

**BINA NUSANTARA UNIVERSITY**

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School of Business Management

Management Department

Thesis Bachelor Degree

Even Semester Year 2014/2015

**EFFECT OF WEBSITE QUALITY TO PERCEIVED QUALITY AND IT'S  
IMPACT ON PURCHASE INTENTION IN PT. EIKA****Joko Christianto 1501177785****ABSTRACT**

*In this modern era, we can see many changes in technology, especially internet. Internet is now accessible by many people in various parts of the country in the world. So the large and small companies have to create a company website in order to expand their market share and to increase customers purchase intention. PT. EIKA is one of the big companies in Indonesia that makes the company's website with the name of the website is [www.eika.co.id](http://www.eika.co.id). The purpose of this study to analyze the influence of the Website Quality on Perceived Quality and its impact on Purchase Intention in PT. EIKA. Metode research used in this research is the analysis of the path and Pearson Correlation. The result showed a positive and significant effect simultaneously and individually between variables Website Quality, Perceived Quality on Purchase Intention.*

*Keywords :website quality, perceived quality, purchase intention*

# UNIVERSITAS BINA NUSANTARA

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School of Business Management

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## **PENGARUH *WEBSITE QUALITY* TERHADAP *PERCEIVED QUALITY* DAN DAMPAKNYA TERHADAP *PURCHASE INTENTION* PADA PT. EIKA**

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### **ABSTRAK**

Pada jaman modern ini, kita dapat melihat banyak perubahan dalam hal teknologi, khususnya di bidang internet. Internet sudah dapat diakses banyak orang di berbagai penjuru negara di dunia ini. Sehingga perusahaan - perusahaan besar maupun kecil sudah banyak membuat sebuah *website* perusahaannya agar dapat memperluas pangsa pasar dan meningkatkan niat pembelian pada konsumen. PT. EIKA salah satu perusahaan besar di Indonesia yang membuat website perusahaannya dengan nama websitenya adalah [www.eika.co.id](http://www.eika.co.id). Penelitian ini bertujuan untuk menganalisis pengaruh *Website Quality* terhadap *Perceived Quality* dan dampaknya terhadap *Purchase Intention* pada PT. EIKA. Metode analisis yang akan digunakan adalah *Path Analysis* dan *Pearson Corelation*. Hasil penelitian menunjukkan adanya pengaruh yang positif dan signifikan secara simultan dan individu antara variabel *Website Quality*, *Perceived Quality*, terhadap *Purchase Intention*.

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