UDC 332

THE EFFECT OF WEBSITE QUALITY ON ONLINE REPURCHASE INTENTION WITH TRUST AS A MEDIATING VARIABLES

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ABSTRACT
The entertainment industry is currently engaged in a fairly competitive market because of the variety of types of entertainment offered. The purpose of this study is to explain the effect of website quality on online repurchase intention with the trust variable as a mediating variable on Cinépolis website customers in Denpasar City and Badung Regency. The study is an empirical in the context of the consumer behavior in repurchases intention. This type of research uses an associative design. The population in this study is all Cinépolis website customers in the aforementioned region. The sampling technique used was purposive sampling method. The number of samples used in this study was 120 respondents. The data analysis technique used in this research is path analysis, which is equipped with a sobel test. The results of this study indicate that the quality of the website has a positive and significant effect on online repurchase intention with trust as a mediating variable on Cinépolis website customers in Denpasar City and Badung Regency. This paper expanded the body of research on the consumer behavior in repurchase intention: (1) the effect of website quality toward trust; (2) the effect of trust toward repurchases intention; (3) the effect of website quality toward repurchase intention; (4) trust mediates relationships between website qualities toward repurchase intention. This study not only discusses the relationship between research variables, but also reveals the facts of consumer behavior regarding ticket purchases based on the characteristics of respondents

The development of information technology in the current era of globalization has made a major contribution to human life. The internet makes it easier for consumers to find out products or services offered by marketers. The entertainment industry is currently engaged in a fairly competitive market because of the variety of types of entertainment offered. Cinema is a form of entertainment that is well known by the public. The cinema is built and arranged so that the audience gets more quality while enjoying the film, such as Dolby Digital Cinema 3D facilities, audio quality using Dolby Atmos and Mono Audio.

Cinemas in Bali in 2018 consisted of Cinema XXI at Park 23, Beachwalk, Level 21 Mall, Bali Galleria Mall, Trans Studio Mall and Cinemaxx at Plaza Renon, Lippo Mall Kuta, Lippo Plaza Kuta, and Sidewalk Jimbaran (bali.tribunnews .com, 2018). However, on November 20, 2019, Cinemaxx officially changed its name to Cinépolis (cinépolis.co.id, 2019).

The conventional ticket sales process has triggered various problems such as long queues that take up time, resulting in losses for visitors who want to watch but run out of tickets during the queue. Marketers see this phenomenon as an opportunity to create innovation that is purchasing cinema tickets made online with a website. The website is a solution for marketers because the transaction process is real-time and can be accessed in various places. Websites that are used for online shopping transactions are often referred to as marketplaces in the form of e-commerce.

The e-commerce business is growing rapidly for the past few years, resulting in major changes in the world of e-commerce which has developed into m-commerce (mobile commerce). Online shopping, which was previously conducted exclusively via a computer with internet access, is now based on m-commerce, namely through applications on mobile

devices such as smartphones. Every e-commerce platform in the form of a website has now developed a special mobile application for online shopping that makes it easy for consumers. Cinépolis Cinema has a mobile application called Cinépolis Indonesia which can be downloaded via Google Playstore for Android users and App Store for iOS users.

The large population of Indonesia is an opportunity for websites to enter the Indonesian digital market. Digital consumers in the United States show that 87 percent of smartphone and tablet owners use mobile devices to shop (Nielsen, 2014). This shows that the website is able to provide opportunities for marketers to reach consumers more effectively. This number refers to data from the Central Statistics Agency (BPS) in 2019. Through Table 1, it can be seen that the percentage of the population accessing the Internet in Bali Province is as follows.

Table 1 – Percentage of Population Accessing Information and Communication Technology (ICT) in the Last 3 Months by Regency / City, 2019

Regency/City	Activity Type
	Access the Internet
Jembrana	45.86
Tabanan	48.06
Badung	67.62
Gianyar	54.81
Klungkung	47.67
Bangli	37.38
Karangasem	35.06
Buleleng	38.66
Denpasar	74.04
Total:	54.08

Source: Badan Pusat Statistik Provinsi Bali, 2020.

Table 1 shows that there is a high percentage for Badung Regency and Denpasar City in accessing the internet using cell phones, namely 67.62 percent and 74.04 percent. So that in this study will focus on accessing the Cinépolis website in Badung Regency and Denpasar City.

