

**THE INFLUENCE OF WEB DESIGN QUALITY AND ELECTRONIC WORD OF MOUTH TOWARD REPURCHASE INTENTION AT TOKOPEDIA WITH TRUST AS MEDIATING VARIABLE**

**THESIS**

Thesis is submitted to fulfill the requirement for bachelor's degree in Management Department - Faculty of Economics and Business - Universitas Andalas



Submitted by:

**Surya Mulya Harmawan**

**1810523003**

Supervisor:

**Dr. Vera Pujani, SE, MM.Tech**

**BACHELOR'S DEGREE INTERNATIONAL MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS ANDALAS  
PADANG  
2022**



Alumni Number at University

**Surya Mulya Harmawan**

Alumni Number at Faculty

a)Place/Date of Birth : Padang,7 July 1999 b) Parents Name : Mulyadi and Sri Hartati c) Faculty: Economics and Business d) Department: International Management e) ID Number :1810523003 f)Graduation Date :28 July 2022 g) Grade: With Honors h) GPA :3.65 i) Length of Study : 3 years 11 months h) Parent's Address: Komplek Jihad Blok C. No 8

**The Influence of Web Design Quality and Electronic Word of Mouth Toward Repurchase Intention at Tokopedia with Trust as Mediating Variable**

*Thesis by: Surya Mulya Harmawan*

*Supervisor : Dr. Vera Pujani, SE, MM.Tech*

**ABSTRACT**

Nowadays, the improvement of technology that follow by Internet change the trend of shopping. The trend changes from traditional market to E-Commerce. Tokopedia is a one of E-Commerce in Indonesia that have a lot of consumers from Z generation. Student of Universitas Andalas is a part of that generation. This Generation is concerned with quality, accuracy and truth and is very concerned with information that can facilitate their activities such as shopping. Web Design, Electronic Word of Mouth, Trust was a key to make that generation to doing Repurchase at Tokopedia. This study aims to determine the influence of Web Design quality, Electronic Word of Mouth toward Repurchase Intention at Tokopedia among the student of Universitas Andalas with Trust as Mediating Variable. This study uses exploratory quantitative methods with online survey techniques. In this study, questionnaires were given to 220 students of the Universitas Andalas that have making purchase at Tokopedia. Data analysis used SmartPLS 3.3. This study found that Web Design Quality and Trust had a positive and significant effect on Repurchase intention, while Electronic Word of Mouth had a Positive but not significant effect on repurchase intention at Tokopedia among the student, and Web Design Quality, Electronic Word of Mouth has Indirect effect on repurchase intention with trust as mediating variable.

**Keywords:** *Web Design Quality, Electronic Word of Mouth, Trust, Repurchase Intention, Student.*

This thesis is already examined and passed on July 28<sup>th</sup>, 2022. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dr. Vera Pujani, SE, MM.Tech	Dr. Maruf, SE, M.Bus, M.Phil	Berrf Brilliant Albar, SE, MM

Acknowledged by,  
Head of Management Department



**Hendra Lukito, S.E., M.M, Ph.d**  
NIP.197106242006041007

Alumni has already registered at faculty/university and get alumni number:

	Staff of Faculty/ University	
Alumni Number at Faculty	Name	Signature
Alumni Number at University	Name	Signature