

ABSTRAK

Riset ini bertujuan untuk meneliti pengaruh kualitas situs yang dipersepsikan, kepercayaan, dan manfaat yang dipersepsikan pada sikap terhadap perjalanan daring konsumen Indonesia. Riset ini menguji pengaruh kualitas sistem, informasi, dan layanan yang dipersepsikan terhadap niat pembelian awal. Objek riset adalah situs *e-commerce* yang menjual produk jasa perjalanan di Indonesia.

Pengumpulan data dilakukan dengan metode *non-probability sampling* dengan *purposive sampling*. Terdapat 128 responden dengan kriteria penduduk Indonesia yang memiliki pengalaman melakukan belanja daring produk perjalanan melalui situs *e-commerce* di Indonesia. Penelitian menggunakan metode kuantitatif dengan metode analisis data regresi linear sederhana.

Hasil riset menunjukkan bahwa kualitas sistem persepsian oleh konsumen berpengaruh secara positif dan signifikan terhadap niat pembelian awal. Kualitas informasi berpengaruh secara positif dan signifikan terhadap niat pembelian awal. Niat pembelian awal tidak dipengaruhi kualitas layanan yang dipersepsikan konsumen. Kualitas sistem persepsian memiliki pengaruh paling kuat terhadap niat pembelian awal, sedangkan kualitas layanan persepsian berpengaruh paling lemah terhadap niat pembelian awal.

Kata Kunci: Kualitas situs, kualitas sistem persepsian, kualitas informasi persepsian, kualitas layanan persepsian, niat pembelian awal

ABSTRACT

This research aims to examine the effect of perceived website quality, beliefs, and perceived benefits on attitudes toward Indonesia's online travel. This research examines the effect of perceived system quality, perceived information quality, and perceived services quality on initial purchase intentions. The object of research is an e-commerce site that sells travel services products in Indonesia.

Data was collected by a non-probability sampling method with purposive sampling. There are 128 respondents with the criteria of the Indonesian population who have experience of traveling online travel products through e-commerce sites in Indonesia. The research used quantitative method with simple linear regression data analysis method.

The result of research shows that the quality of perceived system quality by the consumer has a positive and significant effect to the initial purchase intention. Perceived information quality positively and significantly affects the initial purchase intention. Initial purchase intentions are not affected by the perceived services quality consumers. Perceived system quality has the strongest influence on initial purchase intentions, while the perceived services quality has the weakest effect on initial purchase intentions.

Keywords: Website quality, Perceived system quality, Perceived information quality, Perceived system quality, initial purchase intention.