

ABSTRACT

This study aims to determine influence of usability on website quality using scanmic model toward purchase intention (study case of tourism services in Terminal Wisata Grafika Cikole Lembang, West Bandung Regency). The issues in this study are about how variable usability of website quality using scanmic model, variable in purchase intention of tourism services in Terminal Wisata Grafika Cikole, and the influence of these two variables.

This study uses quantitative methods with descriptive research and causal. The determination number of the samples are 100 respondents using Bernoulli formula. The selected sampling technique is non-probability sampling (purposive sampling). Data analysis technique used simple linier regression analysis.

Based on the overall result of hypothesis test usability in website quality significantly influences purchase intention. This is proved by the value of $t > t$ table is $5.822 > 1.984$. Based on coefficient of determination, the usability of website quality influence are purchase intention by 25.7% and the remaining 74.3% are influenced by other variables not examined in this research.

Keywords: usability of website quality, scanmic model, purchase intention, Grafika Cikole