The use of websites in online shopping activities also has a negative impact on consumers. Websites often experience problems due to unstable connections resulting in the website server being unable to process information properly so that the transaction process cannot be confirmed which causes QR Code and unique payment codes that cannot be accepted by consumers. This can be a threat to the website owner company, because disappointed consumers tend to have a low level of trust so that they are more likely not to make a repurchase. Trust is the most important element in online marketing, trust is an important foundation for consumers to buy at online stores (Giantari et al., 2013).

Previous research by Radionova-girsa and Lahiža (2017) and Tirtayani and Sukaatmaja, (2018) found that the quality of the website with trust as mediating variables affects online repurchase intentions. However, there are different results in previous studies conducted by Shin et al. (2013), Hasanov and Khalid, (2015) and Sudiyono and Chairy (2017) who get the result that trust does not mediate the relationship between website qualities and repurchase intention. Website consumers tend to see how the quality of the website helps find goods needed by consumers, customer trust will arise when the website used by consumers can fulfill their desires, and consumers tend to buy back on websites that give consumers trust.

Based on previous research, there are inconsistent results in the relationship between website quality and repurchase intention. This is presumably because there is one variable that plays an important role in determining online repurchase intentions, namely trust.

Based on the problems found related to differences in the results of previous studies, this study aims to determine and explain the effect of website quality on online repurchase intentions of Cinépolis website customers in the city of Denpasar and Badung Regency.

Based on reviews and studies of previous research, the following hypothesis can be formulated:

H1: Website quality has a positive and significant effect on repurchase intention;

H2: Website quality has a positive and significant effect on consumer trust;

H3: Consumer confidence has a positive and significant effect on repurchase intention;

H4: Consumer trust significantly mediates the effect of website quality on purchase intention.

METHODS OF RESEARCH

This type of research uses an associative design, which examines the effect of website quality on online repurchase intentions with trust as a mediating variable. This research was conducted at Cinema Cinépolis in the city of Denpasar and Badung Regency. This location was chosen because Cinema Cinépolis in Bali Province so far is in the area of Denpasar City and Badung Regency. In addition, this refers to data from the Central Bureau of Statistics in 2019 regarding the highest internet access users in Bali Province in Denpasar City and Badung Regency. The population in this study were all customers of the Cinépolis website in Denpasar City and Badung Regency. The sample selection technique uses purposive sampling, which uses the criteria that the respondent is a user of the Cinépolis website or the Cinépolis Indonesia application, resides in Denpasar City or Badung Regency, has a minimum education level of SMA / SMK (high school/vocational high school) equivalent. The indicators used in this study were 12, so the number of samples used was 5-10 x 12 = 60-120 samples. The sample size used in this study amounted to 120 respondents, because 120 respondents were included in the estimated range of 60 to 120. Collecting data in this study then used questionnaires and observation methods

RESULTS AND DISCUSSION

Research data obtained from the results of a questionnaire that has been distributed to research respondents of 120 customers of the Cinépolis website in Denpasar City and Badung Regency. Respondent characteristics include gender, education level and type of work which can be seen in Table 2. Table 2 shows that the majority of respondents who are customers of the Cinépolis website in this study have an age range of 18-25 years, as many as 60 people with the latest education level of Bachelor (S1) and working as private employees. The description of the respondent's answer presents the respondent's assessment of each statement item submitted in the questionnaire. The measurement scale used is from 1 to 5. The higher the average value obtained, the better the respondent's response to these items and variables.

The results of the descriptive analysis as presented in Table 3 show that the website quality variable gets an average value of 4.43 which means that most of the Cinépolis website customers in the city of Denpasar and Badung Regency consider that the quality of the website owned by Cinema Cinépolis is good. The indicator that has the highest score is the indicator of the ease of access to the Cinépolis website. This is because most customers think that the Cinépolis website has a good performance when accessed by their customers through a search engine portal, so the value of the quality of the Cinépolis website in the minds of customers is considered very good. The lowest average score on the website quality variable is on the indicator of confidentiality of customer personal data information on the website. Therefore Cinema Cinépolis should always inform its customers that Cinema Cinépolis always maintains the confidentiality of its customer information.

The results of the descriptive analysis as presented in Table 4 show that the trust variable as a whole gets an average value of 4.40 which means that most of the customers of the Cinépolis website in Denpasar and Badung Regency are good. The indicator that has the highest score is the indicator that the Cinépolis website has good performance reliability. This is because most respondents believe that the Cinépolis website has good performance reliability. The lowest average score on the trust variable is on the indicator that the Cinépolis

website does not seek profit illegally with an average score of 4.38. This shows that respondents to this statement item have the lowest average score because respondents feel they do not know information about the benefits obtained by Cinema Cinépolis.

