

THE IMPACT OF PRODUCT QUALITY, PRICE, AND e-SERVICE QUALITY ON ONLINE BUYING BEHAVIOR IN PERIPLUS.COM

Thesis for S-1



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INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017

THE IMPACT OF PRODUCT QUALITY, PRICE, AND e-SERVICE QUALITY ON CONSUMER SHOPPING ONLINE BUYING BEHAVIOR IN PERIPLUS.COM

THESIS
Addressed to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Fulfill the Requirements
for the Economy Bachelor Degree
International Business Management Program

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2017

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THESIS

THE IMPACT OF PRODUCT QUALITY, PRICE, AND E-SERVICE QUALITY ON ONLINE BUYING BEHAVIOR IN PERIPLUS.COM


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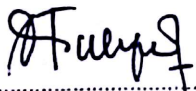

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FOREWORDS

Praise and thanksgiving to the God for all of his help, love, and guidance during the final task of this thesis. The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in International Business Management at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank :

1. Mr Dr. Lodovicus Lasdi, M.M., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.
2. Mr. Robertus Sigit, SE., M.Sc., as Chairman of the Management Faculty of Business Widya Mandala Catholic University in Surabaya.
3. Lena Ellitan, Ph.D as Advisor I, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.
4. Maria Mia Kristanti, SE.,M.M , as Advisor II, who have take the time, effort, and the mind and gives a lot of advice and counsel to guide authors in completing this thesis.
5. My family who participated that giving the spirit, either in the form of moral and material in completing this final task.

6. CHILISIS thank you for your prayers, support and being there for me through it all
7. Kathy, Briana, Erlyn, Josh, Kayla, and Philip for our friendship, support, prayers and always being my side all the time
8. LPM-FB 2014-2016 thank you for the friendship, prayers and support
9. The rest of IBM Batch 2 and all of my friends who cannot name one by one and always give support and love.

The author realizes that in this thesis there are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected in this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2017
Researcher

(Claudia Amanda)

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The Impact of Product Quality, Price and e-Service Quality on Online Buying Behavior in Periplus.com

ABSTRACT

This Study aim at determining the impact of Product Quality, Price and e-Service Quality on Online Buying Behavior in Periplus.com in Surabaya.

The Sample used by 150 respondent of Periplus.com customers in Surabaya using Likert scale 1-5. Data were collected by google form and futher processed by Multiple Linear Analysis. The Result shows that all variables: Product Quality, Price and e-Service Quality are accepted.

For Subsequent researcher who want to conduct this reaserach, The Research can find more data and add more variables such as Web Design, Security and Perceived Value. Periplus.com have to maintain the good image in customer's mind

Keywords: Product Quality, Price, e-Service Quality

***Dampak Product Quality, Price and e-Service Quality terhadap
Online Buying Behavior di Periplus.com***

ABSTRACT

Penelitian ini bertujuan untuk mengetahui dampak Product Quality, Price and e-Service Quality terhadap Online Buying Behavior di Periplus.com

Sample yang di gunakan sebesar 150 respondent dari pembeli di Periplus.com dengan menggunakan skala 1-5, data di kumpulkan dengan survei online menggunakan google form dan di olah dengan Multiple Linear Analysis. Hasil menggunakan bahwa semua variable yaitu: Product Quality, Price and Service Quality

Bagi Peneliti selanjutnya yang ingin melakukan penelitian sejenis dapat mencari data yang lebih banyak lagi dan dapat menambah variable seperti Web Design, Security dan Perceived Value

Kata Kunci: Product Quality, Price, e-Service Quality