THE INFLUENCE OF WEBSITE QUALITY ON TRUST AND IMPACT ON PURCHASE INTENTION

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Abstract
This research to investigated the influence of website quality on trust and impact on purchase intention. Object of study in this research is website in Indonesia. Surveys were conducted to collect data from 330 respondents have visited the website. Analysis of data using Structural Equation Modeling with Smart PLS 3.0 software. The results of the direct hypothesis test that the variables Usefulness, Ease of Use, Entertainment and Complimentary Relationship have a significant effect on Trust. Variable Entertainment, Complimentary Relationship and Trust have a significant effect on Purchase intention. While the Usefulness and Ease of Use variables have no significant effect on Purchase intention. For the results of indirect hypothesis testing shows that the variables Usefulness, Ease of Use, Entertainment and Complimentary Relationship have a significant effect on purchase intention through trust as an intervening variable. Finally, the implications, limitations and recommendations for further research are discussed.

Keywords: website quality, trust, purchase intention

Introduction

Currently the people's desire to use transportation in Indonesia is growing rapidly. Business in the world of transportation that became a major role in tourism is very promising. Along with the development of the times of business people competing to market products and services owned through the internet site in the hope that information about the products owned more quickly spread to all levels of society.

Shifting the habit (trend) shopping through the Internet is growing so rapidly (Muliana, Negara, & Dewi, 2016). Communities that had traditionally transacted now are getting used to the online way. According to (Muliana, Negara, & Dewi, 2016) online shopping is not only in basic needs or products such as clothes, food, property and electronic equipment but has penetrated into all types of services and other products. One of the many services offered on the online site is any form of travel needs for tourists, for example: booking tour packages, airline tickets, train tickets, hotel vouchers and etc. The existence of a shift from mass tourism to individual tourism causes new habits of tourists making such as hotel room reservations, airline tickets, transportation and all the needs in other travel tours independently (Muliana, Negara, & Dewi, 2016).

Along with the phenomenon, does not rule out the company also take advantage of the today digital state? Kotler & Keller (2016) says that an effective website has seven feature design elements called 7C (*Context, Content, Community, Customization, Communication, Connection, and Commerce).*

The quality of the website can be seen from the display and the clarity of information from the website itself. Clarity of information will have an impact on consumer responses to online store products and services (Shahnaz & Wahyono, 2016). The statement Gregg & Walczak (2010), thinks online shopping is risky, trust and risk play an important role in influencing online transactions. Trust becomes the main capital in shopping at online stores. Consumer confidence is the perception from the consumer's point of view of the seller's reliability in the experience and the fulfillment of customer expectations and satisfaction (Firdayanti, 2012).

According to Mao (2010), the belief that one's word or promise is trustworthy and people will fulfill its obligations in an exchange relationship. Several factors that affect consumer confidence in direct internet shopping which then affect purchase intention can be measured by reputation, size, service quality, website quality, site trust, risk taking.

Purchase intention is consumer behavior where consumers have a desire in buying or choosing a product, based on experience in choosing, using and consuming or even wanting a product (Kotler & Keller, 2016). Intention is the consumer's interest in a product by seeking additional information (Schiffman & Kanuk, 2010). According to Wolfinbarger & Gilly (2001), online shopping gives consumers much freedom and control as it is accessible and makes it possible to compare products and prices. Koufaris & Hampton-Sosa (2004) proves that there is a positive relationship between control, benefits, and perceived ease in using the website. Purchase intention is a plan to buy goods or services in the future (Utomo, Lestariningsih, & Suhari, 2011).

Based on the formulation of the problems presented, to measure a quality website used method *webqual*™. *Webqual*™ first introduced by (Loiacono, Watson, & Goodhue, 2002) is one method of measuring website quality. A method of development of the Theory of Reasoned Action (TRA) (Ajzen, Fishbein, & Heilbroner, 1980), Technology Acceptance Model (TAM) (Davis, 1989), this method is also the development of servqual compiled by Panasuraman, which is used to measure the quality of services.

