

UNIVERSITAS BINA NUSANTARA

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

PENGARUH *WEBSITE QUALITY* TERHADAP *ONLINE TRUST* DENGAN *WEBSITE PERSONALITY* SEBAGAI VARIABEL MODERATOR PT PONDOK INDAH PADANG GOLF, TBK

Ewin Santosa 1401085682

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *website quality* terhadap *online trust* pengguna website PT. Pondok Indah Padang Golf, Tbk dan pengaruh *web personality* dalam memperkuat hubungan antar *website quality* terhadap *online trust* pengguna website PT Pondok Indah Padang Golf, Tbk. Metode dalam penelitian ini adalah metode kuantitatif dengan pendekatan asosiatif. Metode pengolahan data yang digunakan dalam penelitian ini adalah Partial Least Square dengan pendekatan *Moderating Effect*. Hasil penelitian menunjukkan bahwa *website quality* berpengaruh signifikan terhadap *online trust* pengguna website. Hasil penelitian selanjutnya menunjukkan bahwa *Website personality* memperkuat hubungan antar *website quality* terhadap *online trust* pengguna website PT Pondok Indah Padang Golf, Tbk.

Kata Kunci: *website quality, online trust, website personality*

BINA NUSANTARA UNIVERSITY

School of Business Management
Economics Graduate Thesis
Even Semester 2014/2015

**THE INFLUENCE OF WEBSITE QUALITY TOWARDS ONLINE TRUST
WITH WEBSITE PERSONALITY AS MODERATOR VARIABLEPT
PONDOK INDAH PADANG GOLF, TBK**

EWIN SANTOSA 1401085682

Abstract

The purpose of this study was to determine the effect of website quality towards online trusts of PT Pondok Indah Padang Golf,Tbkwebsite and web personality's influence in increasing the effect of website quality towards user trusts of PT Pondok Indah Padang Golf,Tbk website. The method in this research is quantitative method with associative approach. Data processing method used in this study is thewarpPLS(Partial Least Square) with the approach of Moderating Effect. The results of this research finds that website quality has significantly effect on online trust from users websites. This research also shows that website personality can be amoderating variable between website quality and online trust from users websites of PT Pondok Indah Padang Golf,Tbk.

Keywords: *website quality, online trust, website personality*