THE EFFECT OF WEBSITE, PRICE, SERVICE QUALITY, AND CUSTOMER SATISFACTION AS INTERVENING VARIABLES ON PURCHASING DECISION AT CV. ANTASITA DIVISION

Vita Ningrum¹, J.E. Sutanto²
¹Student of Magister Management Program, Universitas Ciputra Surabaya, Indonesia
²Lecture of Magister Management Program, Universitas Ciputra Surabaya, Indonesia

Abstract
This study aims to determine the effect of websites, price, and service quality and customer satisfaction as intervening variables on purchasing decisions at CV. Antasita Division. In this study, the population is all consumers from CV. Antasita Division. The sampling was carried out with saturated samples, with a total population of 35 companies. The questionnaire in this study was used as a data retrieval technique. There are 17 statements in the questionnaire, presented using the Likert scale. The time of research was set from March to April 2019. This study uses Smart PLS 2.0 M3 software to conduct Partial Least Square (PLS) analysis and analyze model and structural measurements. The results of the path analysis indicate that website, price and service quality have a significant and positive effect on customer satisfaction. Consumer satisfaction has a significant effect on purchasing decision. Whereas website, price and service quality have no significant effect on purchasing decision. From the results of this study the company is currently very influential on customer satisfaction with purchasing decisions at CV. Antasita Division.

KEYWORDS: website, price, service quality, customer satisfaction, purchasing decision

INTRODUCTION
The development of infrastructure in Indonesia right now is significantly growing, evidently by the increasing number of construction and restructuring in the infrastructure sector. This can be observed from the amount of increased budget that is allocated by the government in the effort to reconstruct the infrastructure recorder from 2009 to 2018, from 76.3 trillion rupiah to 409 trillion rupiah (www.liputan6.com). Specifically for East Java, it was recorded that construction sector ranked second in the economic growth aspect after accommodation and food and beverage sector in year 2018, as seen in the graph below.

![Figure 1: East Java Economic Growth, First Quarter, 2018](source: Liputan 6.com, 2018)