Analysis of the Influence of Website Quality and CSR on Trust and Its Impact on Repurchase Intention
(Case Study: PT.Antam UBPP Precious Metal)

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ABSTRACT

The purpose of this research is to know the influence of the Quality of the Website and CSR against Trust as well as its impact on Repurchase Intention. In this study, PT. Antam UBPP Logam Mulia used as an example of the case. This research is associative research and aims to achieve the goal of researchers. Research done by providing a questionnaire that was distributed directly to consumers the seventy PT. Antam UBPP Logam Mulia by using the technique of taking the Census sample. Data analysis using Structural equation modeling – Partial Least Square (SEM-PLS) is used for the data analysis techniques. This research proves that the Web Quality affect Trust, CSR affect Trust, Website Quality affects Repurchase Intention, CSR affects Repurchase Intention, Trust affects Repurchase Intention. The result of this research provides benefits to the company (PT. Antam UBPP Logam Mulia), in which the results of this research can be used to define the strategy of the company and create the perception of the true value of product or consumer company PT. Antam UBPP Logam Mulia.
Keywords: *Website Quality, CSR, Trust, Repurchase Intention, SEM PLS*

INTRODUCTION

The increase in the economy in Indonesia is also supported by advances in technology that make trade and business in Indonesia more advanced. Where the existence of these technological advances can make it easier for individuals to take advantage of the internet which is of course able to increase trading activities, starting from the marketing to sales point of view. In addition, by utilizing advances in internet technology, it can make it easier for consumers to make purchases or transactions or find information about the product or item they want.

The development of internet technology has now become commonplace, especially to support business activities in Indonesia. Many companies carry out sales and promotions by utilizing advances in internet technology, such as fashion retail, electronic equipment, food and even gold, by taking advantage of existing technological and internet developments it will make it easier for corporate consumers. And one of the well-known companies in Indonesia that sells gold is PT.Logam Mulia (ANTAM). Where all forms of information regarding the company's products PT.Logam Mulia (ANTAM) can be found through the company's website, namely www.logammulia.com.

PT. Precious Metals (ANTAM) provides a website that displays a variety of information needed by consumers regarding the products being traded. One of the companies whose business is engaged in the gold sector both in terms of selling, buying and refining gold is PT.Logam Mulia (ANTAM).

Currently, Antam has a website and has CSR activities, but interest in buying gold at the ANTAM company is suspected to be due to a lack of trust in offers through the website. The official website owned by the company is one of the supports to make it easier for consumers to find out about products and product information, where every feature on the website is used to make it easier for consumers to make transactions and can be seen on the website how to buy. It is hoped that the website features will make it easier for consumers to find updated information about precious metals, in this case gold. The progress of a business needs to pay attention to the quality of the website which is a means for the business process to occur. The quality of a website will greatly affect the search

for information that occurs. The quality of a better website can improve the company's performance in marketing and sales.

Currently, many companies must meet the operational requirements of the company by fulfilling obligations in implementing corporate social responsibility activities known as CSR (Corporate Social Responsibility). To get a good and trusted image by consumers, companies need to carry out CSR activities, where it is an ethical activity carried out by companies as their effort to improve the welfare of employees, as well as the environment or organizations around the company. With a company image that has been supported by CSR activities, it will make consumers to trust a company more so that they are interested in buying. Without the trust of consumers, there will be no purchase intention, therefore trust or trust is an important thing for companies to get. With the trust given by consumers, it is hoped that more and more consumers will have the intention to make purchases, with many consumers already having the intention to make purchases, it is expected that the purchase transactions made will increase.

Seeing these problems, this research was carried out with the objectives described in 7 hypotheses.

H1 : Website Quality has an influence on Trust at PT. ANTAM UBPP LOGAM MULIA

H2: CSR has an influence on Trust at PT. ANTAM UBPP LOGAM MULIA.

H3 : Website Quality has an influence on Repurchase Intention at PT. ANTAM UBPP LOGAM MULIA.

H4: CSR has an influence on Repurchase Intention at PT. ANTAM UBPP LOGAM MULIA.

H5: Trust has an influence on Repurchase Intention at PT. ANTAM UBPP LOGAM MULIA.

H6 : Website Quality has an influence on Trust and its impact on Repurchase Intention at PT. ANTAM UBPP LOGAM MULIA.