From the above explanation, this study aims to answer the research questions as follows:

RQ1. How big is website quality according to user?
RQ2. What is the level of trust according to the user?
RQ3. What is the level of user purchase intention?
RQ4. How does each variable affect the quality of the website to trust?
RQ5. How does each variable affect website quality on purchase intention?
RQ6. What is the influence of trust on purchase intention?
RQ7. How does each variable affect the quality of the website (usefulness, ease of use, entertainment, complimentary relationship) towards purchase intention through trust as an intervening variable?

This research is important for several reasons. First, to provide further evidence of the effect of website quality on trust and impact on purchase intention in Indonesia. Secondly, no research has been done in this company before.

Literature Review

According to Kottler (2016), the business market consists of all organizations that acquire goods and services used in the production of other products or services sold, leased or supplied to others. While Dwyer (2009) defines business marketing (business marketing) is to market products or services to other companies, government agencies, institutions (such as hospitals), and other organizations.

Website Quality

Business e-commerce, the main interface of online retail business is the website. Website performance such as the quality of the website and the quality of information perceived by the customer is very important to attract people and more importantly, retaining them as loyal customers. Siegel & Vitaliano (2007) suggests that in order for a website to succeed, the website should provide extensive information and with an easily digestible format, well designed navigation and ease of operation is essential for an effective website.

Trust

The world of e-commerce, trust becomes one of the main factors must be built by the online trading business (Anwar & Adidarma, 2016). The existence of trust factors built by business people can attract consumers to shop online through a built website (Anwar & Adidarma, 2016). Trust is a foundation in a business process. A transaction between two or more parties will occur if both parties trust each other (Anwar & Adidarma, 2016). Trust in a business can not appear instantly but must be built from the beginning of a business stand (Anwar & Adidarma, 2016). The belief in online shopping sites as consumers' willingness to trust online shopping sites (Anwar & Adidarma, 2016).

The success of transactions on the internet is greatly influenced by the existence of trust factors (Anwar & Adidarma, 2016). Consumer confidence is the perception from the consumer's point of view of the seller's reliability in the experience and the fulfillment of customer expectations and satisfaction (Anwar & Adidarma, 2016)

Purchase Intention

According to Pavlou (2003), online purchase intention can be defined as a situation where consumers are willing and intend to conduct transactions online. Online purchase intention can also be defined as the consumer's intention to build online relationships and conduct transactions with retailer's sites. The process of conducting online transactions consists of three steps: information retrieval, information transfer and product purchase (Pavlou, 2003). Anwar & Adidarma (2016) explains that purchase intention is derived from a learning process and a thought process that forms a perception. The interest that comes in making a purchase creates a motivation that is constantly recorded in his mind and becomes a very powerful activity that in the end when a consumer has to fulfill his need to actualize what is in his mind. Purchase intention done with online media is the desire of someone to buy a product offered by the manufacturer to the consumer through online media (Anwar & Adidarma, 2016). Purchase

intention is a plan to buy goods or services in the future (Utomo, Lestariningsih, & Suhari, 2011).

Research Framework

The research method used is associative research, where the type of associative research is a method used to find the relationship and influence between a variable with other variables. Through this research can know the influence of Website Quality to Trust and Purchase Intention. The model used in this research is *Webqual™*. *Webqual* was founded on the assumption that the Web site is a form of system information and therefore the theories associated with the use of information systems can be applied. To use a website, one must use computer hardware and software that focuses on the storage, display, processing or transfer of information. Therefore, use the Web site using the information system (Loiacono, Watson, & Goodhue, 2002).