Table 2 – Characteristics of Research Respondents

No	Criteria	Clasification	Number of People	Percentage
1	Gender	Male	74	61.7
		Female	46	38.3
	Total		120	100
2	Age	18-25 y.o	60	50
		26-35 y.o	58	48.3
		36-45 y.o	2	1.7
	Total		120	100
3	Last Education	High school / equivalent	46	38.3
		Diploma (D3)	11	9.2
		Bachelor degree(S1)	60	50
		Masters (S2)	3	2.5
	Total		120	100
4	Occupation	Student	33	27.5
		Civil Servants (PNS)	10	8.3
		General employees	45	37.5
		Entrepreneur	28	23.3
		Profession	4	3.3
	Total		120	100

Source: Primary Data Processed, 2020.

Table 3 – Description of Respondents' Answers to Website Quality Variables

No	Statement	Score					Average	Info.
		1	2	3	4	5		
1	The Cinépolis website is easily accessible to customers	0	1	1	42	76	4.61	Very good
2	The Cinépolis website has an uncomplicated format to use	0	1	3	54	62	4.48	Very good
3	The Cinépolis website is responsive in solving problems	0	1	9	56	54	4.36	Very good
4	The Cinépolis website provides a QR code on time after a successful transaction	0	0	1	73	46	4.38	Very good
5	The Cinépolis website maintains the confidentiality of its customers' personal data information	0	1	7	61	51	4.35	Very good
	Website Quality Variable Average Score						4.43	Very Good

Source: Data processed, 2020.

Table 4 – Description of Respondents' Answers to the Trust Variable

No	Statement	Score					Average	Info.
		1	2	3	4	5		
1	I believe the Cinépolis website has a good reputation	0	0	2	68	50	4.40	Very High
2	I believe the Cinépolis website has good performance reliability	0	0	5	59	56	4.43	Very High
3	I believe the Cinépolis website has a good security system	0	1	5	59	55	4.40	Very High
4	I believe the Cinépolis website is not looking for profit illegally	0	0	8	59	53	4.38	Very High
	Average Score of Trust Variable						4.40	Very High

Source: Data processed, 2020.

The results of the descriptive analysis as presented in table 5 show that the overall repurchase intention variable has an average value of 4.38, which means that most of the Cinépolis website customers who are respondents in this study have high repurchase intentions using the Cinépolis website for the transaction process. purchase of cinema tickets electronically. The indicator that has the highest value is the indicator that will make a transaction again on the Cinépolis website and is included in the very good criteria, this means that the respondent has a high desire to make a transaction again on the Cinépolis website. The lowest average score of 4.28 refers to the statement indicator that intends to continue making transactions using the Cinépolis website and is in the very good category, which means the respondent has the intention to continue making transactions using the Cinépolis website. This statement item has the lowest average because in addition to using the Cinépolis website or application, respondents feel that they can make offline transactions at Cinema Cinépolis counters as well as easy to do when making a repurchase.

Table 5 – Description of Respondents' Answers to the Repurchase Intention variable

No	Statement	Score					Average	Info.
		1	2	3	4	5		
1	If the opportunity arises, I choose to make a repurchase on the Cinépolis website	0	1	3	63	53	4.40	Very High
2	I will make a transaction again on the Cinépolis website	0	1	4	55	60	4.45	Very High
3	I intend to continue making transactions using the Cinépolis website	0	1	8	67	44	4.28	Very High
	Average Score of Purchase Intention Variable						4.38	Very High

Source: Data processed, 2020ю

Testing data in this study using path analysis techniques (path analysis). The calculation of the path coefficient was carried out using SPSS 25.0 for window software and the results are obtained in Table 6.Based on the results of the path analysis for substructure 1 as presented in Table 6, the structural equation 1 is as follows:

$$M = \beta2\ X + e1$$
$$M = 0{,}647\ X + e1$$

Table 6 – The Results of Path Analysis of the Regression Equation 1

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.390	1.437		3.056	0.003
	Website Quality	0.596	0.065	0.647	9.225	0.000
	$R1^2$: 0.419	F statistik: 85.102		Sig. F: 0.000		

