

ACKNOWLEDGEMENT

Thank God the author pray to the God Almighty, who always gives us blessings, gifts, wisdom and His participation so that I, the author, can complete the thesis with the title: "THE RELATIONSHIP OF SERVICE QUALITY ON CUSTOMER LOYALTY MEDIATED BY OVERALL SERVICE QUALITY AND SATISFACTION OF UNIQLO ONLINE STORE IN JABODETABEK" in time. In writing this thesis is compiled to complete the Management study program of the Faculty of Economics, and meet the requirements to achieve a Sarjana Management (S.M) at Universitas Pelita Harapan.

The author can complete this thesis with the help of many parties, so on this occasion allow me, the author to express gratitude and respect to all parties who have provided moral and material assistance, especially to:

1. Mr. Jonathan Dr. (Hon) L. Parapak, M.Eng. Sc., as the Chancellor of Universitas Pelita Harapan.
2. Ms. Gracia S. Ugut, MBA., Ph.D., as the Dean Faculty of Economics.
3. Ms. Isana S.C Meranga S.P., M.M., as the Head of Management Study Program.
4. Mr. Dr. Moses Lorensius P. Hutabarat, S.Kom., S.E., M.M., as the Supervisor who has provided guidance and provided many inputs to the authors.
5. Ms. Rita Juliana, S.E., M.M., MBA, who have taken the time to help the author and have provided much input in the University.
6. All lecturers who have taught the author during his study at Universitas Pelita Harapan.
7. Staff of Faculty of Economics employees who have assisted the author in administrative activities.

8. Libraries employee staff who have assisted the author in providing library resources in the preparation of thesis.
9. The author parent who have provided moral and material support so that the author can complete all stages of this thesis.
10. Cindy Boennawan and Vanessa Hans, as my “PBJ” friend who always supported the author since senior high school.
11. Chan Ka Hing, Lisa Sanjaya, Vira Lidya, as my “hepi mil” friend who always supported the author in University life.
12. “Kaleng2” Gang who always supported the author in University life.
13. All the author friends who can’t be named one by one for always supported him in University life.

The author realize that the thesis prepared is still far from perfect. Therefore, the author ask for constructive criticism and suggestions from readers because it can be very useful for the author for the perfection of writing this thesis. Hopefully this thesis can be useful for all those who read it.