Based on some of the above, this research will examine the influence of website quality on trust and impact to purchase intention either partially or simultaneously. The framework of research thinking applied to this research is described in the conceptual research model as follows:
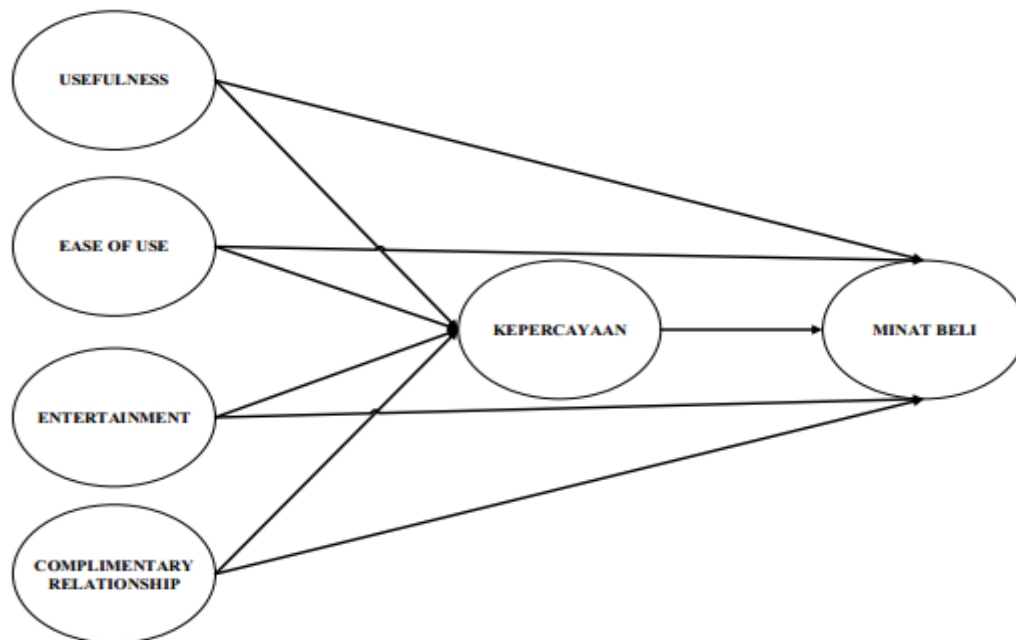
Picture 1. Conceptual Model.

Method

The research used is quantitative method with the type of research used is descriptive and verification research. The method of quantitative research according to Cooper & Schinder in (Indrawati, 2015) is a research method that attempts to accurately measure behavior, knowledge,

opinions, or attitudes. Quantitative research methods are widely used in various studies because of their compatibility to test models or hypotheses (Indrawati, 2015).

Descriptive research by Indrawati (2015) conducted to describe the characteristics of respondent's research. This research is done only to describe variable factor, without seeing or doing relationship test or influence between factor or variable. Verifikatif research according to Sugiyono (2015) is a study conducted to test the hypothesis.

Sampling

According to Indrawati (2015) the population is the whole group of people, events, objects that attract researchers to study. The population selected by the researcher to be reviewed will be the limiting result of the research. This means that research will only apply to selected populations. A researcher can only deduce the results of his research for the population he has chosen. The number of visits by siteworthtraffic.com reaches 84,805 visitors per year by 2017, while the number of visitors who have visited is not known for certain. Such a large population would complicate research if all members of the population were the respondents in this study and would incur enormous costs, time and energy, the researchers would only take samples from that population. According to Indrawati (2015), the sample is the members of the population selected to be involved in the study, whether to be observed, treated or consulted about what is being investigated.

This study used multivariate analysis of SEM (Structural Equation Model) then generally requires relatively large number of samples compared to other multivariate approach (Hair, Black, Babin, & Anderson, 2010). According to Roscoe in the book Research Method For Business (1982) in Sugiyono (2015) provides advice for multivariate research, the minimum sample size is 10 times the number of indicators. Based on the above exposure and to meet all the criteria submitted, because the number of indicators used in this study as much as 33 indicators, then the number of samples to be taken as much as 33x10 = 330 samples.

Data collection

This research is technique of sampling using technique of Non Probability Sampling, that is researcher choose or take sample from an unknown population information, that is sampling frame (Abdillah & Jogiyanto HM, 2015) and its sampling type is Purposive Sampling that is sample selection technique when researcher not has data about the population in the form of sampling frame and the researcher then selects the sample based on certain criteria and the researcher's assessment to direct the selected sample according to the research objectives (Abdillah & Jogiyanto HM, 2015).