H7 : CSR has an influence on Trust and its impact on Repurchase Intention at PT. ANTAM UBPP LOGAM MULIA.

THEORY

Purchase Intention

In the journal The Effect of Brand Identity on the Emergence of Brand Preference and Repurchase Intention in the Toyota Brand, written by Beatrice Clementia Halim, Diah Dharmayanti, S.E., M.Sc., and Ritzky Karina M.R. Brahmin, S.E., M.A (2014). There is a theory which states that Repurchase Intention can be measured using 3 indicators (Fullerton, 1990):

1. The first choice for products.

2. Will still buy the product.

3. Will continue to be a loyal customer.

Repurchase Intention Indicator (Hellier et al 2003) in Fatma Noyan and Gulhayat Golbasi Simsek (2012)

1. *I plan to do the big part of my future shopping from this supermarket*

2. *If I go shopping today, I will go to this supermarket again*

3. *I purchase the big part of my shopping from this supermarket*

4. *When I go shopping, I firstly consider this supermarket*

5. *When I go shopping, this supermarket is my first choice*

RESEARCH METHODS

In this study the research design used was associative. The research time used in this research is cross-sectional. Implementation of research through surveys or questionnaires. The unit of analysis studied was individual precious metal buyers. The sampling technique used is probability sampling, which is a sampling technique to provide equal opportunities for each member of the population who is present in 3 days at the precious metal outlate. Data processing in this study will be assisted through a computer using the SmartPLS 3.0 program. by using the SEM method, namely SEM PLS (partial least square).

RESULTS AND DISCUSSION

Data on the profile of respondents, 36 participants who filled out the questionnaire were male, and 34 respondents were female. While based on age there are 8 respondents aged under <25 years, 8 respondents aged 26-30 years, 6 respondents aged 31-35 years, 10 respondents aged 36-40 years, and 38 respondents aged over> 40 years. Respondent area data shows that 64 respondents live in Jakarta, 3 respondents live in Java, 1 respondent lives in Sulawesi, 1 respondent lives in Sumatra, 1 respondent lives in Kalimantan, and no one comes from Papua. From the data obtained, most respondents have a residence in the Jakarta area.

Based on the respondent's occupation data, 7 respondents have student workers, 7 respondents have civil servant jobs, 4 respondents have private employee jobs, 26 respondents have self-employed jobs, 9 respondents have housewife jobs, and 17 respondents have jobs and others. Meanwhile, based on income, 1 respondent has an income of 2-5 million, 8 respondents have an income

of 5-10 million, 16 respondents have an income of 10-20 million, and 45 respondents have an income of over 20 million. From the data obtained, most respondents are respondents who have incomes above 20 million per month.

Data on respondents who are aware of CSR information media implemented by the institution include 38 respondents who know about CSR through websites, 1 respondent knows through newspapers, 2 respondents know through radio, and 29 respondents know through the internet, and no one knows through television. From the data obtained, most respondents know about CSR through the website.

After that, data processing was carried out using PLS software, namely SmartPLS 3.0. From the processing results obtained that all indicators have met the outer loading requirements and are above 0.50.

For the composite reliability value, all values are above 0.60 so it can be said that all constructs are reliable, the value of the CSR variable is 0.897. For the Repurchase Intention variable is 0.898, the Trust variable value is 0.884, and for the Website Quality variable the value is 0.934.

Reliability measurement can also use the standard Cronbach alpha where each variable is said to be reliable if it is above 0.60, for the CSR variable the value is 0.862, the Repurchase Intention variable is 0.858, the Trust variable is 0.841, and for the Website Quality variable the value is 0.923. so, it can be said that all variables have met the requirements and are reliable.

To measure the validity of each construct, it can be tested with the average variance extracted (AVE). Where constructs with good validity are required with a value above 0.50. for the CSR variable the value is 0.593, for the Repurchase Intention variable the value is 0.638, the Trust variable is 0.560 and for the

Website Quality variable the value is 0.503. all variables are above 0.50 so it can be said that the results have met the requirements of good validity.

To test the outer model, it can also be tested by looking at discriminant validity by seeing whether ($\sqrt{AVE}$) is higher than each other construct or can see the diagonal results from the discriminant validity output table. The result is that the value is higher than each of the other constructs.