Tangerang, January 16, 2021



Author

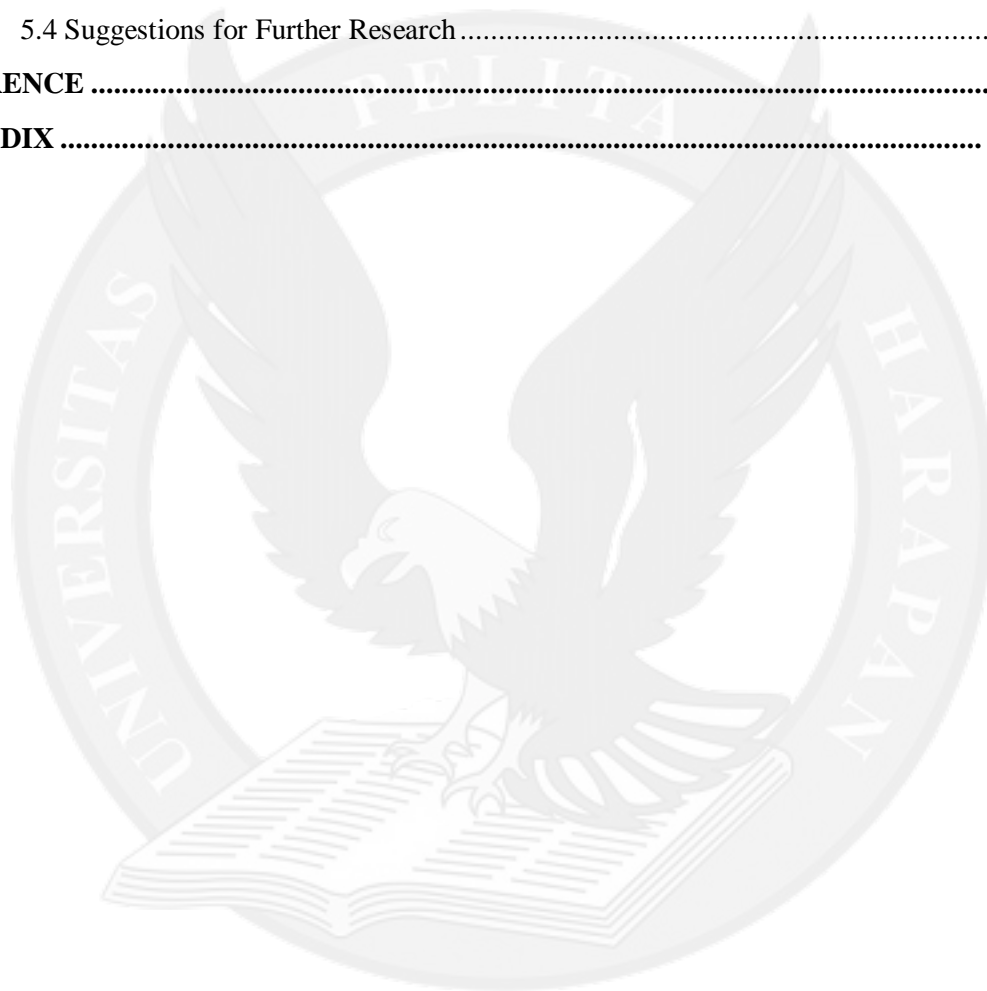
(Devin Andrian Fabio)

TABLE OF CONTENT

CONTENT	PAGE
ABSTRACT	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	viii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Research Question	11
1.3 Research Purpose	11
1.4 Systematic Research	12
CHAPTER II LITERATURE REVIEW	13
2.1 Research Variables Used	13
2.1.1 E-Service Quality	13
2.1.2 Overall E-Service Quality	15
2.1.3 E-Satisfaction	16
2.1.4 E-Loyalty	18
2.2 Relationship Between Variables	19
2.2.1 Relationship Between E-Service Quality and Overall E-Service Quality	19
2.2.2 Relationship Between E-Service Quality and E-Satisfaction	20
2.2.3 Relationship Between Overall E-Service Quality and E-Satisfaction	21
2.2.4 Relationship Between Overall E-Service Quality and E-Loyalty	22
2.2.5 Relationship Between E-Satisfaction and E-Loyalty	23
2.3 Research Model	24

CHAPTER III RESEARCH METHODOLOGY	25
3.1 Research Paradigm	25
3.2 Research Design	25
3.3 Population and Sample.....	26
3.4 Measurements Variable.....	28
3.5 Conceptual and Operational Definition.....	28
3.6 Measurement Scale	31
3.7 Data Collection Method	33
3.8 Data Analysis Method.....	34
3.8.1 Descriptive Statistic.....	34
3.8.2 <i>Outer</i> Model (Measurement Model).....	35
3.8.3 <i>Inner</i> Model (Structural Model)	36
3.9 Pretest Result.....	37
3.9.1 Convergent Validity Pretest	37
3.9.2 Discriminant Validity Pretest	39
3.9.3 Reliability Pretest	41
CHAPTER IV RESULTS AND DISCUSSIONS	42
4.1 Respondents Profile	42
4.1.1 Respondents Characteristics Based On Gender	42
4.1.2 Respondents Characteristics Based On Age Level.....	43
4.1.3 Respondents Characteristics Based On Occupation	44
4.1.4 Respondents Characteristics Based On Monthly Income	45
4.2 Descriptive Statistics.....	46
4.2.1 Descriptive Statistic Analysis of E-Service Quality Variable.....	46
4.2.2 Descriptive Statistic Analysis of Overall E-Service Quality Variable.....	48
4.2.3 Descriptive Statistic Analysis of E-Satisfaction Variable.....	49
4.2.4 Descriptive Statistic Analysis of E-Loyalty Variable.....	50
4.3 Research Data Analysis.....	51
4.3.1 <i>Outer</i> Model (Measurement Model).....	51
4.3.2 Multicollinearity Testing	54