Primary data in this study was obtained directly from the respondents by using questionnaires and data from respondents who have visited the website. Secondary data were obtained from literature studies, published research literature studies. In accordance with the purpose of research, the data used in this study comes from the questionnaire. Questionnaires were made using a 5-point scale (Likert scale) in the order of (1) Strongly disagree and (5) Strongly agree. Scale is chosen because it has been developed for use in retail website research product

categories such as books, music CDs, airline tickets, and hotel reservations (Kim & Niehm, 2009).

Measurement

This study uses quantitative research methods and associative research formulation in accordance with the objectives that have been. The method of quantitative research according to Cooper & Schinder in (Indrawati, 2015) is a research method that attempts to accurately measure behavior, knowledge, opinions, or attitudes. Quantitative research methods are widely used in various studies because of their compatibility to test the model or hypothesis (Indrawati, 2015). Variables that will be studied in this research is website quality as independent variable (variable that influence), trust as intervening variable (influenced and influencing variable) and purchase intention as dependent variable (variable that influenced). This study aims to test the hypothesis that has been formulated and used to answer research questions.

Data analysis using Structural Equation Modelling (SEM). Structural Equation Modeling (SEM) is a statistical technique to test and estimate causal relationships by integrating factor analysis and path analysis (Wright, 1921; Haavelmo, 1943; Simon, 1953) in (Abdillah & Jogiyanto HM, 2015). According to Fornell & Book stein 1982 in (Ghozali & Latan, 2015), there are two widely known types of SEM types: covariance-based structural equation modeling (CB-SEM) and partial least square path modeling (PLS-SEM) as well as variance or component-based structural equation modeling. in this study using partial least square path modeling (PLS-SEM). The PLS-SEM method uses two evaluation steps: evaluation of the measurement model or outer model to assess the validity and reliability of the model through the validity of convergent and discriminant, and evaluation of structural model or inner model that aims to predict the relationship between latent variables.

Hypothesis testing the relationship between variables is done by using the bootstrap approach with the help of Smart PLS software. The value of path coefficient or inner model shows the level of significance in hypothesis testing. The score of the path coefficient or inner model shown by the t-statistic value should be above 1.96 for the two tailed hypothesis and above 1.64 for the one tailed hypothesis for hypothesis testing at alpha 5% and power 80% (Jogiyanto, 2011). Hypothesis testing is done by comparing the value of t-count with t-table. The t-count value is obtained with the help of the Smart PLS software, while the t-table value corresponds to the alpha and degree of freedom. The decision is that if t-count> t-table, then the hypothesis is accepted, and if t-count <t-table, then the hypothesis is rejected. Hypothesis testing that will be done in this research is as the following:

Hypothesis 1
H1 (0): Usefulness has a significant effect on Trust
H1 (1): Usefulness has no significant effect on Trust

Hypothesis 2
H2 (0): Easy of use has significant effect on Trust
H2 (1): Easy of use has no significant effect on Trust

Hypothesis 3

H3 (0): Entertainment has a significant effect on Trust

H3 (1): Entertainment has no significant effect on Trust

Hypothesis 4

H4 (0): Complimentary Relationship has a significant effect on Trust

H4 (1): Complimentary Relationship has no significant effect on Trust

Hypothesis 5

H5 (0): Usefulness has significant effect to Purchase Intention

H5 (1): Usefulness has no significant effect on Purchase Intention

Hypothesis 6

H6 (0): Easy of use has significant effect on Purchase Intention

H6 (1): Easy of use has no significant effect on Purchase Intention

Hypothesis 7

H7 (0): Entertainment has significant effect on Purchase Intention

H7 (1): Entertainment has no significant effect on Purchase intention

Hypothesis 8

H8 (0): Complimentary Relationship has significant effect on Purchase Intention

H8 (1): Complimentary Relationship has no significant effect on Purchase Intention

Hypothesis 9

H9 (0): Trust has a significant effect on Purchase intention

H9 (1): Trust has no significant effect on Purchase intention

Hypothesis 10

H10 (0): Usefulness has a significant effect on Purchase intention by trust as an intervening variable

H10 (1): Usefulness has no significant effect on Purchase intention by trust as an intervening variable

