TABLE OF CONTENT

THESIS APPROVAL	I
ABSTRACT	V
ACKNOWLEDGEMENT	VI
TABLE OF CONTENT	IX
LIST OF FIGURES	XII
LIST OF TABLES	XIII
CHAPTER I	1
INTRODUCTION	1
1.1 Research Background	1
1.2. Research Problem	7
1.3. Research Objective	8
1.4. Research Scope	9
1.5. Research Writing Systematic	10
CHAPTER II	11
LITERATURE REVIEW	11
2.1 Theoretical Framework	11
2.1.1. Consumer Behavior	11
2.1.1.1 Global Consumer Behavior	12
2.1.2. Behavioral Targeting	15
2.1.1.2 Tracking Online Navigation	15
2.1.3. E-Customer Loyalty	16
2.1.4. E-Customer Satisfaction	17
2.1.5. E-Customer Trust	18
2.1.6. Service User Interface	18
2.1.7. Service Information Quality	19
2.1.8. Perceived Security	21
2.1.9. Perceived Privacy	21
2.2 Related Previous Studies	22
2.3 Hypothesis Development	23
2.3.1 Relationship Between Service User Interface And E- Customer Sati And E-Customer Trust	sfaction 23

	2.3.2 Relationship Between Service Information Quality Towards E-Customer Satisfaction And E-Customer Trust	24
	2.3.3 Relationship Between Perceived Security Towards E-Customer Satisfaction And E-Customer Trust	ion 25
	2.3.4 Relationship Between Perceived Privacy Towards E-Customer Satisfaction And E-Customer Trust	on 26
	2.3.5 Relationship Between E-Customer Satisfaction And E-Customer Trust Towards E-Customer Loyalty	27
	2.4 Research Model	28
CHAP	TER III	29
RESE	ARCH METHOD	29
	3.1 Research Design	29
	3.2 Research Paradigm	29
	3.3 Conceptual And Operational Definition	31
	3.4 Measurement Of Scales	34
	3.5 Data Collection Method	36
	3.6 Unit Of Analysis	37
	3.7 Population	38
	3.8 Sample Size	38
	3.8.1. Sampling Method	39
	3.9 Data Analysis Method	42
	3.9.1. Partial Least Square Structural Equation Modeling (Pls-Sem)	43
	3.9.1.1. Inner Model	47
	3.9.1.2. Outer Model	50
	3.9.1.3 Validity Test	50
	3.9.1.4. Convergent Validity	51
	3.9.1.5. Discriminant Validity	52
	3.9.1.6. Reliability Test	53
	3.10 Hypothesis Test	53
СНАР	TER IV	55
DATA	ANALYSIS AND DISCUSSION	55
	4.1 Respondent Profile	55
	4.2 Data Analysis	59
	4.2.1. Descriptive Statistic	59
	4.2.1.1. Service User Interface	62
	1212 Sarvice Information Quality	6/

4.2.1.3. Perceived Security	65
4.2.1.4 Perceived Privacy	65
4.2.1.5. E-Customer Satisfaction	67
4.2.1.6. E-Customer Trust	68
4.2.1.7. E-Customer Loyalty	69
4.2.2 Inferential Statistic	70
4.2.2.1. Outer Model	70
4.2.2.1.1. Convergent Validity Test Result	71
4.2.2.1.2. Discriminant Validity Test Result	72
4.2.2.1.3. Reliability Test Result	74
4.2.2.2. Inner Model	74
4.2.2.2.1. Coefficient Of Determination (R ²)	75
4.2.2.2. T-Statistics (Bootstrapping)	75
4.2.2.3. Multicollinearity Test	76
4.2.3. Hypothesis Test	77
4.3 Discussion	80
CHAPTER V	85
CONCLUSION AND RECOMMENDATION	85
5.1 Conclusion	85
5.2 Managerial Implication	86
5.3 Research Limitations And Recommendations	88
APPENDIX	89
	ii

LIST OF FIGURES

Figure 1.1 Digital data in Southeast Asia	1
Figure 1.2 E-Commerce Use Amongst Internet Users	2
Figure 1.3 Average Monthly E-Commerce Visit in Southeast Asia.	4
Figure 1.4.Southeast Asia most visited marketplaces by country	5
Figure 1.5 Indonesia most visited marketplaces	5
Figure 2.1 Model of Buyer Behavior	12
Figure 2.2 Research Model	28
Figure 3.1 Structural Model Assessment Procedure	48
Figure 4.1 Path Model (Actual Test)	70
HARAIN MARIAN	

LIST OF TABLES

Table 2.1 Related Previous Studies	22
Table 4.1 Gender Percentage	56
Table 4.2 Age Percentage	56
Table 4.3 Profession Percentage	57
Table 4.4 Domicile Percentage	57
Table 4.5 User Percentage	58
Table 4.6 Product Category Percentage	58
Table 4.7 Descriptive Statistic Summary	59
Table 4.8 Descriptive Statistic of Service User Interface	63
Table 4.9 Descriptive Statistic of Service Information Quality	64
Table 4.10 Descriptive Statistic of Perceived Security	65
Table 4.11 Descriptive Statistic of Perceived Security	66
Table 4.12 Descriptive Statistic of E-Customer Satisfaction	67
Table 4.13 Descriptive Statistic of E-Customer Trust	68
Table 4.14 Descriptive Statistic of E-Customer Loyalty	69
Table 4.15 Outer Loading	71
Table 4.16 Average Variance Extracted (AVE)	72
Table 4.17 Fornell-Larcker Criterion	73
Table 4.18 Heterotrait-Monotrait Ratio	73
Table 4.19 Composite Reliability and Cronbach's α	74
Table 4.20 Coefficient of Determination (R ²)	75
Table 4.21 Path Coefficients	7 6
Table 4.22 Variance Inflation Factor (VIF)	77