

## UNIVERSITAS BINA NUSANTARA

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School of Business Management  
Skripsi Sarjana Ekonomi  
Semester Genap 2014/2015

### **THE EFFECT OF WEBSITE QUALITY ON CONSUMER'S PERCEIVED TRUST AND THE IMPACT ON PURCHASE INTENTION OF INTERNATIONAL FRANCHISE BUSINESS MANAGEMENT'S SERVICES**

**Putra Arief Pambudi Saleh - 1501210214**

#### **Abstract**

International Franchise Business Management Indonesia is a national company based in Indonesia with an aim to educate and promote franchise as a mean of business expansion. Unfortunately in the last three years starting from the year 2012 the company's sales are steadily declining. The aim of this research is to determine the significant influence of website quality towards perceived trust and the impact on purchase intention of International Franchise Business Management's services. The research made use of quantitative technique of questionnaire data collection distributed to 100 respondents who has experienced the services of the company as well as performed transaction via the company website. Data processing uses the aid of SPSS 21 program combined with path analysis method. Based on the analytical results, a conclusion was drawn that website quality and perceived trust has a significant impact on purchase intention, both simultaneously or partially. In addition, another conclusion arised from findings that website quality has a significant impact on purchase intention through perceived trust of International Franchise Business Management's services

**Keywords: Website Quality, Perceived Trust, Purchase Intention**

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