Hypothesis 11

H11 (0): Easy of use has significant effect on Purchase intention by trust as an intervening variable

H11 (1): Easy of use has no significant effect on Purchase intention by trust as an intervening variable

Hypothesis 12

H12 (0): Entertainment has a significant effect on Purchase intention by trust as an intervening variable

H12 (1): Entertainment has no significant effect on Purchase intention by trust as an intervening variable

Hypothesis 13

H13 (0): Complimentary Relationship has significant effect on Purchase Intention by trust as

an intervening variable

H13 (1): Complimentary Relationship has no significant effect on Purchase Intention by trust as an intervening variable

Results

   a. **Measurement (outer) model**

    1) **Convergent Validity Testing Results**

       Detailed measurement model evaluation results can be seen in the following table:

Table 1
Convergent Validity Test Results

Variabel	Indikator	*Outer Loading*	Average Variance Extracted (AVE)	*Communality*	Status
Usefulness	US01	0.852			Valid
	US02	0.813	0.820	0.820	Valid
	US03	0.743			Valid
	US04	0.816			Valid
Ease of Use	EU01	0.842			Valid
	EU02	0.835			Valid
	EU03	0.859			Valid
	EU04	0.846	0.936	0.936	Valid
	EU05	0.817			Valid
	EU06	0.870			Valid
	EU07	0.888			Valid

Entertainment	EN01	0.826			Valid
	EN02	0.814			Valid
	EN03	0.800	0.903	0.903	Valid
	EN04	0.831			Valid
	EN05	0.843			Valid
	EN06	0.809			Valid
Complimentary Relationship	CR01	0.793			Valid
	CR02	0.846	0.853	0.853	Valid
	CR03	0.827			Valid
	CR04	0.868			Valid
Trust	KP01	0.864	0.816	0.816	Valid

	KP02	0.765			Valid
	KP03	0.748			Valid
	KP04	0.832			Valid
Purchase Intention	MB01	0.818			Valid
	MB02	0.821			Valid
	MB03	0.814	0.892	0.892	Valid
	MB04	0.846			Valid
	MB05	0.876			Valid

Source: Research Data 2018

Based on data of convergence test result of convergence can be seen that got value of outer loading all indicator represented into item statement have value> 0,70. While the value of Average Variance Extracted (AVE) of all variables> 0.50 and the value of communality> 0.5 so that it can be concluded that all indicators and variables meet the convergent validity test.

1) Discriminate Validity Testing Results

The discriminate validity test is assessed based on cross loading from the measurement of the indicator with its construct. Another method used to assess discriminate validity is to compare the root of Average Variance Extracted (AVE) for each construct with the correlation between constructs and other constructs in the model.

The value of cross loading the test results can be seen in the following table:

Table 2
Discriminant Test Results (Cross Loading Value)

	US	EU	EN	CR	KP	MB
US01	0.852	0.763	0.716	0.662	0.662	0.674
US02	0.813	0.769	0.693	0.662	0.638	0.674
US03	0.743	0.605	0.713	0.597	0.629	0.655
US04	0.816	0.740	0.725	0.662	0.666	0.708
EU01	0.712	0.842	0.754	0.686	0.685	0.686
EU02	0.730	0.835	0.759	0.710	0.715	0.718
EU03	0.763	0.859	0.755	0.741	0.695	0.695
EU04	0.761	0.846	0.748	0.732	0.703	0.735
EU05	0.758	0.817	0.740	0.688	0.682	0.721
EU06	0.790	0.870	0.776	0.758	0.702	0.757
EU07	0.804	0.888	0.760	0.728	0.719	0.732
EN01	0.705	0.673	0.826	0.641	0.675	0.707
EN02	0.662	0.604	0.814	0.614	0.655	0.686
EN03	0.662	0.630	0.800	0.613	0.665	0.682