Source: Primary Data Processed, 2020ю

Table 7 – The Results of Path Analysis of the Regression Equation 2

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.204	1.337		0.152	0.879
	Website Quality	0.443	0.076	0.527	5.841	0.000
	Trust	0.176	0.082	0.193	2.138	0.035
	$R2^2$: 0.447	F statistik: 47.208		Sig. F: 0.000		

Source: Primary Data Processed, 2020ю

Based on the results of the substructure path analysis 2 as presented in Table 7, the structural equation 2 is as follows:

$$Y = \beta 1\ X + \beta 3\ M + e2$$
$$Y = 0.527\ X + 0.193\ M + e2$$

Based on the substructure 1 and 2 substructure models, the final path diagram model can be drawn up. Before compiling the final path diagram model, first the standard error values are calculated as follows.
Structural equation 1:

$$M = \beta 2\ X + e1$$
$$M = 0{,}647\ X + e1$$
$$e1\ (error1) = \sqrt{(1 - \llbracket R\_1 \rrbracket\ ^2\ )}$$

Structural equation 2:

$$Y = \beta 1\ X + \beta 3\ M + e2$$
$$Y = 0.527\ X + 0.193\ M + e2$$
$$e2\ (error2) = \sqrt{(1 - \llbracket R\_2 \rrbracket\ ^2\ )}$$

Based on the calculation of the effect of error (e), the result of the effect of error (e1) is 0.762 and the effect of error (e2) is 0.744. The e1 value of 0.762 shows that trust is influenced by the quality of the website by 76.2 percent and the remaining 23.8 percent is influenced by other factors that are not included in the model. The e2 value of 0.744 shows the number of website quality variables and trust in repurchase intention as much as 74.4 percent and the remaining 25.6 percent is influenced by other factors that are not included in the model. The large number of variants of website quality and trust that influence repurchase intentions simultaneously is seen from the total coefficient of determination. The results of the total determination are as follows:

$$R\_m^2 = 1 - \llbracket \llbracket (Pe \rrbracket\ \_1) \rrbracket\ ^2\ \llbracket \llbracket (Pe \rrbracket\ \_2) \rrbracket\ ^2 = 0.679$$

The total determination value of 0.679 means that 67.9 percent of the variation in repurchase intention is influenced by variations in website quality and trust, while the remaining 32.1 percent is explained by other factors not included in the model. The results of the path coefficient on the research hypothesis can be illustrated in Figure 2 below:
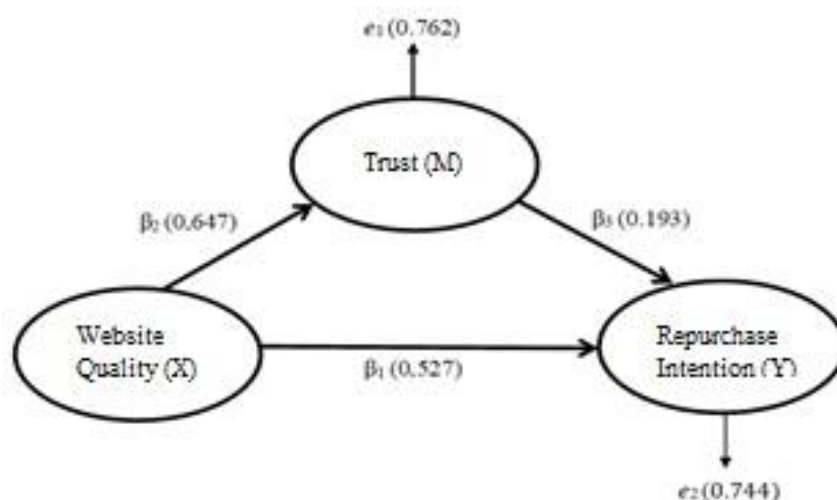

Figure 2 – Final Path Diagram Model

Based on the path diagram in Figure 2, it can be calculated the amount of direct effect and indirect effect as well as the total effect between variables. The calculation of the influence between variables is summarized in Table 8. Table 8 shows that the influence of the website quality variable on repurchase intention is 0.527. The direct effect of website quality on trust is 0.647. The direct effect of the trust variable on repurchase intention is 0.193. Meanwhile, the indirect effect of website quality variables on repurchase intention through trust is 0.125. So the total influence of the website quality variable on repurchase intention through trust is 0.652. It can be concluded that trust is an intermediary variable (mediating) between website quality and repurchase intention.