To assess the inner model, you want to see the relationship between constructs and the significance value and R-square value. Where the interpretation is 0.67 = good, 0.33 = moderate, and 0.19 = weak. And the results of the R-square output that Repurchase Intention has a value of 0.986 or 98.6% and Trust has a value of 0.985 or 98.5% which means that both Repurchase Intention and Trust have a good influence.

To decide the results of the hypothesis can be seen in the total effect output in the T-statistic column by comparing it with the T-value (1.96) for the direct effect. Then to find out the results of the Indirect effect, see the beta coefficient value from the bootstrapping output.

No.		Direct Effect	Indirect Effect (Mediation)	Conclusion
1	CSR –RI	3.717		significant
2	CSR-TR	9.581		significant
3	TR-RI	2.233		significant
4	WQ-RI	7.694		significant
5	WQ-TR	2.594		significant
6	WQ-RI (Interaction effect TR)		13.475282	significant
7	CSR-RI (Interaction effect TR)		11.016819	significant

Based on the table above, the correlation between variables can be explained as follows:

1. The results of this study indicate that all variables tested have a positive and significant influence on other variables and have a positive impact. that way the entire Hypothesis is accepted.

2. That PT.ANTAM UBPP LOGAM MULIA performs well in facilitating its business processes with websites and social responsibility activities so that it is able to influence consumer confidence which has an impact on the number of repurchases.

CONCLUSIONS

1. There is a significant influence between CSR on repurchase intention. This means that CSR carried out by PT ANTAM UBPP LOGAM MULIA has been able to attract consumers to make purchases. This is possible because the value of good deeds is able to produce consumer prejudices that the gold sold in antam shows the true or original value based on the percentage.

2. There is a significant influence between CSR and trust. This means that CSR activities carried out are able to form strong beliefs that the institution can be trusted to have high credibility.

3. Statistical results show that trust has a significant influence on consumer intention to repurchase. This means that when consumers are confident in the institution, there is a high chance that consumers will want to repurchase precious metals at PT ANTAM UBPP LOGAM MULIA.

4. The statistical results show that website quality has a significant effect on repurchase intention. This means that the quality of the website has the power to influence consumers' intention to repurchase.

5. 5.There is a significant influence between Website Quality on Trust. This means that the quality of the institution's website has been able to make consumers confident in the institution's processes and including the products it sells so that consumers get valid information sourced from a highly trusted institution.

6. 6.There is a significant influence between Website quality on Trust and its impact on Repurchase Intention. This shows that the quality of the institution's website has effectively influenced consumer confidence in the institution which ultimately has an impact on consumers' desire to repurchase products at the same institution.

7. There is a significant influence between CSR on Trust and its impact on Repurchase Intention. This shows that the social responsibility activities that have been carried out by the institution have effectively influenced consumer confidence so that in the end it has an impact on consumer desire to repurchase products at the same institution.

SUGGESTIONS

The implementation of CSR should fulfil ethical responsibilities that are continuously communicated to its consumers so that it is easy for the institution to demonstrate the correctness of its governance and protect the rights of its consumers. Programs that can be created and evaluated continuously include:

1. The Institution's ability to provide community empowerment activities.

2. The institution demonstrates the etiquette that the profit earned is also to develop the economy of the surrounding community.

3. Maintaining environmental harmony and reducing conflicts that occur in the community.

4. Convincing its customers that the institution implements ethical business governance.

5. The institution needs to demonstrate its contribution to the environment.

The continuous process to improve the quality of the website, among others, refers to the 7 Cs, namely the layout and design must always be up to date and follow the latest consumer behaviors, while the content is adjusted to the expectations of consumers by combining images, sound, video, and text that attract consumers to continue access. Regarding community activities, members can get members to facilitate testimonials and communication between members. Institutions also need to categorize their segments based on customized services so that gold members will benefit more from the social class they want. Institutions also need to provide opportunities for consumers to share ideas and get responsive responses from institutions so that there is an emotional closeness between institutions and consumers. Meanwhile, it is time for the institution to develop connections and transaction processes to platform applications related to transactions and promotions to make it easier for consumers who have not been netted to be aware of the existence of a business system from PT ANTAM UBPP LOGAM MULIA. In addition, it is hoped that the Institute can facilitate ease of transactions with ecommerce that protects consumer privacy data.

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