EN04	0.789	0.847	0.831	0.757	0.721	0.770
EN05	0.758	0.798	0.843	0.708	0.725	0.749
EN06	0.760	0.803	0.809	0.692	0.685	0.724
CR01	0.648	0.669	0.670	0.793	0.650	0.656
CR02	0.678	0.725	0.668	0.846	0.650	0.687
CR03	0.657	0.699	0.670	0.827	0.625	0.658
CR04	0.689	0.730	0.724	0.868	0.691	0.726
KP01	0.727	0.738	0.767	0.693	0.864	0.750
KP02	0.655	0.698	0.695	0.607	0.765	0.695
KP03	0.554	0.553	0.551	0.598	0.748	0.561
KP04	0.634	0.635	0.660	0.620	0.832	0.667
MB01	0.698	0.742	0.711	0.693	0.686	0.818
MB02	0.736	0.746	0.732	0.689	0.712	0.821
MB03	0.663	0.637	0.715	0.638	0.676	0.814
MB04	0.674	0.687	0.724	0.687	0.685	0.846
MB05	0.739	0.722	0.786	0.709	0.739	0.876

Source: Research Data 2018

Based on the discriminate test results table (Cross Loading value) it can be seen that the largest cross loading is in the construct that it forms. So, it can be concluded that the research indicators fulfill discriminate validity.

2)   Construction Reliability Test Results

Reliability testing is carried out to prove the accuracy, consistency, and accuracy of instruments in measuring constructs. PLS-SEM by using the Smart PLS software to measure reliability can be done in two ways, namely by Cronbach's Alpha and Composite Reliability.

The following table shows the results of construct reliability testing:

Table 3
The test results of Construction Reliability

Variabel	*Cronbach's Alpha*	*Composite Reliability*	Status
Usefulness	0.820	0.881	Reliable
Ease of Use	0.936	0.948	Reliable
Entertainment	0.903	0.925	Reliable
Complimentary Relationship	0.853	0.901	Reliable
Trust	0.816	0.879	Reliable
Purchase Intention	0.892	0.920	Reliable

Source: Research Data 2018

Based on the reliability test results, it can be seen in the data above that the value of Cronbach's Alpha and Composite Reliability of all variables> 0.70 so that it can be concluded that all construct indicators are reliable or fill up reliability tests.

a. Structural / Inner Model Model
1) R-Square Test Results

R-Square test results in this study can be seen in the following table:

Table 4
R-Square Test Results

Variabel Dependen	R Square
Trust	0.746
Purchase Intention	0.826

Source: Research Data 2018

Based on the output of SmartPLS software can be seen that the R-Square value for the trust variable of 0.746 which means the influence of Usefulness, Ease of Use, Entertainment and Compared Relationship variables is 74,60% and the remaining 25,40% is influenced by variables outside this research. The value of R-Square for Purchase intention is 0.826 means that the effect of Trust is 82,60%, while the remaining 17,40% is influenced by variables outside of research. Thus, the results of construct testing show that the model in this study is a substantial (strong) model.

2) Effects Size - f² Test Results

The results of testing $f2$ in this study can be seen in the following table:

Table 5
Effect Size (f²) Test Results

	US	EU	EN	CR	KP	MB
US					0.011	0.017
EU					0.019	0.003
EN					0.100	0.111
CR					0.040	0.044
KP						0.083
MB						

Source: Research Data 2018

Based on the output above, it can be seen that the effect size (f²) has an average value of <0.02. The results show that the effect size (f²) value of this study is small.

3) Predictive Relevance Q² and q² Test Results

The formula for testing Q² Predictive relevance is as follows:

$Q^2 = 1 – (1 – R21) (1 – R22)$

The results of Q² testing in this study can be seen in the following table:

Table 6

Prediction Relevance (Q Square)

R Square	1 – R Square		Q²
0,746	0,254	0,044	0,956
0,826	0,174		

Source: Research Data 2018

The results of the calculation show that the predictive relevance value is 0.956, the result shows that $Q^2 > 0$ means the model has predictive relevance value.

