

UNIVERSITAS BINA NUSANTARA

School of Business Management
Jurusan Management
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**PENGARUH *WEBSITE MARKETING* TERHADAP KEPERCAYAAN DAN
KEINGINAN MENGGUNAKAN *WEBSITE* DI BINUS SQUARE – *HALL OF
RESIDENCE***

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Abstrak

Perkembangan internet saat ini telah membawa pengaruh dan perubahan terhadap dunia bisnis. Binus Square – Hall of residence adalah salah satu perusahaan yang melihat ini sebagai peluang dan menjadikan Binus Square sebagai bisnis tempat tinggal bagi mahasiswa Binus. Permasalahan yang terjadi adalah website kini menjadi salah satu portal online utama tempat bertemunya pelanggan dengan perusahaan dan suatu kualitas sebuah website dapat berpengaruh terhadap pengalaman optimal dan kepuasan pelanggan beserta niat untuk menggunakan website berkelanjutan. Tujuan penelitian ini adalah untuk mengetahui pengaruh *website marketing* berdasarkan tiap dimensinya terhadap *trust* dan *use intention* pada website binus.ac.id/binussquare. Agar perusahaan dapat menilai dan mengidentifikasi masalah dan pendekatan yang harus dilakukan. Dengan metode analisis *Structural Equation Model – Partial Least Square* (SEM-PLS) menggunakan program *WarpPLS 4.0*, peneliti menemukan adanya hubungan dan berpengaruh secara positif antara *website marketing* terhadap *trust* dan *use intention*, *website marketing* terhadap *use intention*, serta *trust* dan *use intention*. Hasil penelitian menunjukkan bahwa semakin baik *website marketing* maka semakin baik juga *trust* dan *use intention* pada binus.ac.id/binussquare (WP)

Kata Kunci : *Website Marketing, Use Intention, Trust, Analysis SEM-PLS*

UNIVERSITAS BINA NUSANTARA

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**WEBSITE MARKETING EFFECT OF TRUST AND DESIRE TO USE THE
WEBSITE IN BINUS SQUARE - HALL OF RESIDENCE**

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Abstract

The development of the internet has brought influences and changes to the business world. Binus Square - Hall of residence is one of the companies that see this as an opportunity and make BINUS Square as a place to stay for business Binus students. The problem that occurs is a website portal has now become one of the premier online meeting place for customers with the company and a quality of a website can affect the optimal experience and customer satisfaction as well as the intention of continuing to use the website. The purpose of this study was to determine the effect of website marketing is based on each dimension of the trust and use intention on the website binus.ac.id/binussquare. To enable companies to assess and identify the problems and the approach that should be done. With the method of analysis of Structural Equation Model - Partial Least Square (PLS-SEM) using a 4.0 WarpPLS program, the researchers found no relationship between the positive and influential marketing website to trust and use intention, website marketing to use intention, as well as trust and use intention. The results showed that the better the better marketing website also trust and use intention on binus.ac.id/binussquare (WP)

Keywords : *Website Quality, Flow, Continuance Intention, Customer Satisfaction, Analysis SEM-PLS*