Table 9 – Direct and Indirect Influence and Total Effect of Website Quality (X), Trust (M) and Repurchase Intention (Y)

Variable Influence	Direct Effect	Indirect Effect ($\beta2 \times \beta3$)	Total Effect
X → Y	0,527	0,125	0,652
X → M	0,647		0,647
M → Y	0,193		0,193

Source: Processed from primary data, 2020.

The sobel test is used to test the strength of the indirect effect of the website quality variable (X) on repurchase intention (Y) through the trust variable (M). The sobel test is formulated with the following equation and can be calculated using the Microsoft Excel application.

Table 10 – Result of Sobel-Test

Z Value	Sig
2.2977	0.035

Source: Processed from primary data, 2020.

Based on the calculation of the mediating variables using test statistics:

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

Where: a = 0,647; Sa = 0,065; b = 0,193; Sb = 0,082.

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2} = 2.2977$$

Based on the sobel test results in Table 10, the tabulation results are Z = 2.2977> 1.96 with a significance level of 0.035 <0.05, which means that H0 is rejected and H1 is accepted, which means that trust is considered significantly able to mediate the effect of website quality on online repurchase intention on the Cinépolis website in Denpasar City and Badung Regency. The role of trust as a mediating variable seen from the effect of website quality has a significant effect on repurchase intention, website quality has a significant effect on trust and trust has a significant effect on repurchase intention. This means that trust has a role as partial mediation.

This research is consistent with the results of research conducted by Tirtayani and Sukaatmaja (2018), Novinda and Sutopo (2017), Wilson and Keni (2018) and Ahmadi et al (2015) which found that the results of partial belief mediate a positive and significant effect on site quality, web, service quality, and repurchase intentions.

These results suggest that trust of the customers will accelerate the emergence of online repurchase intentions on the Cinépolis website in Denpasar City and Badung Regency. The ability to build a good quality website on the Cinépolis website can strengthen customer desire to make repurchases. This means that when Good website quality followed

by good trust will also be able to strengthen customer repurchase intentions of cinema tickets on the Cinépolis website

CONCLUSION AND SUGGESTIONS

Based on the results of the research analysis and the results of the discussion regarding the effect of each variable that has been described previously, the following conclusions can be drawn. 1) Website quality has a positive and significant effect on online repurchase intention. This shows that the better the quality of the website, the more it will increase online repurchase intentions for Cinépolis cinema customers in Denpasar City and Badung Regency. 2) Website quality has a positive and significant effect on trust. This shows that the better the quality of the website will further increase the trust of Cinépolis cinema customers in Denpasar City and Badung Regency. 3) The trust variable has a positive and significant effect on online repurchase intention. This shows that the better the trust possessed by customers in Denpasar City and Badung Regency will increase online repurchase intentions on the Cinépolis website. 4) The trust variable mediates the effect of website quality on online repurchase intentions. This shows that the better the quality of the website will create a good sense of trust in the minds of customers so that customers in Denpasar City and Badung Regency will make repurchases on the Cinépolis website.

Based on the results of the analysis and this conclusion can be used as a reference and basis for increasing online repurchase intentions, the suggestions for Cinépolis that can be given are as follows: 1) To improve the quality of the website, Cinépolis must further improve the quality of its website such as conducting maintenance (maintance) periodically to improve performance capabilities, better security systems such as confidentiality of customer personal data and advertising to promote that transacting using the Cinépolis website is more efficient, easier, safer and more secure personal data information. A good website quality will increase the sense of trust owned by customers so that it will lead to repurchase intentions. 2) People in Denpasar City and Badung Regency show a lack of desire to use the Cinépolis website to make ticket purchases because offline purchases are still mostly made by customers. This is because many of them feel that buying cinema tickets unplanned makes it easier to make offline purchases even though purchasing using the Cinépolis website is more profitable because they can order early so that they get the desired viewing seat position. For this reason, Cinépolis needs to create attractive promotions to encourage customers to switch to using the Cinépolis website for movie ticket purchase transactions. 3) The next researcher is expected to be able to use other variables that can influence online repurchase intentions such as customer experience, service quality, and customer satisfaction. In addition, further researchers can use other analysis technique models such as moderation and using samples of respondents in other districts in Bali Province and outside Bali Province because Cinepolis Cinema is the 3rd largest cinema in Indonesia.

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