4)   Goodness of Fit Test Results

The results of the Smart PLS software are as in the table as follows:

Table 7

Result Quality Index / Goodness of Fit

Variabel	Communality	Redundancy
Usefulness	0,684	
Ease of Use	0,724	
Entertainment	0,673	
Complimentary Relationship	0,667	
Trust	0,631	0,552
Purchase Intention	0,698	0,584

Source: Research Data 2018

According to Fornel and Larcker (1981) in Ghozali & Latan (2015) the recommended communality value is 0.50 so that from the output results it can be seen that all variables have communality > 0.50 values as well as the redundancy index has a value of redundancy index > 0, 15 so that it can be concluded that it meets the recommended redundancy index.

b.   Hypothesis

Hypothesis testing in the study will be carried out by doing Bootstrapping technique to get the standard error values, path coefficients, and values of T-Statistics.

1)   Indirect Hypotesis

Table 8

Indirect Hypotesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
Usefulness -> Trust	0,228	0,243	0,104	1,826
Usefulness -> Purchase Intention	0,136	0,144	0,069	1,987
Ease of Use -> Trust	0,190	0,187	0,093	2,047
Ease of Use -> Purchase Intention	0,059	0,065	0,082	0,721
Entertainment -> Trust	0,396	0,389	0,107	3,711
Entertainment -> Purchase Intention	0,362	0,357	0,087	4,145
Complimentary Relationship -> Trust	0,197	0,191	0,064	3,058
Complimentary Relationship -> Purchase Intention	0,175	0,162	0,060	2,919
Trust -> Purchase Intention	0,238	0,242	0,070	3,390

Source: Research Data 2018

In table 8 T-Statistics can be obtained which is useful for testing the hypothesis that has been proposed previously. The following will be done one by one discussion for all four hypothesis tests based on information from table 8 by comparing the value of T-Statistics with T-table then the results of hypothesis testing will be obtained as follows:

Table 9
Indirect Hypothesis Results

	Path Coefficients	T Value	Uji Hipotesis
Usefulness -> Trust	0,228	1,826	Signifikan
Usefulness -> Purchase Intention	0,136	1,987	Signifikan
Ease of Use -> Trust	0,190	2,047	Signifikan
Ease of Use -> Purchase Intention	0,059	0,721	Tidak Signifikan
Entertainment -> Trust	0,396	3,711	Signifikan
***Entertainment* -> Purchase Intention**	**0,362**	**4,145**	**Signifikan**
Complimentary Relationship -> Trust	0,197	3,058	Signifikan

Complimentary Relationship -> Purchase Intention	0,175	2,919	Signifikan
Trust -> Purchase Intention	0,238	3,390	Signifikan

Source: Research Data 2018

Based on the summary of the research results in Table 9 it is known that the variables Usefulness, Ease of Use, Entertainment and Complimentary Relationship have a significant effect on Trust. Variable Usefulness, Entertainment, Complimentary Relationship and Trust have a significant effect on Purchase Intention. While the Ease of Use variable has no significant effect on Purchase Intention.

2)   Direct Hypotesis

Table 10
Direct Hypotesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)
Usefulness -> Trust -> Purchase Intention	0,060	0,065	0,049	1,693
Ease of Use -> Trust -> Purchase Intention	0,065	0,066	0,028	1,791
Entertainment -> Trust -> Purchase Intention	0,094	0,093	0,035	2,703
Complimentary Relationship -> Trust -> Purchase Intention	0,047	0,046	0,021	2,199

Source: Research Data 2018

The following will be done one by one discussion for all four hypothesis tests based on information from table 10 by comparing the value of T-Statistics with T-table then the results of hypothesis testing will be obtained as follows:

Table 11
Direct Hypothesis Results

	Path Coefficients	T Value	Uji Hipotesis
Usefulness -> Trust -> Purchase Intention	0,060	1,693	Signifikan
Ease of Use -> Trust -> Purchase Intention	0,065	1,791	Signifikan
Entertainment -> Trust ->	**0,094**	**2,703**	**Signifikan**

Purchase Intention			
Complimentary Relationship -> Trust -> Purchase Intention	0,047	2,199	Signifikan

Source: Research Data 2018

Based on the results of the study in Table 11 it is known that the variables Usefulness, Ease of Use, Entertainment and Complimentary Relationship have a significant effect on Purchase Intention through trust as an intervening variable.

