

## PENGARUH KUALITAS *WEBSITE* TERHADAP KEPERCAYAAN PELANGGAN DALAM MENENTUKAN MINAT PEMBELIAN ULANG PADA TRAVELOKA

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Abstrak - Perkembangan internet dan bisnis *e-commerce* serta tingginya kebutuhan *travelling* membuat *online travel agent* banyak bermunculan. Persaingan antar *online travel agent* ini cukup ketat. Banyak cara dilakukan untuk memenangkan persaingan, salah satunya adalah dengan memberikan kualitas *website* yang baik. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kualitas *website* Traveloka dengan kepercayaan pelanggan, hubungan antara kepercayaan pelanggan terhadap minat pembelian ulang di Traveloka, dan hubungan antara kualitas *website* Traveloka terhadap minat pembelian ulang. Survei telah dilakukan kepada 358 responden. Data yang didapat diolah menggunakan metode SEM-PLS. Hasil penelitian menunjukkan bahwa adanya pengaruh yang signifikan antara kualitas *website* terhadap kepercayaan pelanggan, pengaruh yang signifikan antara kepercayaan pelanggan terhadap minat pembelian ulang, dan kualitas *website* terbukti tidak signifikan berpengaruh terhadap minat pembelian ulang. Dibutuhkan kepercayaan pelanggan sebagai mediasi untuk menimbulkan minat membeli ulang.

Kata kunci: Kualitas *website*, Traveloka, kepercayaan pelanggan, minat pembelian ulang

Abstract - The development of internet, e-commerce business and the high needs of traveling have led to more intense competition in online travel agent industry. Many ways can be done to win the competition. One of them is by providing good quality website. The purpose of this research is to find out the relationship between Traveloka's website quality to customer trust, the effect of customer trust to repurchase intention at Traveloka, and relationship between Traveloka's website quality to repurchase intention. Surveys were conducted to 358 respondents. The data obtained is processed by using SEM-PLS method. The results showed that there is a significant influence between website's quality and customer trust, significant influence between customer trust on repurchase intention in Traveloka, and quality of a website was proven to be insignificant in affecting customer's repurchase intention. Rather, customer trust exists as a mediating variable between website quality and repurchase intention.

Keywords: Website quality, Traveloka, customer trust, repurchase intention

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