

ABSTRAK

Fungsi internet saat ini semakin penting dalam kegiatan pemasaran. Dapat menjangkau cakupan konsumen yang lebih luas dengan biaya yang relatif tidak mahal, sehingga bisa disebut internet berperan dalam efisiensi dan efektif kegiatan pemasaran suatu organisasi. Hal tersebut semakin membuat internet populer, yang berdampak pada semakin banyak pemasar yang memanfaatkan internet sebagai media untuk kegiatan pemasaran. Namun dampak selanjutnya tingkat persaingan berbisnis di internet semakin tinggi. Diperlukan suatu keunggulan kompetitif yang berkelanjutan untuk memenangkan persaingan, salah satunya dapat melalui website yang digunakan pemasar untuk berbisnis di internet. Salah satu caranya dengan memperhatikan aspek-aspek dari website seperti website design quality, information task-fit dan perceived produk quality. Berdasarkan hal tersebut fokus penelitian ini adalah pengaruh website design quality, perceived information task-fit, perceived product quality terhadap purchase intention.

Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan dengan menyebarkan kuesioner terhadap 80 netizen yang juga merupakan fans Manchester United di wilayah Kota Surabaya. Pengambilan sampel pada penelitian ini menggunakan metode sensus. Teknik pengujian data yang digunakan dalam penelitian ini adalah SEM-PLS dan Sobel Test untuk menguji efek mediasi.

Hasil penelitian ini menunjukkan bahwa website design quality berpengaruh positif tidak signifikan terhadap purchase intention. Sedangkan website design quality terhadap perceived product quality dan information task-fit berpengaruh positif dan signifikan. Pada hubungan information task fit terhadap perceived product quality menghasilkan pengaruh positif namun tidak signifikan. Berbeda dengan hubungan information task-fit terhadap purchase intention kedua variabel tersebut berhubungan positif dan signifikan. Begitu juga pengaruh perceived product quality terhadap purchase intention yang menghasilkan pengaruh positif dan signifikan.

Kata Kunci: Website Design Quality, Perceived Information Task-Fit, Perceived Product Quality, dan Purchase Intention

ABSTRACT

The function of today's Internet is increasingly important in marketing activities. Can reach a wider consumer coverage at a cost that is relatively inexpensive, so it could be called the Internet plays a role in the efficiency and effective marketing activities of an organization. It is increasingly making popular internet, which affects a growing number of marketers who use the Internet as a medium for marketing activities. But the impact of the next level of competition higher business on the internet. Needed a sustainable competitive advantage to win the competition, one of which can be used by website marketers to do business on the internet. One way to pay attention to aspects of the website such as website design quality, task-fit information and perceived product quality. Based on this research focus is the impact of website design quality, task-fit perceived information, perceived product quality against the purchase intention.

This study uses a quantitative approach. Data collection techniques used by distributing questionnaires to 80 netizens who is also a Manchester United fan in the city of Surabaya. Sampling in this study using census method. Mechanical testing of the data used in this study is the SEM-PLS and Sobel Test to test the mediating effect.

These results indicate that the quality of website design is not significant positive effect on purchase intention. While website design quality of the perceived product quality and information task-fit positive and significant impact. In relation information task fit against perceived product quality has a positive impact but not significant. Unlike the information task-fit relation to the purchase intention of the two variables associated positive and significant. Likewise, the effect of perceived product quality against the purchase intention that generate positive and significant influence

Keywords : Website Design Quality, Perceived Information Task-Fit, Perceived Product Quality, and Purchase Intention