Table 12
Effect of Direct Relationships, Indirect Relationships of Hypotheses

Hipotesis		Result	Signifikansi
H1	Ho: Usefulness has a significant effect on Trust	Significant	$p \leq 0,1$
H2	Ho: Ease of Use has a significant effect on Trust	Significant	$p \leq 0,05$
H3	Ho: Entertainment has a significant effect on Trust	Significant	$p \leq 0,01$
H4	Ho: Complimentary Relationship has a significant effect on Trust	Significant	$p \leq 0,05$
H5	Ho: Usefulness has a significant effect on Purchase Intention	Significant	$p \leq 0,1$
H6	Ho: Ease of Use has no significant effect on Purchase Intention	Not Significant	Not Significant
H7	Ho: Entertainment has a significant effect on Purchase Intention	Significant	$p \leq 0,01$
H8	Ho: Complimentary Relationship has a significant effect on Purchase Intention	Significant	$p \leq 0,01$
H9	Ho: Trust has a significant effect on Purchase Intention	Significant	$p \leq 0,01$
H10	Ho: Usefulness has a significant effect on Purchase Intention by trust as an intervening variable	Significant	$p \leq 0,1$
H11	Ho: Ease of Use has a significant effect on Purchase Intention by trust as an intervening variable	Significant	$p \leq 0,1$
H12	Ho: Entertainment has a significant effect on Purchase Intention by trust as an intervening variable	Significant	$p \leq 0,01$
H13	Ho: Complimentary Relationship has a significant effect on Purchase Intention by trust as an intervening variable	Significant	$p \leq 0,05$

Source: Research Data 2018

Based on the results of the study in Table 12 shows that the entertainment variable on the website that is most perceived by the respondent or user, and the biggest item of value from the entertainment variable is "I find it easy to adapt to the Sembung Putra website" so users feel that the website has features which is easy to use and ultimately affects the user's perception that the website is informative and provides the information they need.

Discussion

Based on descriptive analysis, it is known that users of website give a "High" assessment of the Usefulness and Ease of Use variables while the user gives a "Medium" rating on the variables Entertainment, Complimentary Relationship and the lowest value is variable Entertainment. Website users give a "Medium" rating to the Trust variable. This means that respondents have not believed in the security of personal data when making transactions through the Website. Users of website give a "Medium" rating to the variable Purchase Interest. This means that the respondent does not have the desire to order or make a reservation on the website.

Based on the results of SEM analysis that has been done, it can be seen from the results Hypothesis testing, each of the website quality variables significantly influences trust, with entertainment variables having the most influence. Usefulness, entertainment, complimentary relationship affects the Purchase Intention, while ease of use has no effect on Purchase Intention. This is in line with research conducted by Gregg & Walczak (2010). Trust has a significant effect on Purchase Intention.

Based on the results of SEM analysis that has been carried out, it can be seen from the results of the hypothesis test indirectly known that each website quality variable has a significant effect on Purchase Intention through trust as intervening. This shows that to generate Purchase Intention, trust plays an important role in influencing online transactions, this is in line with previous research conducted by Gregg & Walczak (2010).

The model used in this study has a strong R-Square value, so it can be concluded that this model can be used to predict the influence of website quality on trust and its impact on Purchase Intention. Where the variable quality of the website (Usefulness, Ease of Use, Entertainment and Complimentary Relationship) affects 74.60% of the variables of Trust and the variable of Trust affects 82.60% of the variable Interest in Purchase.

Conclusion

There needs to be additional features that show that there is feedback or contact person and provides everything needed by the user because it is very influential on Purchase Intention. Therefore, the website must be more focused on providing all the needs of its users and must be able to make its users think that it is easier to use the website rather than having to use the telephone or come directly to the office to make an online reservation.

To create an e-commerce website with an online reservation feature where users can make bookings or reservations using only the website, the website of website must be repaired, in terms of security and reputation of the website. Therefore the website must be added to the forum feature in the website or chat feature that can make it easier for users to communicate

between users or with the website admin of website, to make potential users feel interested and able to trust then decide to intend to make an online reservation on the website

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