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ANALYSIS OF WEBSITE/MOBILE APPS QUALITY ON CONSUMER ONLINE PURCHASE INTENTION

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Abstract

The development of online business in Indonesia more rapidly. Almost all business sectors today have been using the Internet as a medium of online transactions. The air transport services sector, especially airline companies, has also used the airline booking/reservation system in the form of online in support of business transactions and more practical for consumers. One of them is with the website/mobile apps, which can provide an interest to consumers to make purchasing decisions.

Data in this study were collected with the help of questionnaires from consumers in Batam who made online purchases in the last 1 month period. This study involved 310 respondents who determined by the method of non-probality side, namely snowball sampling.

Based on the results of data analysis can be concluded that consumer interest in online shopping is influenced by website / mobile apps design, website / mobile apps reliability / fulfillment, website / mobile apps security, privacy and trust, website / mobile apps customer service, website design, services, mobile apps design, mobile apps reliability and fulfillment, website security, privacy and trust, mobile apps security, privacy and trust have no significant effect on online purchase intention.

Key Word : *Online, Purchase Intention, Website/mobile apps Design, Website/mobile apps reliability/fulfillment, Website/mobile apps security, privacy and trust, Website/mobile apps customer service.*

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