86
7	36-38 years	1	0.86
8	39-41 years	1	0.86
	Total years	116	100

Job

No	Job	Number of Respondents (People)	Percentage (%)
1	Not Working (Students)	60	51.72
2	Private Employees	25	21.55
3	Entrepreneur	7	6.03
4	Government Employees	10	8.62
5	Honorary Employees	5	4.32
6	Dentist	3	2.59
7	Others	6	5.17
	Total	116	

Allowance

No	Allowance	Number of Respondents (People)	Percentage (%)
1	Rp. 1,000,000 - Rp. 2,750,000	63	54.31
2	>Rp. 2,750,000 - Rp. 4,500,000	18	15.52
3	>Rp. 4,500,000 – Rp. 6,250,000	18	15.52
4	>Rp. 6,250,000 – Rp 8,000,000	8	6.90
5	>Rp. 8,000,000 – Rp. 9,750,000	6	5.17
6	>Rp. 9,750,000 – Rp. 11,500,000	2	1.72
7	>Rp. 11,500,000 – Rp 13,250,000	0	0
8	>Rp. 13,250,000 – Rp 15,000,000	1	0.86
	Total	116	

Knowing Lazada's Website

No	Knowing about Zalora's Website	Number of Respondents (People)	Percentage (%)	Cumulative Percent
1	Yes	116	100	100
2	No	0	0	100
	Total	116	100	

Visiting about Lazada's Website

No	Visiting Zalora's Website	Number of Respondents (People)	Percentage (%)	Cumulative Percent
1	Yes	116	100	100
2	No	0	0	100
	Total	116	100	

Respondents based on ever bought a product on the Lazada's Website

No	Ever bought a product in the Zalora's Website	Number of Respondents (People)	Percentage (%)	Cumulative Percent
1	Yes	116	100	100
2	No	0	0	100
	Total	116	100	

Respondents based on shopping in Lazada for the last 6 months.

No	Shopping in Lazada for the last 6 months	Number of Respondents (People)	Percentage (%)
1	0 times	5	4.31
2	1 times	60	51.73
3	2 times	38	32.76
4	3 times	9	7.76
5	4 times	2	1.72
6	5 times	2	1.72
	Total	116	

Respondents based on bad experience during shopping in Lazada.

No	Bad experience during shopping in Lazada	Number of Respondents (People)	Percentage (%)
1	No bad experience	108	93.10
2	Size	3	2.58
3	Long Delivery Time	5	4.32
	Total	116	

Respondents based on EWOM can be trusted.

No	EWOM can be trusted	Number of Respondents (People)	Percentage (%)	Cumulative Percent
1	Yes	116	100	100
2	No	0	0	100
	Total	116	100	

Respondents based on Website Quality can make satisfied.

No	EWOM can be trusted	Number of Respondents (People)	Percentage (%)	Cumulative Percent
1	Yes	116	100	100
2	No	0	0	100
	Total	116	100	

Appendix 7 Validity and Reliability Testing

Correlations

		X
X1	Pearson Correlation	.705**
	Sig. (2-tailed)	.000
	N	116
X2	Pearson Correlation	.711**
	Sig. (2-tailed)	.000
	N	116
X3	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	N	116
X4	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	N	116
X5	Pearson Correlation	.667**
	Sig. (2-tailed)	.000
	N	116
X6	Pearson Correlation	.710**
	Sig. (2-tailed)	.000
	N	116
X7	Pearson Correlation	.727**
	Sig. (2-tailed)	.000
	N	116
X8	Pearson Correlation	.723**
	Sig. (2-tailed)	.000
	N	116
X9	Pearson Correlation	.741**
	Sig. (2-tailed)	.000
	N	116

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded ^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.879	9

Correlations**Correlations**

		Y1
Y1.1	Pearson Correlation	.789**
	Sig. (2-tailed)	.000
	N	116
Y1.2	Pearson Correlation	.800**
	Sig. (2-tailed)	.000
	N	116
Y1.3	Pearson Correlation	.708**
	Sig. (2-tailed)	.000
	N	116
Y1.4	Pearson Correlation	.806**
	Sig. (2-tailed)	.000
	N	116
Y1.5	Pearson Correlation	.801**
	Sig. (2-tailed)	.000
	N	116

** . Correlation is significant at the 0.01 level

Reliability**Case Processing Summary**

		N	%
Cases	Valid	116	100.0
	Excluded ^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.840	5

Correlations

Correlations

		Y
Y2.1	Pearson Correlation	.916**
	Sig. (2-tailed)	.000
	N	116
Y2.2	Pearson Correlation	.910**
	Sig. (2-tailed)	.000
	N	116

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	116	100.0
	Excluded ^a	0	.0
	Total	116	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.800	2

Appendix 8 Path Analysis Against Y1

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y1	18.7414	2.85328	116
X	34.7155	4.12375	116

Correlations

		Y1	X
Pearson Correlation	Y1	1.000	.687
	X	.687	1.000
Sig. (1-tailed)	Y1	.	.000
	X	.000	.
N	Y1	116	116
	X	116	116

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	X ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687 ^a	.472	.467	2.08269

a. Predictors: (Constant), X

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	441.757	1	441.757	101.844	.000 ^a
	Residual	494.484	114	4.338		
	Total	936.241	115			

a. Predictors: (Constant), X

b. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.242	1.646		1.362	.176
	X	.475	.047	.687	10.092	.000

a. Dependent Variable: Y1



Appendix 9 Path Analysis against Y2

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y	7.8103	1.22236	116
X	34.7155	4.12375	116
Y1	18.7414	2.85328	116

Correlations

		Y	X	Y1
Pearson Correlation	Y	1.000	.643	.699
	X	.643	1.000	.687
	Y1	.699	.687	1.000
Sig. (1-tailed)	Y	.	.000	.000
	X	.000	.	.000
	Y1	.000	.000	.
N	Y	116	116	116
	X	116	116	116
	Y1	116	116	116

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Y1, X ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.531	.83753

a. Predictors: (Constant), Y1, X

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.563	2	46.282	65.980	.000 ^a
	Residual	79.264	113	.701		
	Total	171.828	115			

a. Predictors: (Constant), Y1, X

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.726	.667		1.088	.279
	X	.091	.026	.309	3.509	.001
	Y1	.209	.038	.487	5.539	.000

a. Dependent Variable: Y



Appendix 10 Curriculum Vitae**Curriculum Vitae**

Name : M. Tantowi Jauhari
NIM : 145030207121009
Religion : Islam
Date of Brith : Tente, 03 March 1995
Address : Desa Tente, Dsn. Sukamaju. NTB
Phone : 082340232147
Email : jauharit3@gmail.com

**Educational Background:**

1. 2001: SDN 02 Tente
2. 2007: SMPN 1 Woha
3. 2010: SMAN 1 Woha
4. 2014: Universitas Brawijaya

Organizational Experiences:

1. 2017 : Staff of Administration (AD-O) on HIMABIS 2017

Job Experiences:

1. 2017: Internship Program of PT. Agung Podomoro Land, Tbk.