4.3.3 <i>Inner Model</i> (Structural Model)	55
4.4 Discussion	60
4.5 Comparison of Actual Research Results with Previous Research	63
CHAPTER V CONCLUSSIONS AND SUGGESTIONS	65
5.1 Conclussions	65
5.2 Managerial Implications	66
5.3 Research Limitations	67
5.4 Suggestions for Further Research	67
REFERENCE	68
APPENDIX	A



LIST OF FIGURES

	PAGE
Figure 1.1 The Majority of Intensity of Internet Access.....	2
Figure 1.2 How many times a month Indonesian buy necessity online.....	3
Figure 1.3 The Reasons Many Indonesian Didn't Buy Goods/Service Online	3
Figure 1.4 Apparel 50 2020 Ranking.....	7
Figure 1.5 2019 Index Rankings: Indonesia Fashion Retailers	8
Figure 1.6 COVID-19 Impact on Indonesian Shopper Habits	10
Figure 2.1 Research Model	24
Figure 4.1 Path Model Based On PLS Algorithm	56
Figure 4.2 Path Model Based On Bootstrapping	57

LIST OF TABLES

	PAGE
Table 3.1 Conceptual and Operational Definition Variable.....	28
Table 3.2 Five-point Likert Scale	33
Table 3.3 <i>Rule of thumb</i> Measurement Model	36
Table 3.4 <i>Rule of thumb</i> Structural Model	37
Table 3.5 Outer Loadings Pretest Result Phase 1	37
Table 3.6 Outer Loadings Pretest Result Phase 2.....	38
Table 3.7 Average Variance Extracted (AVE) Pretest Result.....	39
Table 3.8 Discriminant Validity Pretest Result (<i>Cross Loading</i>).....	39
Table 3.9 Discriminant Validity Pretest Result (<i>Fornell-Lacker</i>).....	40
Table 3.10 Reliability Pretest Result	41
Table 4.1 Respondents Characteristics Based On Gender	42
Table 4.2 Respondents Characteristics Based On Age Level	43
Table 4.3 Respondents Characteristics Based On Occupation.....	44
Table 4.4 Respondents Characteristics Based On Monthly Income.....	45
Table 4.5 Limitation of Mean.....	46
Table 4.6 Descriptive Statistic of E-Service Quality	46
Table 4.7 Descriptive Statistic of Overall E-Service Quality	48

Table 4.8 Descriptive Statistic of E-Satisfaction.....	49
Table 4.9 Descriptive Statistic of E-Loyalty	50
Table 4.10 Outer Loadings Actual Test Result	51
Table 4.11 Average Variance Extracted (AVE) Actual Test Result	52
Table 4.12 Discriminant Validity Actual Test Result (Cross Loading).....	52
Table 4.13 Discriminant Validity Actual Test Result (Fornell-Lacker).....	53
Table 4.14 Reliability Actual Test Result	54
Table 4.15 Multicollinearity Evaluation	54
Table 4.16 R-square Value.....	57
Table 4.17 Hypothesis Testing Results.....	58
Table 4.18 Comparison of Actual Research Result with Previous Research	63

LIST OF APPENDICES

APPENDIX I	ACTUAL RESEARCH QUESTIONNAIRE
APPENDIX II	DESCRIPTIVE STATISTICS PRETEST RESULT
APPENDIX III	VALIDITY PRETEST RESULT
APPENDIX IV	RELIABILITY PRETEST RESULT
APPENDIX V	DESCRIPTIVE STATISTICS ACTUAL TEST RESULT
APPENDIX VI	VALIDITY ACTUAL TEST RESULT
APPENDIX VII	RELIABILITY ACTUAL TEST RESULT
APPENDIX VIII	MULTICOLLINEARITY TESTING RESULT

