

ABSTRAK

Yunanto Dwi Nugroho (01804230024)

**PENGARUH WEBSITE *DESIGN QUALITY*, *PERCEIVED USABILITY*,
PERCEIVED PRODUCT QUALITY TERHADAP *LOYALTY* MELALUI
SATISFACTION PADA PENGGUNA WEBSITE RUPARUPA.COM**

(xvi + 74 hal + 19 tabel + 6 gambar + 3 lampiran)

Digitalisasi mendorong perilaku konsumen menjadi lebih familiar dan terbiasa dengan perilaku belanja online, hal ini mendorong banyaknya competitor masuk pada pasar Indonesia sehingga menyebabkan persaingan pada industry *e-commerce*. Penelitian ini bertujuan untuk menguji pengaruh *website design quality*, *perceived usability*, *perceived product quality* terhadap *loyalty* melalui *satisfaction* pada pengguna website Ruparupa.com. Penelitian dilakukan secara kuantitatif terhadap 249 responden yang pernah bertransaksi menggunakan website ruparupa.com. Hasil penelitian menunjukkan bahwa 8 dari 10 hipotesis diterima. Terdapat pengaruh signifikan dari *navigation design quality* dan *visual design quality* terhadap *perceived usability*, namun *information design quality* tidak secara signifikan mempengaruhi *perceived usability*. *Perceived usability* juga dapat mempengaruhi *satisfaction*. Begitu juga dengan *satisfaction* dan *perceived product quality* yang dapat mempengaruhi *loyalty* konsumen.

Kata Kunci : Loyalitas, Kualitas Desain Website, Persepsi Kualitas Produk
63 Referensi (2015-2024)

ABSTRACT

Yunanto Dwi Nugroho (01804230024)

THE EFFECT OF WEBSITE DESIGN QUALITY, PERCEIVED USABILITY, PERCEIVED PRODUCT QUALITY ON LOYALTY THROUGH SATISFACTION OF RUPARUPA.COM WEBSITE USERS

(xvi + 74 pages + 19 tables + 6 figures + 3 appendices)

Digitalization encourages consumer behavior to become more familiar and accustomed to online shopping behavior, this encourages many competitors to enter the Indonesian market, causing competition in the e-commerce industry. This study aims to test the effect of website design quality, perceived usability, perceived product quality on loyalty through satisfaction on Ruparupa.com website users. The study was conducted quantitatively on 249 respondents who had transacted using the ruparupa.com website. The results showed that 8 out of 10 hypotheses were accepted. There is a significant influence of navigation design quality and visual design quality on perceived usability, but information design quality does not significantly affect perceived usability. Perceived usability can also affect satisfaction. Likewise, satisfaction and perceived product quality can affect consumer loyalty.

Keywords: Loyalty, Website Design quality, Perceived Product Quality
63 references (2015-2024)