

ABSTRACT

The growth of the internet in Indonesia is very rapid, thus driving the growth of e-commerce business. The growing development of the internet and e-commerce, the role of the website is very important to support business activities. These conditions make the company that had not used e-commerce for its business activities, making innovations using e-commerce systems.

This research is motivated by problems related to the desire of the people to use transportation in Indonesia to grow rapidly. Along with the times, businesses compete to market their products and services through internet sites. The object of the study in this study is the Gunungsembungputra.com website which is a website of PO. Sembung Putra Mountain. The website which was originally only limited to a company profile, then by the company added an online reservation feature, in the hope that it can facilitate users by not having to spend time to the PO office. Sembung Putra Mountain, or spend credit to call the hotline to order a bus, time and energy efficiency. One thing that is difficult to eliminate in the minds of consumers is about trust in the website, therefore it is necessary to do research on the extent of the influence of Website Quality on consumer trust so that it has an impact on Buying Interest on the Gunungsembungputra.com website.

The theoretical approach in this study uses the Webqualtm method where website quality variables consist of usefulness, Ease of Use, entertainment, and complimentary relationship. Data analysis is used with the Structural Equation Modeling method to show the level of significance between variables. The method used in this study is a quantitative method with descriptive and verification research types. Sampling is done by non-probability method, sampling type of purposive sampling. The type of data needed for research is primary data and secondary data. The population that is the object of this research is visitors to the Gunungsembungputra.com website. The survey was conducted on 330 respondents and from data processing using SmartPLS 3.0.

The results of the direct hypothesis test that the variables Usefulness, Ease of Use, Entertainment and Complimentary Relationship have a significant effect on Trust. Variable Entertainment, Complimentary Relationship and Trust have a significant effect on Buying Interest. While the Usefulness and Ease of Use variables have no significant effect on Buying Interest. For the results of indirect hypothesis testing shows that the variables Usefulness, Ease of Use, Entertainment and Complimentary Relationship have a significant effect on buying interest through trust as an intervening variable.

There is a need for additional features on the Gunungsembungputra.com website which shows that there is feedback or contact person and provides all that is needed by the user because it is very influential on buying interest. Therefore, the Gunungsembungputra website must be more focused on providing all the needs of its users and must be able to make its users think that it is easier to use the website rather than having to use the telephone or come directly to the office to make an online reservation.

Keywords: *E-commerce, Website Quality, Trust, Purchase Intention*